

C7 X A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, MADE AT ITS MARCH 25, 2025 MEETING, AND RETROACTIVELY WAIVING THE SPECIAL EVENT FEES, TOTALING \$25,298.75, FOR THE MODEL VOLLEYBALL EVENT, WHICH TOOK PLACE ON MARCH 29-30, 2025 AT THE LUMMUS PARK BEACHFRONT, BY REIMBURSING THE EVENT ORGANIZER THE FEES PAID, EXCEPT FOR THE SECURITY DEPOSIT.

Applicable Area:



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: April 23, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, MADE AT ITS MARCH 25, 2025 MEETING, AND RETROACTIVELY WAIVING THE SPECIAL EVENT FEES, TOTALING \$25,298.75, FOR THE MODEL VOLLEYBALL EVENT, WHICH TOOK PLACE ON MARCH 29-30, 2025 AT THE LUMMUS PARK BEACHFRONT, BY REIMBURSING THE EVENT ORGANIZER THE FEES PAID, EXCEPT FOR THE SECURITY DEPOSIT.

RECOMMENDATION

The Administration recommends that the Mayor and City Commission adopt the Resolution accepting the recommendation of the Finance and Economic resiliency Committee to waive the special event fees, totaling \$25,298.75 for the Model Volleyball event, which took place on March 29-30, 2025 at the Lummus Park beachfront, by reimbursing the event organizer the fees paid, except for the security deposit.

BACKGROUND/HISTORY

The City of Miami Beach hosts a wide variety of special events that enrich the community for both visitors and residents. To mitigate the ever-increasing demands made upon City resources and infrastructure, applicants are required to present proposed special event activities to potentially impacted neighborhood associations and appropriate City Departments to ensure that these events are compatible with the surrounding neighborhoods. This process assists in evaluating and assessing the City's resources, both in terms of personnel and use of public property and rights-of-way to adequately protect the public safety, health, and welfare of the community.

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 (FERC) 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.

At the March 26, 2025, FERC meeting, staff presented the approximate fees due by Model Volleyball for the 2025 event. After discussion, committee members voted with a favorable recommendation to the City Commission to approve the waiver of special event fees in a retroactive manner.

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 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. 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

FISCAL IMPACT STATEMENT

The fiscal impact for waiving the special event fees in a total amount of \$25,298.75 is uncollected revenue.

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

The Administration recommends that the Mayor and City Commission adopt the Resolution accepting the recommendation of the Finance and Economic resiliency Committee to waive the special event fees, totaling \$25,298.75 for the Model Volleyball event, which took place on March 29-30, 2025, at the Lummus Park beachfront, by reimbursing the event organizer the fees paid, except for the security deposit.

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

Accept Recomm/Waive Special Event Fees for Model Volleyball Event. (Magazine) TC

Previous Action (For City Clerk Use Only)

RESOLUTION NO. 2023-32608

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, WAIVING SPECIAL EVENT FEES, IN THE TOTAL AMOUNT NOT TO EXCEED \$21,748 FOR THE ANNUAL MODEL VOLLEYBALL TOURNAMENT THAT WAS HELD THE WEEKEND OF MARCH 18-19, 2023, IN LUMMUS PARK ON THE 12TH STREET BEACHFRONT.

WHEREAS, at the February 22, 2023 City Commission meeting, the Mayor and Commission approved a referral to the Finance and Economic Resiliency Committee, at the request of Commissioner Ricky Arriola, to discuss waiving the special event fees, in the amount not to exceed \$21,748 for the annual Model Volleyball Tournament held the weekend of March 18-19, 2023; and

WHEREAS, with the event being held on the 12th Street beachfront, it was anticipated to attract over 15,000+ attendees, both tourists and locals, with excitement, open cultural experiences, while simultaneously accentuating the beautiful and renowned legendary event space; and

WHEREAS, the tournament celebrates Miami Beach's passion for giving back to the community and supports a local charity, the Jack Brewer Foundation, which empowers women and children living in impoverished and underdeveloped communities by enabling food security, promoting access to education and cultural exchanges, and assisting in medical aid and disaster relief; and

WHEREAS, with funds raised in the past, Model Volleyball was able to build the first Women's Cancer unit in Haiti together with the local model agency winning team; and

WHEREAS, for the past 10 years, Model Volleyball has used only local production vendors and businesses, making sure to give back to the growth of the City; and

WHEREAS, at its April 21, 2023 meeting, the Finance and Economic Resiliency Committee made a favorable recommendation for the Mayor and Commission to approve the waiver of fees for the Model Volleyball 2023 event; and

WHEREAS, the Mayor and City Commission wish to approve the waiver of special event fees in the amount not to exceed \$21,748, for the Model Volleyball Tournament, which represents \$286 in application fees, \$286 in permit fees, \$2,076 in vehicle beach access passes, \$17,850 in square footage fees, and \$1,249.60 in taxes; and

WHEREAS, the waiver approved herein shall be applied as a credit against any remaining amounts due to City, with any remaining balance, if any, refunded to the Event Organizer.

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 waive special event fees, in the total amount not to exceed \$21,748 for the annual Model Volleyball Tournament that was held the weekend of March 18-19, 2023, in Lummus Park on the 12th Street beachfront.

PASSED AND ADOPTED this 17 day of May, 2023.

ATTEST:

78 MAY 22 2023
Rafael E. Granado, City Clerk

Dan Gelber, Mayor

(Sponsored by Commissioner Ricky Arriola)



**APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION**

City Attorney

5-8-23
Date

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Rafael A. Paz, City Attorney
DATE: May 17, 2023

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, WAIVING SPECIAL EVENT FEES, IN THE TOTAL AMOUNT NOT TO EXCEED \$21,748 FOR THE ANNUAL MODEL VOLLEYBALL TOURNAMENT THAT WAS HELD THE WEEKEND OF MARCH 18-19, 2023, IN LUMMUS PARK ON THE 12TH STREET BEACHFRONT.

ANALYSIS

Pursuant to the request of Commissioner Ricky Arriola, the above-referenced Resolution is submitted for consideration by the Mayor and City Commission at the May 17, 2023 Commission meeting.

SUPPORTING SURVEY DATA

N/A

FINANCIAL INFORMATION

The fiscal impact of this measure is expressly identified in the Resolution.

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

No

Does this item utilize G.O. Bond Funds?

No

Legislative Tracking

Office of the City Attorney

Sponsor

Commissioner Ricky Arriola

ATTACHMENTS:

Description

▫ Resolution

RESOLUTION NO. 2023-32751

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, WAIVING SPECIAL EVENT FEES IN THE TOTAL AMOUNT NOT TO EXCEED \$21,748 FOR THE ANNUAL MODEL VOLLEYBALL TOURNAMENT THAT WILL BE HELD THE WEEKEND OF MARCH 16-17, 2024, ON THE BEACHFRONT BETWEEN 21ST AND 22ND STREETS.

WHEREAS, the annual Model Volleyball Tournament will take place during Miami Beach's peak season, over the weekend of March 16-17, 2024; and

WHEREAS, with the event being held on the beachfront between 21st and 22nd Streets, it is anticipated to attract 15,000+ attendees, both tourists and locals, with excitement, open cultural experiences, while simultaneously accentuating the beautiful and renowned legendary event space; and

WHEREAS, the tournament celebrates Miami Beach's passion for giving back to the community and supports a local charity, the Jack Brewer Foundation, which empowers women and children living in impoverished and underdeveloped communities by enabling food security, promoting access to education and cultural exchanges, and assisting in medical aid and disaster relief; and

WHEREAS, with funds raised in the past, Model Volleyball was able to build the first Women's Cancer unit in Haiti together with the local model agency winning team; and

WHEREAS, for the past 10 years, Model Volleyball has used only local production vendors and businesses, making sure to give back to the growth of the City; and

WHEREAS, the Mayor and City Commission wish to approve the waiver of special event fees in the amount not to exceed \$21,748 for the Model Volleyball Tournament, which represents \$286 in application fees, \$286 in permit fees, \$2,076 in vehicle beach access passes, \$17,850 in square footage fees, and \$1,249.60 in taxes.

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 waive special event fees in the total amount not to exceed \$21,748 for the annual Model Volleyball Tournament that will be held the weekend of March 16-17, 2024, on the beachfront between 21st and 22nd Streets.


PASSED AND ADOPTED this 13 day of September, 2024.

ATTEST:



Rafael E. Granado, City Clerk

SEP 20 2023

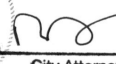


Dan Gelber, Mayor

(sponsored by Commissioner Ricky Arriola)

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney 

8-31-23
Date

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Rafael A. Paz, City Attorney
DATE: September 13, 2023

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, WAIVING SPECIAL EVENT FEES, IN THE TOTAL AMOUNT NOT TO EXCEED \$21,748 FOR THE ANNUAL MODEL VOLLEYBALL TOURNAMENT THAT WILL BE HELD THE WEEKEND OF MARCH 16-17, 2024, ON THE BEACHFRONT BETWEEN 21ST AND 22ND STREETS.

ANALYSIS

Pursuant to the request of Commissioner Ricky Arriola, the above-referenced Resolution is submitted for consideration by the Mayor and City Commission at the September 13, 2023 Commission meeting.

SUPPORTING SURVEY DATA

N/A

FINANCIAL INFORMATION

The fiscal impact of this measure does not to exceed \$21,748.

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

No

Does this item utilize G.O. Bond Funds?

No

Legislative Tracking

Office of the City Attorney

Sponsor

Commissioner Ricky Arriola

ATTACHMENTS:

Description

▫ Resolution