

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Mayor Dan Gelber
DATE: September 14, 2022

SUBJECT: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS AND TAKE ACTION ON THE \$125,000 FINANCIAL SUPPORT REQUEST FROM THE FOOD NETWORK SOUTH BEACH WINE AND FOOD FESTIVAL (SOBEWFF) FOR THE 22ND ANNUAL SOBEWFF.

ANALYSIS

Financial Support Request:

To begin, I would like to express my sincerest gratitude to the City of Miami Beach for their unwavering support of the Food Network South Beach Wine & Food Festival presented by Capital One (SOBEWFF®) and our beneficiary, Florida International University's Chaplin School of Hospitality & Tourism Management. As we embark on planning for the 22nd annual SOBEWFF® this coming February 23-26, 2023, we are requesting your consideration for supplemental financial support.

In May 2021 and February 2022, the City of Miami Beach agreed to provide the Festival with financial support totaling \$162,333 and \$215,849 respectively. This financial support helped the Festival navigate many of the challenges that were posed by the COVID-19 pandemic including unexpected rising costs. Over the last two years, the Festival has been able to create policies and initiatives that support the local hospitality community in a historically difficult period while continuing to attract tens of thousands of visitors and locals to Miami Beach.

With the 22nd edition of SOBEWFF® taking place in February 2023, we are continuing to raise the bar on our programming by bringing together a star-studded lineup of events and talent that will drive extraordinary business to Miami Beach. More than 400 chefs, wine and spirits producers, Food Network personalities and lifestyle celebrities will come together on the sands of Miami Beach to create an unforgettable epicurean celebration comprised of walk-around tastings, intimate dinners, late-night parties, brunches, lunches, master classes, wine seminars and more. Additionally, the Festival will continue to prioritize the implementation of Diversity, Equity & Inclusion within our program to ensure inclusive access for our partners, participants, and the South Florida community. The media attention garnered for the 2022 Festival was unprecedented and we are confident this will expand exponentially for the 2023 edition.

Unfortunately, we continue to experience the harsh reality of the rapidly rising costs required to produce such an expansive and upscale Festival. Over the last year, the costs of some crucial City services have increased by up to 50%. It is our goal to continue to elevate the quality of the Festival, while maintaining much needed safety and security measures that we know are equally important to the City. We also wanted to keep our tickets reasonably priced in order to attract foodies from around the globe to our beautiful city!

We are humbly requesting that the City provide SOBEWFF® with additional financial support in the amount of \$125,000, which is a significant reduction from the previous commitment. This support will be used to cover the costs of select city services including fire, police, EMT, permits and meters; as well as a rental waiver for the Miami Beach Bandshell where we will be hosting our very popular and expanded Drag Brunch event on Sunday, February 26, 2023.

SOBEWFF® has always strived to provide our consumers, talent, sponsors and the City with an exceptional culinary experience, unmatched by the multitude of wine and food events that have been established in our wake. We are hopeful that the City of Miami Beach will agree to this additional support so that we can continue to deliver this one-of-a-kind Festival experience in our beautiful city.

SUPPORTING SURVEY DATA

N/A

FINANCIAL INFORMATION

N/A

Applicable Area

Not Applicable

Is this a "Residents Right to Know" item, pursuant to

Does this item utilize G.O. Bond Funds?

City Code Section 2-14?

No No

Strategic Connection

Non-Applicable

Legislative Tracking

Mayor Dan Gelber