



April 22, 2024

Via Email

Mayor Steven Weiner
Commissioner Tanya Bhatt
Commissioner Laura Dominguez
Commissioner Alex Fernandez
Commissioner Joe Magazine
Commissioner Kristen Rosen Gonzalez
Commissioner David Suarez
Interim City Manager Rickelle Williams

Subject: SAIL GP Mar 29 & 30 2025

Dear Honorable Mayor, Commissioners and Madame Manager:

On behalf of the Ocean Drive Association, it is with great enthusiasm that we extend our support for the proposed SAIL GP event scheduled to take place in Miami Beach on March 29th and 30th, 2025. We believe that hosting such a prestigious international event aligns perfectly with the direction that we believe our city should be moving. High end execution, community and family welcoming, great brand alignment with Miami Beach, appropriately sized, celebrating our beach and ocean and athletically centric.

The organizers of this event, based in Switzerland, have demonstrated a commendable commitment to delivering an unparalleled experience for both participants and spectators alike. The proposed site at 7th-9th Street, east of the berm, promises to provide a high-end race village experience against the stunning backdrop of our picturesque coastline.

SAIL GP is renowned as a pinnacle event in the world of sailing, boasting a long and successful history of showcasing the finest talent and cutting-edge technology in the sport. We are particularly proud to note that Ryan McKillen, owner of the USA team boat, is not only a local resident but also a pioneer in the tech industry, having been an early software engineer at Uber. His involvement underscores the fusion of innovation and tradition that defines SAIL GP.

It should also be highlighted that economic benefits of hosting this event are substantial. With approximately 2,000 room nights expected, coupled with the unparalleled media reach of the event—thanks to CBS Network as the current US broadcast partner—we anticipate a boost to our local economy without unreasonably burdening our public safety resources. The 2023 broadcast alone garnered a staggering 117 million viewers worldwide, further emphasizing the global appeal of SAIL GP.

Founded by Larry Ellison, the visionary founder of Oracle, SAIL GP represents the epitome of excellence and excitement in the realm of competitive sailing. By welcoming this event, we affirm Miami Beach's status as a premier destination for international sporting events.

In conclusion, we urge you to lend your full support to the proposed SAIL GP event. We stand ready to assist in any way to ensure the success of this endeavor.
Thank you for your attention to this matter.

Respectfully,

Ceci Velasco
Executive Director
For the Board of Directors

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