

C7 F A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING A REQUEST FOR A WAIVER OF MIAMI BEACH CONVENTION CENTER RENTAL FEES FOR STYLE SAVES INC., IN AN AMOUNT NOT TO EXCEED \$42,022 FOR USE OF EXHIBIT HALL D, FOR THE STYLE SAVES INC. BACK TO SCHOOL PROGRAM 2025, TO BE HELD ON AUGUST 6-11, 2025, AND AUTHORIZE THE CITY MANAGER AND CITY CLERK TO EXECUTE A GRANT AGREEMENT WITH STYLE SAVES INC. FOR THE BACK-TO-SCHOOL PROGRAM, THE TERMS OF WHICH SHALL INCLUDE GRANT FUNDING, IN AN AMOUNT NOT TO EXCEED \$100,000 FOR THE 2025 EVENT; AND FURTHER, WAIVING, BY 5/7TH VOTE, THE REQUIREMENT IN SECTION 2-14 OF THE CITY CODE TO REFER ANY RESOLUTION HAVING A FINANCIAL IMPACT THAT IS IN EXCESS OF \$75,000 TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE.

Applicable Area:

MIAMI BEACH

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, APPROVING A REQUEST FOR A WAIVER OF MIAMI BEACH CONVENTION CENTER RENTAL FEES FOR STYLE SAVES INC., IN AN AMOUNT NOT TO EXCEED \$42,022 FOR USE OF EXHIBIT HALL D, FOR THE STYLE SAVES INC. BACK TO SCHOOL PROGRAM 2025, TO BE HELD ON AUGUST 6-11, 2025, AND AUTHORIZE THE CITY MANAGER AND CITY CLERK TO EXECUTE A GRANT AGREEMENT WITH STYLE SAVES INC. FOR THE BACK-TO-SCHOOL PROGRAM, THE TERMS OF WHICH SHALL INCLUDE GRANT FUNDING, IN AN AMOUNT NOT TO EXCEED \$100,000 FOR THE 2025 EVENT; AND FURTHER, WAIVING, BY 5/7TH VOTE, THE REQUIREMENTS IN THE CITY CODE TO REFER SPONSORSHIP AGREEMENTS TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE.

RECOMMENDATION

The Administration recommends the approval and authorization of Miami Beach Convention Center rental fee waiver and grant for the Style Saves Inc. Back-To-School Program 2024.

BACKGROUND/HISTORY

In November 2018, the City of Miami Beach established Miami Beach Convention Center ("MBCC") Rental Waiver Guidelines including an application, review and approval process. The waiver is administered by the Administration, with a recommendation to the Mayor and City Commission.

The rental discount/waiver is specific to room and space rental fees only. The event producer/organizer is solely responsible for any and all other associated MBCC fees as assessed for the event, including but not limited to, audio, visual, utilities, furniture rentals, equipment, security, food and beverage, corkage fees, parking, room set-up and cleaning.

The City received an application for a rental fee waiver for the use of the MBCC. The application has a resident community impact and/or a civic or social benefit to the residents of Miami Beach.

The Style Saves Inc. is a community of creatives who are committed to engaging with the next generation of leaders through the basic principles that fashion can uplift and be a catalyst for good. Style saves directly aids thousands of students and their families with school essentials, brand new clothing and school uniforms, food assistance, maternity needs, and more, all at no cost. Their efforts have reached more than 150,000 students and their families, and the global impact has provided relief efforts in Colombia, Guatemala, Haiti, and Honduras.

ANALYSIS

The Style Saves Inc. mission is to provide youth and their families with the essential goods to increase academic achievement. Knowing families are dealing with the difficulty of consistency, Style Saves has a private label line and currently manufacture backpacks, school supplies, pants, polos, belts and sneakers to provide high quality product for students and ultimately reaching more children.

Through purpose driven, experiential moments, including the Back-to-School event, mentorship programs and fundraising partnerships, they have formed an alliance of dedicated thought-leaders who stand firm in the powerful connection that can be made when fashion meets philanthropy.

The Back-to-School program, in its 15th year, sends 15,000 students throughout South Florida back to school in August with necessities for the upcoming school year. The annual event extends its support to various beneficiaries, including children living in migrant camps, homeless shelters, organizations, and foster care across South Florida.

The Back-to-School program will be held in Exhibition Hall D of the MBCC on August 6-11, 2025, including event load-in and load-out. Style Saves has requested that the City waive MBCC room rental fees in an amount not to exceed \$42,022 with a grant in an amount not to exceed \$100,000 for services such as audio, visual, utilities, furniture rentals, security, food and beverage, room set-up, parking and cleaning. Style Saves has satisfied the MBCC rental waiver application criteria by providing a resident community impact through its delivery of services to the residents of Miami Beach.

MBCC rental waiver application documents and requirements include, but are not limited to, proof of not-for-profit status, recent tax returns, and sponsors. Additionally, the event must be either a major countywide special event, demonstrate priority 1 room night generation in Miami Beach hotels, be produced by an organization based in Miami Beach or provide most services to the residents of Miami Beach. If ticketed, the event provides free entry or a discounted rate to Miami Beach residents, students and/or seniors and the City receives grant recognition.

FISCAL IMPACT STATEMENT

According to the 2022 Community Satisfaction Survey, only 3.9% of Miami Beach residents polled listed the Convention Center among the City's facilities or landmarks that they visit frequently. 39% of polled residents never visit the Convention Center.

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

The MBCC room rental waiver, if approved, is valued at \$42,022, and reflects a loss of MBCC revenue. The grant is valued at up to, but not exceeding, \$57,978.

CONCLUSION

The Administration recommends the approval and authorization of the MBCC rental fee waiver and grant for the Style Saves Back-to-School Program 2024.

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

Economic Development

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Condensed Title

Waive MBCC Rental Fee, Style Saves Back-to-School Program 2025. (Fernandez) ED 5/7

Previous Action (For City Clerk Use Only)



RENTAL DISCOUNT / WAIVER APPLICATION

On November 9, 2018, the City of Miami Beach approved rental fee waiver guidelines for the Miami Beach Convention Center ("MBCC"). The waiver will be administered by the Economic Development Department, which will review and recommend qualifying applications to the City of Miami Beach City Manager, who may then make a recommendation to the Mayor and City Commission.

The rental discount/waiver is specific to room and space rental fees only. The event producer/organizer will be solely responsible for any and all other associated MBCC fees as assessed for the event, including but not limited to, audio, visual, utilities, furniture rentals, security, food and beverage, corkage fees, room set-up and cleaning.

NOTE: Incomplete applications will not be considered until all requested information is provided. An application received less than 120 days/four (4) months prior to the event will be deemed a late application and may not be considered. Events may only apply within a 180 days /six (6) months prior to the event.

DATE OF REQUEST: Mar 13, 2025

NAME OF EVENT: STYLE SAVES – BACK TO SCHOOL

DATE(S) OF EVENT: 08/06/2025,08/07/2025 (MOVE-IN), (7am)- 08/08/2025 - 08/09/2024 (EVENT),

08/10/2025,8/11/2025 and * (MOVE-OUT, CLEAN- UP).

TIME OF EVENT: 9am to 5pm

ESTIMATED ATTENDANCE: 25,000 for all days.

REQUESTED MBCC ROOM(S) AND PREFUNCTION SPACE(S): HALL D, HALF PORTION

NON-PROFIT 501(C)3 ORGANIZATION NAME: (as it appears on Articles of Incorporation) : STYLE SAVES INC

FEDERAL ID# 30-0948238

EXECUTIVE DIRECTOR: RACHAEL SAIGER

PHONE: 786-409-5333

EMAIL: rachael@stylesaves.org, INFO@STYLESAVES.ORG

MAILING ADDRESS: 1800 N MIAMI AVE

CITY: MIAMI

STATE: FL

ZIP CODE: 33136

TOTAL EVENT ROOM/SPACE RENTAL FEE: \$70,500 estimated

REQUESTED ROOM/SPACE RENTAL FEE WAIVER AMOUNT: \$70,500

TICKET PRICE(S): N/A

NUMBER OF FREE OR DISCOUNT RATE TICKETS FOR MIAMI BEACH RESIDENTS: N/A

WHAT IS THE DISCOUNT TICKET RATE, IF APPLICABLE: N/A

PLEASE PROVIDE WHAT OTHER LOCATIONS HAVE HOSTED YOUR EVENT(S) BEFORE AND WHY THE EVENT WILL NOT BE HOSTED AT THAT LOCATION: UNAVAILABLE DUE TO A BUYOUT.

PLEASE PROVIDE AN EXPLANATION WHY A MIAMI BEACH HOTEL OR OTHER VENUE CANNOT ACCOMMODATE THE EVENT: UNAVAILABLE DUE TO BUYOUT.

PLEASE DESCRIBE THE EVENT, ITS HISTORY, AND THE PUBLIC BENEFIT TO MIAMI BEACH RESIDENTS:

CERTIFICATION / SIGNATURE

I certify that all information contained in this application and attachments are true and accurate, and that I am authorized by the applicant hereto to execute this application. Further, I agree to cover all MBCC out-of-pocket costs as outlined in the MBCC estimate attached.

NAME RACHAEL SAIGER TITLE PRESIDENT
(Please Print)

SIGNATURE  DATE 3/13/2025

REQUIRED ATTACHMENTS:

- A copy of 501(c)3 letter of determination, dated within the past two (2) years. Updated letter can be obtained from the Internal Revenue Service.
- Most recent audited financial statement or IRS Form 990
- CPA prepared Compilation, Review or Audited financial statement for the same period as the Form 990, above. The financial statement must include a Balance Sheet, Profit and Loss and Statement of Cash Flow.
- Event budget for the requested discount or waiver. The budget must disclose all sources and uses of funds related to the event, including the use of the requested rent discount or waiver.
- List of all corporate and private sponsorships and in-kind contributions to be used for the event. Backup materials for the sponsorships and in-kind contributions must be included.

SPONSORSHIP RECOGNITION:

1. City shall receive sponsorship recognition on all media or promotional platforms related to the Event, at the same sponsorship level as other sponsors providing financial or other support comparable to the City's sponsorship. Event Organizer will also tag City on all Event-related postings on digital distribution platforms, also referred to as social media platforms. Event Organizer's Event-related postings shall include high quality content relevant to the Event and its targeted audiences. Digital distribution postings shall be issued in English and Spanish, wherever relevant.
2. Event Organizer will use logo provided by City on all Event-related advertising. This includes local television partners, social media campaigns, radio efforts, and local newspapers.
3. All promotional materials which include the City's name or logo, including, without limitation, advertising, telecasts, signage and social media publications shall be subject to City's prior written approval, which approval may be withheld at City's discretion. Event Organizer shall cease using all logos or other City marks upon the expiration of the Term. Additionally, City reserves the right to require the removal of its logo/marks from any promotional materials. This paragraph shall survive the expiration of this Agreement.

Please submit completed application with required attachments to:

City of Miami Beach
1755 Meridian Avenue, 2nd Floor
Miami Beach, Florida 33139

Email: HeatherShaw@miamibeachfl.gov

*Any changes to the event details in this application (tickets prices, dates, discounts, etc.) must be approved in writing prior to the event. Failure to secure approval will result in revocation of the Rental Waiver. An organization may apply more than once per calendar year. This waiver covers MBCC rental fees only. All events must provide equal access and equal opportunity in employment and services and may not discriminate on the basis of disability, race or ethnicity, color, creed, national origin, religion, age, gender or sexual preference, in accordance with Title VI and Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975 and Title IX of the Education Amendments of 1972 as amended (42 U.S.C. 2000 et seq.), the Americans with Disabilities Act (ADA) of 1990, and Section 504 of the Rehabilitation Act of 1973.

*If waiver is approved, event must acknowledge the City of Miami Beach as a sponsor, including city logo, in all marketing and publicity materials, as well as the following credit line in all promotional and marketing materials: "With the support of the City of Miami Beach.". Failure to include the credit line and/or logo will result in revocation of the waiver.

FOR MBCC ONLY:

DATE(S) OF EVENT AVAILABLE: Y / N TIME

OF EVENT AVAILABLE: Y / N

Financial Information

- ☒ Provided Form 990 signed by an entity officer, not dated more than one year, and has an affirmation for the preparer that it has been timely filed with the Internal Revenue Service.
- ☒ Provided CPA prepared Compilation, Review or Audited financial statement for the same period as the Form 990, above. The financial statement must include a Balance Sheet, Profit and Loss and Statement of Cash Flow.
- ☒ Provided the event budget for the requested discount or waiver. The budget must disclose all sources and uses of funds related to the event, including the use of the requested rent discount or waiver.
- ☒ Disclose all corporate and private sponsorships and in-kind contributions to be used for the event. Back-up materials for the sponsorships and in-kind contributions must be included.


Resident Community Impact Criteria for Consideration

- ☒ Event is a major countywide special event.
- ☐ Event demonstrates Priority 1 room night generation in Miami Beach hotels.
- ☐ Event is produced by an organization based in Miami Beach or provides most services to the residents of Miami Beach.
- ☐ If a ticketed event, the event provides free entry or a discounted rate to Miami Beach residents, students, and/or seniors.

Civic/Social Benefit

- ☐ Demonstrated no other venue is available due to size.
- ☒ Demonstrated previous venues utilized for event are not suitable or available.

Date Approved/Denied


Staff Initials

Comments: 2023 990s, Budget + sponsors for 2024

City Manager approval/decline date: _____
City Commission approval/decline date: _____

Style Saves - Back to School 2025

Financial Reconciliation Report

Item	Description	Actual
Air Conditioner	24 hours for 5 days (\$300 an hour)	\$ 36,000.00
Air Wall Panels	For the hall	\$ 500.00
Cleaning/Housekeeping	4 housekeepers for 2 event days	\$ 6,448.00
Key Locks	Includes 2 keys for security purposes.	\$ 50.00
Lights	9 hours a day for 5 days to ensure adequate illumination.	\$ 3,375.00
Security - Overnight	Provision for 1 guard, day and night, to safeguard inventory.	\$ 4,650.00
Security - Event	Allocation for 3 guards during event days to ensure participant sa	\$ 2,730.07
Parking	Public parking wavier	
Fire Administrative Fee	OFF DUTY FEES ,OD AMIN FEE	\$ 1,479.00
Recycle/Trash Hauls	Cost for recycling and trash hauls.	\$ 4,868.50
Event Fee	Miami Beach Convention Center Event Fee	\$ 19,123.00
Total		\$ 79,223.57

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING A REQUEST FOR A WAIVER OF MIAMI BEACH CONVENTION CENTER RENTAL FEES FOR STYLE SAVES INC., IN AN AMOUNT NOT TO EXCEED \$42,022 FOR USE OF EXHIBIT HALL D, FOR THE STYLE SAVES INC. BACK TO SCHOOL PROGRAM 2025, TO BE HELD ON AUGUST 6-11, 2025, AND AUTHORIZE THE CITY MANAGER AND CITY CLERK TO EXECUTE A GRANT AGREEMENT WITH STYLE SAVES INC. FOR THE BACK-TO-SCHOOL PROGRAM, THE TERMS OF WHICH SHALL INCLUDE GRANT FUNDING, IN AN AMOUNT NOT TO EXCEED \$100,000 FOR THE 2025 EVENT; AND FURTHER, WAIVING, BY 5/7TH VOTE, THE REQUIREMENT IN SECTION 2-14 OF THE CITY CODE TO REFER ANY RESOLUTION HAVING A FINANCIAL IMPACT THAT IS IN EXCESS OF \$75,000 TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE.

WHEREAS, the City has received an application from Style Saves Inc. for a waiver of rental fees for the use of the Miami Beach Convention Center; and

WHEREAS, Style Saves Inc. Back-to-School Program aides thousands of students and their families with school essentials; and

WHEREAS, the primary goal of Style Saves is to provide youth and their families with essential goods to increase academic achievement; and

WHEREAS, the Back-to-School Program provides brand new clothing, school uniforms, food assistance, maternity needs and more at no cost to the students or their families; and

WHEREAS, Style Saves Inc. reaches more than 150,000 students and their families, and has a global impact providing relief efforts in Colombia, Guatemala, Haiti, and Honduras; and

WHEREAS, the Back-to-School Program will be held in Exhibition Hall D of the Miami Beach Convention Center on August 6-11, 2025, including load-in and load out; and

WHEREAS, Style Saves Inc. requested that the City waive Miami Beach Convention Center ("MBCC") room rental fees in an amount not to exceed \$42,022; and

WHEREAS, Style Saves Inc. request that the City sponsor the Back-to-School Program in an amount not to exceed \$100,000 for services such as audio, visual, utilities, furniture rentals, security, food and beverage, room set-up, parking and cleaning; and

WHEREAS, the Style Saves Back-to-School Program provides a civic and social benefit and satisfies the MBCC rental waiver application criteria by providing a resident community impact by delivering services to the residents of Miami Beach.

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 approve a request for a waiver of Miami Beach Convention Center rental fees for Style Saves Inc., in an amount not to exceed \$42,022 for use of Exhibit Hall D, for the Style Saves Inc. Back To School Program 2025, to be held on August 6-11, 2025, and authorize the City Manager and City Clerk to execute a grant agreement with Style Saves Inc. for the Back-To-School Program, the terms of which shall include grant funding, in an amount not to exceed \$100,000 for the 2025 Event; and further, waive, by 5/7th vote, the requirement in Section 2-14 of the City Code to refer any resolution having a financial impact that is in excess of \$75,000 to the Finance and Economic Resiliency Committee.

PASSED and ADOPTED this ____ day of _____ 2025.

ATTEST:

Steven Meiner, Mayor

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

4/15/2025

Date