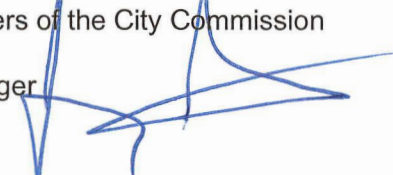




City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

## COMMITTEE MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Jimmy L. Morales, City Manager 

DATE: March 6, 2018

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE CITY'S SPONSORSHIP OF THE 2018 FOOTVOLLEY WORLD CLASSIC, TO BE HELD IN THE CITY OF MIAMI BEACH FROM APRIL 6, 2018 TO APRIL 8, 2018 (THE "EVENT"); WAIVING SPECIAL EVENT PERMIT FEES RELATED TO THE EVENT; AND APPROVING AND AUTHORIZING THE CITY MANAGER TO EXECUTE A SPONSORSHIP AGREEMENT WITH PRO FOOTVOLLEY TOUR, LLC. IN THE AMOUNT NOT TO EXCEED \$15,000, TO OFFSET EXPENSES FOR CITY SERVICES RELATED TO THE EVENT.**

### **RECOMMENDATION**

December 13, 2017, the Finance and Citywide Projects Committee (FCWPC) recommended a City Sponsorship for the 2018 Footvolley World Classic, prior to the adoption of the City's new Sponsorship Ordinance (Chapter 12, Section III).

### **BACKGROUND**

Footvolley is a growing international sport, created in Brazil, combining soccer and beach volleyball. The Pro Footvolley Tour, a for-profit operation, will host the 2018 World Footvolley Classic in Miami Beach at the North Beach Bandshell on April 6th, 2018 through April 8th, 2018. Sergio Menezes, the President of the Pro Footvolley Tour, is a University of Miami graduate, a long-time Miami Beach resident, and competed for team USA in Rio de Janeiro 2016 and was featured on NBC Sports in primetime.

### **ANALYSIS**

For the 2018 Miami Beach event, the producer is requesting a waiver of relevant special event application, permit fees, vehicle fees, square footage fees and user fees estimated to be no more than \$5,000. The Administration can provide more specific estimates once the producer provides a detailed schedule and site plan requirements. The City Manager is authorized to waive special event application, permit and vehicle access pass fees for not-for-profit applicants seeking such waivers. The City Commission can waive additional event special event fees, including square footage fee, user fee and police and fire administrative fees. The Commission has previously waived all event fees for for-profit applicants, like Pro Footvolley Tour, including recently for the Air and Sea Show, Major League Baseball's All Star Game Fan Fest and the Miami Beach Bowl. In addition to event fee waivers, the producer is requesting the City provide a \$15,000 sponsorship to the event, to assist with costs that cannot be waived.

This event sponsorship was recommended to the Commission by FCWPC on December 13, 2017, prior to the adoption of the City's new Sponsorship Ordinance (Chapter 12, Section III).

**CONCLUSION**

The Finance and Citywide Projects Committee (FCWPC) recommended a City Sponsorship in the amount of \$15,000 for the 2018 Footvolley World Classic on December 13, 2017, prior to the adoption of the City's new Sponsorship Ordinance (Chapter 12, Section III).