

C7 AF A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE CITY OF MIAMI BEACH TO ACCEPT DONATIONS TOTALING \$53,350 FROM EVENT PRODUCERS AS RESIDENT BENEFITS PURSUANT TO CITY'S SPECIAL EVENT PERMIT REQUIREMENTS.

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Interim City Manager Rickelle Williams

DATE: June 26, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE CITY OF MIAMI BEACH TO ACCEPT DONATIONS TOTALING \$53,350 FROM EVENT PRODUCERS AS RESIDENT BENEFITS PURSUANT TO CITY'S SPECIAL EVENT PERMIT REQUIREMENTS.

### **RECOMMENDATION**

The Administration recommends the acceptance of the donations totaling \$55,350 from four (4) event producers as resident benefits, pursuant to City's special event permit requirements.

### **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 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.

### **ANALYSIS**

According to the City's Special Events Guidelines, most recently revised by Resolution No. 2023-32701, special events on public property require a resident benefit, defined as a quantitative, tangible benefit to the residents and local community. Examples of Resident Benefits may include, but is not limited to:

- Discounted tickets (Miami Beach residents, seniors, youth, military, veterans, disabled and special needs)
- Special programming or standalone public performance
- Educational and/or cultural component/ programming
- Senior benefit or food drive - in partnership with Housing and Community Services
- Monetary Donation to a City's Public Benefit Fund
- Beach cleanup or dune restoration - monetary equivalent based on footprint and impact of event

The Tourism and Culture Department is responsible for the verification of a resident benefit inclusion as part of a special event application. Four (4) special events, identified below, chose a monetary donation as a resident benefit.

### Special Event Resident Benefit Donations

Event Name	Entity	Amount	Fund
Ferrari Cavalcade	Canossa Events North America	\$ 5,000.00	Tree Preservation Fund
Ferrari World Premier	Faena Hotels Miami Beach	\$ 30,000.00	Sustainability & Resiliency Fund
Wilf Firestone Wedding	Faena Hotels Miami Beach	\$ 20,000.00	Sustainability & Resiliency Fund
Sun Bum Pop-Up	Factory 360, Inc.	\$ 350.00	Art in Public Places Fund
Total		\$ 55,350.00	

#### **Ferrari Cavalcade**

Event Date(s): 5/1/24

Event Location(s): Ocean Drive Promenade; Between 13th Street – 14th Place,  
32nd Street; Between Collins Avenue – Miami Beach boardwalk

Estimated Attendance: 150

#### **Ferrari World Premier**

Event Date(s): 4/15/24 – 5/20/24 Inclusive of Load In/Out

Event Location(s): 33 - 36 Street beachfront (Main Event)  
36 Street; Between Collins Avenue - Miami Beach boardwalk  
Municipal Lot 57; 3501 Collins Avenue (Production Staging)

Estimated Attendance: 600

#### **Wilf Firestone Wedding**

Event Date(s): 3/23/24 – 4/13/24 Inclusive of Load In/Out

Event Location (s): 34- 36 Street beachfront (Main Event)  
Municipal Lot 57; 3501 Collins Avenue (Production Staging)

Estimated Attendance: 600

#### **Sun Bum Pop-Up**

Event Date(s): 6/1/24

Event Location: 21st Beachfront

Estimated Attendance: 500

### **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-notice/>

### **FINANCIAL INFORMATION**

Revenue Only

### **CONCLUSION**

The Administration recommends the acceptance of the donations totaling \$55,350 from four (4) event producers as resident benefits, pursuant to City's special event permit requirements.

### **Applicable Area**

Citywide

**Is this a “Residents Right to Know” item,  
pursuant to City Code Section 2-17?**

**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)**

**Co-sponsor(s)**

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE CITY OF MIAMI BEACH TO ACCEPT DONATIONS TOTALING \$53,350 FROM EVENT PRODUCERS AS RESIDENT BENEFITS PURSUANT TO CITY'S SPECIAL EVENT PERMIT REQUIREMENTS.**

**WHEREAS**, the City of Miami Beach hosts a wide variety of special events that enrich the community for both visitors and residents; and

**WHEREAS**, to mitigate the 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; and

**WHEREAS**, 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; and

**WHEREAS**, according to the City's Special Events Guidelines, most recently revised pursuant to Resolution No. 2023-32701, the City has the authority to approve, approve with conditions, deny or revoke a Special Event Application, considering factors which include the type of event, resident benefit, economic impact to the City, and demands on City services; and

**WHEREAS**, all special events on public property will require a resident benefit, defined as a quantitative, tangible benefit to the residents and local community, with examples of Resident Benefits including, but not limited to:

- Discounted tickets (Miami Beach residents, seniors, youth, military, veterans, disabled and special needs)
- Special programming or standalone public performance
- Educational and/or cultural component/ programming
- Senior benefit or food drive - in partnership with Housing and Community Services
- Monetary Donation to a City Public Benefit Fund
- Beach cleanup or dune restoration - monetary equivalent based on footprint and impact of event; and

**WHEREAS**, the Tourism and Culture Department is responsible for the verification of a resident benefit inclusion as part of a special event application; and

**WHEREAS**, four special events, identified below, chose a monetary donation as a resident benefit:

- Ferrari Cavalcade – May 1, 2024 - \$5,000 donation to the Tree Preservation Fund
- Ferrari World Premier – April 12, 2024 to May 20, 2024 (Including load in/out) - \$30,000 donation to Sustainability & Resiliency Fund
- Wild Firestone Wedding – March 23, 2024 to May 13, 2024 (Including Load in/out) - \$20,000 donation to the Sustainability & Resiliency Fund
- Sub Bum Pop-up – June 1, 2024 - \$350 donation to the Art in Public Places Fund.

**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 and authorize the City of Miami Beach to accept donations totaling \$53,350 from event producers as resident benefits pursuant to City's Special Event permit requirements.

**PASSED AND ADOPTED** this       day of       , 2024.

**ATTEST:**

Steven Meiner, Mayor

Rafael E. Granado, City Clerk

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

[Signature] 6/17/2024  
City Attorney #4 Date