

C7 AV A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE CITY MANAGER AND THE CITY CLERK TO EXECUTE A NEW FIVE-YEAR SPONSORSHIP AGREEMENT WITH THE SOUTH BEACH SEAFOOD FESTIVAL EVENT ORGANIZER. TO PROVIDE CITY SPONSORSHIP FUNDING FOR THE 2025-2029 SOUTH BEACH SEAFOOD FESTIVAL IN THE AMOUNT OF \$25,000 PER YEAR, AND A WAIVER OF SPECIAL EVENT FEES DURING THE FIVE-YEAR TERM (INCLUDING THE WAIVER OF FEES TOTALING APPROXIMATELY \$85,000 FOR THE 2025 EVENT), SUBJECT TO BUDGET APPROPRIATION DURING THE FY 2026 BUDGET PROCESS (AND EACH APPLICABLE FISCAL YEAR THEREAFTER) AND TO THE PROVISION OF APPROPRIATE PUBLIC BENEFITS BY THE EVENT ORGANIZER.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: City Attorney Ricardo J. Dopico

DATE: February 3, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE CITY MANAGER AND THE CITY CLERK TO EXECUTE A NEW FIVE-YEAR SPONSORSHIP AGREEMENT WITH THE SOUTH BEACH SEAFOOD FESTIVAL EVENT ORGANIZER. TO PROVIDE CITY SPONSORSHIP FUNDING FOR THE 2025-2029 SOUTH BEACH SEAFOOD FESTIVAL IN THE AMOUNT OF \$25,000 PER YEAR, AND A WAIVER OF SPECIAL EVENT FEES DURING THE FIVE-YEAR TERM (INCLUDING THE WAIVER OF FEES TOTALING APPROXIMATELY \$85,000 FOR THE 2025 EVENT), SUBJECT TO BUDGET APPROPRIATION DURING THE FY 2026 BUDGET PROCESS (AND EACH APPLICABLE FISCAL YEAR THEREAFTER) AND TO THE PROVISION OF APPROPRIATE PUBLIC BENEFITS BY THE EVENT ORGANIZER.

RECOMMENDATION

BACKGROUND/HISTORY

ANALYSIS

The attached Resolution was prepared at the request of the sponsor, Commissioner Kristen Rosen Gonzalez.

FISCAL IMPACT STATEMENT

The fiscal impact of this measure is \$110,000.

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-notices/>

FINANCIAL INFORMATION

CONCLUSION

Applicable Area

Citywide

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):

Department

City Attorney

Sponsor(s)

Commissioner Kristen Rosen Gonzalez

Co-sponsor(s)

Condensed Title

Approve Sponsorship and Waive Special Event Fee, 2025 South Beach Seafood Festival.
(Rosen Gonzalez) CA

Previous Action (For City Clerk Use Only)

RESOLUTION NO. 2025 - _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE CITY MANAGER AND THE CITY CLERK TO EXECUTE A NEW FIVE-YEAR SPONSORSHIP AGREEMENT WITH THE SOUTH BEACH SEAFOOD FESTIVAL EVENT ORGANIZER, TO PROVIDE CITY SPONSORSHIP FUNDING FOR THE 2025-2029 SOUTH BEACH SEAFOOD FESTIVAL IN THE AMOUNT OF \$25,000 PER YEAR, AND A WAIVER OF SPECIAL EVENT FEES DURING THE FIVE-YEAR TERM (INCLUDING THE WAIVER OF FEES TOTALING APPROXIMATELY \$85,000 FOR THE 2025 EVENT), SUBJECT TO BUDGET APPROPRIATION DURING THE FY 2026 BUDGET PROCESS (AND EACH APPLICABLE FISCAL YEAR THEREAFTER) AND TO THE PROVISION OF APPROPRIATE PUBLIC BENEFITS BY THE EVENT ORGANIZER.

WHEREAS, the South Beach Seafood Festival (the “Event”) is an annual public event celebrating and benefitting the talents of South Florida’s leading chefs, restaurants, and culinary masters; and

WHEREAS, the Event Organizer, CI Management (“Event Organizer”) has produced the Event successful for over twenty (20) years, generating a significant economic impact (including hotel room nights) in Miami Beach; and

WHEREAS, on May 8, 2019, the Mayor and City Commission adopted Resolution No. 2019-30818, accepting the recommendation of the Finance and Citywide Projects Committee and taking the following actions relating to the Event: (1) approving waivers of special event fees in an amount not to exceed \$58,970.00 (including the special event application fee of \$250.00, permit fee of \$500.00, vehicle beach access passes in the amount of \$4,500, square footage fee of \$45,207.75, Lummus Park user fees of \$5,911.25, and Police Department administrative fees of \$2,601.00), and approving City sponsorship funding in the amount of \$25,000 for the 2019 Event, for a total City sponsorship package valued at \$83,970.00 for the 2019 Event; and (2) further approving and authorizing the City Manager and City Clerk to execute a five (5) year sponsorship agreement; and

WHEREAS, the original term of the 2019 South Beach Seafood Festival Sponsorship Agreement (the “Agreement”) was scheduled to conclude after the 2023 event; and

WHEREAS, due to COVID-19 related impacts, the Event did not take place in 2020, and the City and the Event Organizer executed Amendment No. 1 to the 2019 Agreement to provide for a six-year sponsorship instead, and allow for the 2024 Seafood Festival to take place; and

WHEREAS, the Mayor and City Commission wish to authorize the City Manager and the City Clerk to execute a new five-year sponsorship agreement to sponsor the Event in 2025, with a sponsorship amount of \$25,000 per year and a waiver of special event fees during the five-year term of the sponsorship agreement (including fees totaling approximately \$85,000 for the 2025 Event), subject to budget appropriation during the fiscal year 2026 budget process (and each applicable fiscal year thereafter) and to the provision of appropriate public benefits by the Event Organizer; and

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby authorize the City Manager and City Clerk to execute a new five-year sponsorship agreement with the South Beach Seafood Festival event organizer, to provide city sponsorship funding for the 2025-2029 South Beach Seafood Festival in the amount of \$25,000 per year and a waiver of special event fees during the five-year term (including fees totaling approximately \$85,000 for the 2025 event), subject to budget appropriation during the FY 2026 budget process (and each applicable fiscal year thereafter) and to the provision of appropriate public benefits by the event organizer.

PASSED and ADOPTED this ____ day of _____, 2025.

ATTEST:

Steven Meiner, Mayor

Rafael E. Granado, City Clerk

(sponsored by Commissioner Kristen Rosen Gonzalez)

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

1/27/2025

Date