

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, APPROVING A 5-YEAR EXTENSION OF THE SPONSORSHIP AGREEMENT WITH SOUTH BEACH WINE & FOOD FESTIVAL (FESTIVAL) FOR THE USE OF LUMMUS PARK AND OTHER AREAS FOR THE ANNUAL FESTIVAL, ASSOCIATED FEE WAIVERS AND COMMUNITY BENEFIT.

WHEREAS, the Annual Food Network South Beach Wine & Food Festival (the "Festival") is a national, star-studded, four-day destination event showcasing the talents of the world's most renowned wine and spirits producers, chefs and culinary personalities, and takes place in the City of Miami Beach in late February; and

WHEREAS, this event has a 21-year history with the City of Miami Beach; and

WHEREAS, to maintain the high level of sponsorships and partnerships as it has enjoyed in previous years, the Festival has expressed the need for an ongoing commitment with the City; and

WHEREAS, SOBEWFF has a long history of partnering with the City to provide public benefit, resident access and sponsor recognition, in exchange for the waiver of special event permitting fees; and

WHEREAS, the most recent five-year extension is set to expire on May 1, 2023; and

WHEREAS, SOBEWFF has become one of the largest and most well-known festivals of its kind, attracting visitors worldwide and highlighting the City of Miami Beach as a world-class culinary destination; and

WHEREAS, the proceeds of SOBEWFF directly benefit the Florida International University (FIU) Chaplin School of Hospitality and Tourism; and

WHEREAS, over the last 21 years, SOBEWFF has grown to attract more than 8,000 residents and visitors to the event daily, producing increased hotel room night generation each year; and

WHEREAS, the events that take place in the City of Miami Beach bring in more than 50,000 guests to the City over the course of the entire Festival; and

WHEREAS, in 2018, SOBEWFF had a total economic impact in greater Miami-Dade County of more than \$20.5 million in direct expenditures and \$13.7 million in indirect expenditures, creating a total economic impact of more than \$34.2 million; and

WHEREAS, the 2023 SOBEWFF events will include:

- Goya Foods Grand Tasting Village featuring Grand Tasting Tents and Culinary Demonstrations
- Wine Spectator Trade Testing presented by Souther Glazer's Wine & Spirits of Florida
- Diners, Drive-Ins and Dives LIVE

- Burger Bash presented by Schweid & Sons
- Fontainebleau Miami Beach presents Wine Spectator's Beach of the Best
- Tacos & Tequila
- Bacardi Carnival; and

WHEREAS, SOBEWFF has requested that the City grant a five (5) year extension (the "Extension Agreement") to enable SOBEWFF to continue its annual activation from 2024-2028; and

WHEREAS, the terms of the Extension Agreement would be consistent with previous agreements and include the following principal terms:

City benefit:

- Recognition as a Platinum sponsor and general festival recognition with tiered level logo on welcome banners at the Grand Tasting Village
- Each City Commissioner will receive two (2) tickets to a designated event on Miami Beach
- Press credentials for City of Miami Beach Marketing and Communications Team, including social media, photography and videography
- Print and media recognition in the Official Guide to the South Beach Wine & Food Festival; City logo on thank you advertisement running the weekend of SOBEWFF; recognition in select print promotional materials distributed locally, nationally and internationally; and an opportunity to produce press releases promoting participation
- Electronic recognition on SOBEWFF website, mobile app, online auction website, e-newsletter, and web banner
- Gifting opportunity include inclusion in Trade Day and Grand Tasting gift bags
- Co-marketing opportunities to promote important City initiatives
- Four (4) Juicy Tidbits e-newsletter stories to promote the City
- Four (4) Facebook or Twitter posts to promote City events

Event producer benefit:

- Waiver of special event application fees, permit fees, vehicle beach access pass fees, square footage fees, Lummus Park user fees, Police Department off-duty administrative fees, Fire Department off-duty administrative fees, temporary occupant content permit fees (if necessary), signage permit fees, banner permit fees, mini billboard permit fees, and the beach concession fees
- A five (5) year commitment to activate SOBEWFF in the current Miami Beach locations including the Main Site (Lummus Park beachfront between 10th and 13th Streets), the North Venue (at beachfront between Lincoln Road and 17th Street), Espanola Way, and various hotel venues

Miami Beach Resident benefit:

- SOBEWFF is offering Miami Beach residents discounted advance (two weeks pre-sale period) ticket sales opportunities, consisting of a 15% discount applied to the purchase of a up to two (2) tickets of one SOBEWFF large-scale event (over 200 guests) taking place in Miami Beach; and

WHEREAS, if the Extension Agreement is approved, SOBEWFF will receive in-kind benefits in the amount of approximately \$150,000.00 in waived fees (estimates based on 2022 waived fees), with a cap on waived fees equal to \$150,000.00 escalated beginning in January 2025 by the lower of CPI or five percent (5%) each year, as follows:

- Special Event application and permit fees - \$2,132
- Vehicle beach access pass fees - \$6,200
- Square Footage fees - \$65,597
- Lummus Park user fees - \$25,642
- Police Department off-duty administrative fees - \$26,514
- Light pole banner permit fees - \$7,500
- Signage permits - TBD, estimated at \$2,483
- Mini billboard fees - \$200
- Beach concession fees - \$18,732
- Miami Beach Bandshell Rental fees - \$5,000; and

WHEREAS, the Festival is also requesting reimbursement for expenditures on fire, police and EMT services in the amount of \$175,000 (to be escalated by the lower of CPI or five percent (5%) each year commencing January 2025); and

WHEREAS, if approved, the sponsorship would be formalized through a five (5) year agreement with a term commencing May 1, 2024 and expiring May 1, 2028, subject to termination for cause by the City; and

WHEREAS, in the 2022 City of Miami Beach Resident Survey, 66% of respondents felt that major events such as food and wine festivals contribute to the quality of life in 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 the City Commission hereby approve a 5-year extension of the sponsorship agreement with South Beach Wine & Food Festival (Festival) for the use of Lummus Park and other areas, as well as the associated fee waivers and community benefit, and further, authorize the Administration to finalize the sponsorship agreement with terms consistent with those reflected herein, and further authorize the City Manager to execute the sponsorship agreement, subject to form approval by the City Attorney.

PASSED and ADOPTED this ____ day of _____, 2023.

Dan Gelber, Mayor

ATTEST:

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

[Signature]

For City Attorney

11/31/2023

Date