

C4 AU REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE –
CONSIDER REQUEST FOR CITY SPONSORSHIP AND WAIVER OF CITY
SPECIAL EVENT PERMIT FEES, PURSUANT TO SECTION 12-7 OF THE CITY
CODE, FOR THE MODEL VOLLEYBALL EVENT, SCHEDULED TO TAKE PLACE
FROM MARCH 29, 2025 TO MARCH 30, 2025.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Joseph Magazine
DATE: February 3, 2025
TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE – CONSIDER REQUEST FOR CITY SPONSORSHIP AND WAIVER OF CITY SPECIAL EVENT PERMIT FEES, PURSUANT TO SECTION 12-7 OF THE CITY CODE, FOR THE MODEL VOLLEYBALL EVENT, SCHEDULED TO TAKE PLACE FROM MARCH 29, 2025 TO MARCH 30, 2025.

RECOMMENDATION

Please place the above item on the City Commission agenda as a referral to the Finance and Economic Resiliency Committee. A copy of the event producer's request is attached to this Memorandum.

BACKGROUND/HISTORY

The Model Volleyball tournament has lived on the sand of Miami Beach since 2010 and has become a globally renowned event. This free event is open to the public & features top model agencies competing in a co-ed beach volleyball tournament. These top agencies include Next, CGM, Elite, Ford, Select, Front, Source, Runways & Dorothy Combs.

After completing its 14th consecutive year, Model Volleyball has grown to see nearly 15,000 attendees, over 300 participating models & over 500 million in media impressions per tournament alone. Media partners have included iHeartMedia, Snapchat & Shape Magazine.

ANALYSIS

FISCAL IMPACT STATEMENT

TBD based on location decided upon with City Staff

Does this Ordinance require a Business Impact Estimate?

(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

FINANCIAL INFORMATION

CONCLUSION

Applicable Area

South Beach

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?

No

Is this item related to a G.O. Bond Project?

No

Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? No

If so, specify the name of lobbyist(s) and principal(s): N/A

Department

Office of Commissioner Joseph Magazine

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Condensed Title

Ref: FERC - Sponsorship/Waiver of Special Event Permit Fees, The Model Volleyball Event. (Magazine)

Previous Action (For City Clerk Use Only)