

6. DISCUSS SPECIAL EVENT GUIDELINES AND CITY SPONSORSHIPS, FEE
WAIVERS AND OTHER SUBSIDIES FOR SPECIAL EVENTS

WEDNESDAY, March 15

No Scheduled Meetings

THURSDAY, March 16

- 8:30 a.m. City Pension Fund for Firefighters & Police Officers in the City of Miami Beach Hybrid Meeting
<https://us06web.zoom.us/j/82143220352>
1.305.224.1968 or 1.646.931.3860
Access ID 82143220357#
[Fire & Police Pension Office, Suite 355](#)
1691 Michigan Avenue
- 9:30 a.m. Lincoln Road BID/Executive Committee Zoom Meeting
<https://zoom.us/j/47445470558pwd=YXo1TmUrROZNMmJYNlVlZVVEVjcZzQ9>
1.301.715.8592 or 1.312.626.6799
Access ID 4744547055#
Passcode 808879#
- 2:00 p.m. Special Events Community Review Microsoft Teams Meeting
<https://bit.ly/3uRdMKj>
Meeting ID 283647485214
Passcode XWC6F9
1.786.636.1480
Access ID 318818052#
- 5:00 p.m. Mayor's 41st Street Blue Ribbon Committee
[First Horizon Bank](#)
400 W 41st St. Suite 210
- 6:00 p.m. Hispanic Affairs Committee Hybrid Meeting
bit.ly/3KMORRi
1.786.636.1480
Access ID 857671525#
[Building Dept. Large Conference Room](#)
1700 Convention Center Dr. 2nd FL.

FRIDAY, March 17

No Scheduled Meetings

For any and/or all of the above meetings, one or more members of the Miami Beach City Commission, and/or City board/committee members may be in attendance and participate in discussions.

* Aired live on MBTV. Broadcastline 660, AT&T, Uverse 99, iHorizon Communications, 395 & 805U device on PG. IV

** Commission Committee Aired live on MBTV

AD No. 03052023-01M

A listing of all formal competitive solicitations issued by the City of Miami Beach, Florida is available at <https://www.miamibeachfl.gov/cityhall/procurement/citycontracts/>. To access any formal competitive solicitation issued by the City, or to receive any addendum issued to a formal competitive solicitation, you may also visit <https://proc.bidsync.com/miamibeach>. Public meeting notices can be found on the Procurement Calendar at <https://www.miamibeachfl.gov/cityhall/procurement/calendar/>.

MIAMI BEACH

We are committed to providing excellent public service and safety to all who live, work, and play in our vibrant, tropical, historical community.

Members of the public may present audio/visual (AV) materials relating to Agenda Items at City Commission Meetings by utilizing the City's AV equipment, provided that materials are submitted to the Department of Marketing and Communications by 8:30 a.m., one (1) business day prior to the meeting. Advance submittal of a presentation will allow the Communications Department to plan for the use of the appropriate AV equipment. AV materials must be submitted via email at communications@miamibeachfl.gov. The body of the email must include a notation listing the name or group, contact person, daytime telephone number, email address, description/title of the presentation, and Agenda Item Title as well as the Agenda Item Number. Please reference "Audio/Visual Material" in the email subject line. Acceptable formats for electronic submission are .pdf, .ppt, .pps, .ppsx, .wmv, .avi, and .mov. (Note that .pdf is the preferred format for PowerPoint presentations.)

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National Cycling League Special Event

Thursday, March 9 at 5:30 p.m.

Please join the City of Miami Beach for a virtual meeting to discuss the upcoming traffic impacts for the National Cycling League Special Event. This proposed event is anticipated to take place between 13 – 8 streets along Washington Avenue and Ocean Drive.

Thursday, March 9 at 5:30 p.m.

Zoom webinar link:

<https://us06web.zoom.us/j/82531835445>

Or via phone: +1.305.224.1968 or +1.253.205.0468

Webinar ID: 825 3183 5445

For more information, contact Kevin Pulido, Neighborhood Affairs Director at kevinpulido@miamibeachfl.gov.

National Cycling League Special Event

SPECIAL EVENT COMMUNITY WEBINAR



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From: City of Miami Beach <artsandculture@miamibeachfl.gov>
Sent: Tuesday, November 14, 2023 1:09 PM
To:
Subject: Special Events Community Review Meeting

[THIS MESSAGE COMES FROM AN EXTERNAL EMAIL - USE CAUTION WHEN REPLYING AND OPENING LINKS OR ATTACHMENTS]



Special Events Community Review Meeting

Thursday, November 16, 2023

The City of Miami Beach's Tourism and Culture Department invites you to our monthly Special Events Community Review meeting. Meetings take place the third Thursday of every month.

Below please find meeting information for our next meeting.

Date: Thursday, November 16, 2023
Time: 2pm

Microsoft Teams meeting:

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 261 027 187 077

Passcode: SK7sY2

[Download Teams](#) | [Join on the web](#)

Or call in (audio only)

[+1 786-636-1480,624175135#](#) United States, Miami

Phone Conference ID: 624 175 135#

Meeting Agenda

Upcoming /New Events:

Ocean Drive / South Beach / South Pointe

SPE0923-1505 Ocean Drive Promenade Festival of Lights – 11/26 – 1/16
 SPE0623-1395 Indian Baraat for Nick Van Skike & Pulkit – 12/2
 SPE1023-1528 Nicole Henry Winter Concert Reception @ Sagafredo L'originale – 12/5
 SPE0923-1484 Telemundo 2023 Holiday Party @ Nikki Beach – 12/16
 SPE1023-1512 Wedding Ceremony & Cocktail Hour with Fireworks @ Lincoln RD Beach Access – 12/23
 SPE1023-1532 Annual ODA New Year's Fireworks with Café Extensions – 12/29 – 1/1
 SPE1123-1544 New Year's @ The SLS Hotel (pool deck) – 12/31
 SPE1023-1508 New Year's and Orthodox Christmas Celebration @ Rakija Lounge – 12/31;1/6;1/7;1/13
 SPE1023-1530 New Year's Eve with Fireworks @ Sagamore Hotel (pool deck) – 12/31
 SPE1123-1540 New Year's Eve @ Mondrian South Beach (pool deck) – 12/31
 SPE0823-1454 New Year's Eve Celebration @ Espanola Way – 12/31
 SPE1023-1509 Nikki Beach's Botanical Symphony of Color NYE – 12/31
 SPE1123-1538 New Year's Eve @ Kimpton Surfcomber (pool deck) – 12/31
 SPE1023-1521 Annual South Beach Jazz Festival @ Lincoln Rd & Collins Park – 1/5 – 1/7
 SPE0823-1455 Art Deco Weekend – 1/12 – 1/14

Mid Beach / North Beach

SPE1123-1536 Sthree Super Trip 2023 Drone Show @Fontainebleau Hotel (beachfront) – 11/16
 SPE1023-1535 Frid Borchov Wedding @ W Hotel – 12/17
 SPE1123-1545 Bleaulive NYE Concert @ Fontainebleau Hotel (pool deck) – 12/31
 SPE1123-1539 End of the Year and New Year's Eve Celebration @ Tala Beach Club – 12/30 – 12/31

Collins Avenue Corridor Beachfront - Collins Park

SPE1023-1533 Think Hospitality Holiday Party @ 21st Beachfront – 12/13
 SPE0923-1480 Orchestra Miami New Year's Eve Celebration @ 21st Beachfront - 12/30 – 1/2
 SPE0423-1353 JP Morgan Programs 2024 – 1/31 – 2/5

Special Events in the City of Miami Beach are subject to review and recommendation by the corresponding neighborhood or business association(s) as part of a monthly Special Events Community Review. Applicants wishing to obtain a special event permit for an event taking place on public property will be required to present their plans to the appropriate neighborhood association. We thank the community for the feedback provided during these meetings.



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City of Miami Beach | 1700 Convention Center Drive, Miami Beach, FL 33139

[Unsubscribe francysvallecillo@miamibeachfl.gov](mailto:francysvallecillo@miamibeachfl.gov)

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MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Tanya K. Bhatt
DATE: January 31, 2024

SUBJECT: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS
SPECIAL EVENT GUIDELINES AND CITY SPONSORSHIPS, FEE WAIVERS AND OTHER
SUBSIDIES FOR SPECIAL EVENTS.

BACKGROUND/HISTORY

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

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

ANALYSIS

Please place on the January 31, 2024 agenda a referral to the Finance and Economic Resiliency Committee ("FERC") to discuss further refining the Special Event Guidelines and a review of City sponsorships, fee waivers and other subsidies for Special Events.

While special events are part of the fabric of our community, it seems that we may have hit a tipping point where the number of events, and the size/impact of so many events outweigh the perceived benefits. Benefits to be contemplated are not just the possible beneficial economic impact (or whether the cost outweighs the ROI), but also the quality of life impact such as traffic, public space closures before/after events, noise and smell pollution, etc. This discussion item would seek to provide strategic direction for event parameters which are welcomed into and/or subsidized by our city; where in the city they are located, and how affected residents and businesses are noticed with sufficient time to have meaningful dialog and input early enough in the process to be constructive.

Under the leadership of my colleague, Commissioner Alex Fernandez, the City's Special Event Guidelines (the "Guidelines") underwent an overhaul in 2023 that resulted in some improvements. I believe there are some areas where additional refinement and/or clarification of the Guidelines and/or amendments to Section 12-5 of the City Code could better enable City staff to implement the Commission's policy direction as embodied in the Guidelines. Below are some examples.

- The current Guidelines contemplate that events with anticipated attendance of 150 or more persons are subject to community review by the corresponding neighborhood or business association(s). In addition, for large events with an expected attendance of 1,000 or more persons within the general boundaries of the Art Deco Cultural District (i.e. 5th to 16th Streets) to properties or neighborhoods within a 500-foot radius if activating west of the dunes, and within a 1,000-foot radius if activating east of the dunes, they are expected to advise the community of the Special Event Community Review meeting. The City Manager must consider input from the neighborhood association(s) in determining whether to grant a Special Event Permit or what conditions to impose upon granting of the permit. A neighborhood association is entitled to appeal the Manager's decision to the City Commission at its next available meeting.
- Notwithstanding the various steps contemplated by the Guidelines, an event producer is required to submit its application just 90 days prior to load-in. Even if this deadline is strictly adhered to, a 90-day period seems inadequate to enable neighborhood associations to appeal decisions of the City Manager to the City Commission when there is a lack of consensus. In this regard, it would be beneficial to specify an earlier deadline for applications in the Guidelines and, as noted below, in Section 12-5 of the City Code.
- There are also some inconsistencies between Section 12-5 of the City Code and the current Guidelines that should be resolved. For example, Section 12-5(2) indicates that applicants must submit applications no less than 60 days in advance whereas the Guidelines require submission for special events on public property at least 90 days prior to the event, but if on private property, either 30 or 60 days prior depending on. In addition, the Special Event Guidelines only requires community review for certain events held on public property. In its current form, Section 12-5 implies that all special events, whether on public property or private property, must present their plans for review at the monthly special events community review meeting.

I would also like the FERC to review sponsorships, fee waivers and other subsidies provided by the City for special events. Although I understand the City’s desire to provide support for certain special events that are beneficial to our local hospitality businesses and appealing to our residents and visitors, some of these events are sufficiently established and profitable such that sponsorships are not truly justifiable. I believe some of these sponsorships could be phased out over time without impacting the quality of activations in the City. Attached as [Exhibit A](#) is a schedule of sponsorships for special events funded by the City in fiscal year 2023, as well as sponsorship commitments to date for fiscal year 2024.

City staff and/or members of the Administration responsible for implementing the Special Event Guidelines and administering City sponsorships for special events should be prepared to:

- provide feedback on the current Guidelines and identify opportunities to improve the process, including community outreach
- outline the current approved list of events for 2024 (and beyond if applicable) and their economic/branding impact to the City;
- present the sponsorship budget for the 2024 fiscal year to the FERC;
- review the strategic vision for how events are vetted/screened, and how it is determined whether or not to allow a new event to take place.

SUPPORTING SURVEY DATA

N/A

FINANCIAL INFORMATION


N/A

<u>Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?</u>	<u>Does this item utilize G.O. Bond Funds?</u>
No	No

Legislative Tracking
Commissioner Tanya K. Bhatt

Sponsor
Co-sponsored by Commissioner Joseph Magazine

ATTACHMENTS:

Description	
	Exhibit A