

NB 15. DISCUSS THE 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 ON THE LUMMUS PARK BEACHFRONT FROM MARCH 29 -30, 2025

Applicable Area:

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Eric Carpenter, City Manager

DATE: March 26, 2025

TITLE: DISCUSS THE 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 ON THE LUMMUS PARK BEACHFRONT FROM MARCH 29 -30, 2025

RECOMMENDATION

The Administration recommends the Finance and Economic Resiliency Committee members discuss the request for city sponsorship and waiver of city special event fees for the 2025 Model Volleyball event. Should the request receive a favorable recommendation, the waiver of special event fees would total approximately \$25,298.75.

BACKGROUND/HISTORY

At the February 3, 2025, City Commission meeting, the Commission approved a referral by Commissioner Joseph Magazine (C4 AU) to the Finance and Economic Resiliency Committee to discuss the 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 March 29-30, 2025.

ANALYSIS

The Model Volleyball tournament has taken place in Miami Beach since 2010 and has become a globally renowned event. This free event is open to the public and features top model agencies competing in a co-ed beach volleyball tournament. These top agencies include Next, CGM, Elite, Ford, and Select.

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

On September 13, 2023, the Mayor and City Commission approved Resolution No. 2023-32751 to waive special event fees in the total amount not to exceed \$21,748 for the annual Model Volleyball tournament which took place March 15-17, 2024.

2025

The 2025 Model Volleyball event is scheduled to take place on March 29-30, 2025, at Lummus Park Beachfront on 12th street. Below is the estimate of special event fees, based on their application.

Application Fee	\$333
Permit Fee	\$663
Vehicle Beach Access Passes	\$1,515

Square Footage	\$20,825
Tax	\$1,962.75
Total	\$25,298.75

Special Event Sponsorship Requirements per City Code as follows:

Sec. 12-7. - Requirements for city sponsorship of events.

(a) Requests for city sponsorship of an event shall only be considered through the city commission's annual budget process, pursuant to [section 5.02](#) of the City Charter, or through applications for grants funded by the Miami Beach Visitor and Convention Authority or the city's cultural arts council.

(b) Except for sponsorships approved pursuant to [section 12-7\(a\)](#) of this article, any other request for city sponsorship of an event shall require:

- (1) An advisory recommendation of the finance and citywide projects committee; and
- (2) Approval, by a five-sevenths vote of the city commission.

(c) In considering approval of a sponsorship for an event, the city commission may consider:

- (1) Whether the event organizer has exercised good-faith diligent efforts to apply for grant funding that may be available from the city's visitor and convention authority or cultural arts council;
- (2) The event organizer's history and performance in delivering quality events;
- (3) Any benefits being directly provided to the general public with respect to the event, such as free or discounted tickets to persons residing in the City of Miami Beach, seniors, veterans, or members of disadvantaged groups;
- (4) Whether the event is accessible to the general public (either as a ticketed event or otherwise);
- (5) The demonstrable economic impacts associated with the event;
- (6) The demonstrable media commitments secured by the event organizer for the event; or
- (7) The efforts undertaken by the event organizer to mitigate any quality-of-life impacts associated with the event, including noise, littering, traffic, or parking impacts associated with an event.

FISCAL IMPACT STATEMENT

N/A

Does this Ordinance require a Business Impact Estimate?

(FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on .

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

FINANCIAL INFORMATION

CONCLUSION

The Administration recommends the Finance and Economic Resiliency Committee members discuss the request for city sponsorship and waiver of city special event fees for the 2025 Model Volleyball event. Should the request receive a favorable recommendation, the waiver of special event fees would total approximately \$25,298.75.

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):

Department

Tourism and Culture

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Condensed Title

Discuss City Sponsorship and Fee Waivers for Model Volleyball 2025



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-notices/>

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)