

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City  
Commission

FROM: Alina T. Hudak, City Manager

DATE: February 1, 2023

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, APPROVING A RENEWAL AGREEMENT WITH SOUTH BEACH WINE & FOOD FESTIVAL FOR THE USE OF LUMMUS PARK, ASSOCIATED FEE WAIVERS AND COMMUNITY BENEFIT.

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### **RECOMMENDATION**

The Administration recommends the approval of the renewal of an ongoing agreement with South Beach Wine & Food Festival (SOBEWFF) for an additional five years.

### **BACKGROUND/HISTORY**

The Annual Food Network South Beach Wine & Food 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. This event has a 21-year history with the City of Miami Beach, in order to maintain the high level of sponsorships and partnerships as previous years, the Festival has expressed the need to demonstrate a long-term commitment with the City.

### **ANALYSIS**

SOBEWFF has a long history of partnering with the City to provide public benefit, resident access and sponsor recognition, which have been included in previous agreement with the Festival whereby the City has waived special event permitting fees. The most recent five-year is set to expire on May 1, 2023.

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

culinary destination. The proceeds of SOBEEFF directly benefit the Florida International University (FIU) Chaplin School of Hospitality and Tourism.

Over the last 21 years, SOBEEFF has grown to attract more than 8,000 residents and visitors to the event daily, producing increased hotel room night generation each year. The events that take place in the City of Miami Beach bring in more than 50,000 guests to the City over the entire Festival. In 2018, SOBEEFF has a total economic impact in greater Miami-Dade County of more than \$20.5 million in direct expenditures. Additionally, over \$13.7 million in indirect expenditures were also generated - creating a total economic impact of more than \$34.2 million.

The 2023 SOBEEFF events will include:

- Goya Foods Grand Tasting Village featuring Grand Tasting Tents and Culinary Demonstrations
- Wine Spectator Trade Testing presented by Southern 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

SOBEEFF is requesting the City renew the current five (5) year agreement with SOBEEFF to continue their annual activation from 2024-2028. This renewed agreement would be consistent with previous agreements and include the waiver of special event fees.

The City agrees to the following, but not limited to, terms:

- City benefit:
  1. Recognition as a Platinum sponsor and general festival recognition with tiered level logo on welcome banners at the Grand Tasting Village;
  2. Each City Commissioner will receive two (2) tickets to a designated event on Miami Beach;
  3. Press credentials for City of Miami Beach Marketing and Communications Team, including social media, photography and videography;
  4. 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 SOBEEFF; recognition in select print promotional materials distributed locally, nationally and internationally; and an opportunity to produce press releases promoting participation;

5. Electronic recognition on SOBEWFF website, mobile app, online auction website, e-newsletter, and web banner;
  6. Gifting opportunity include inclusion in Trade Day and Grand Tasting gift bags;
  7. Co-marketing opportunities to promote important City initiatives.
  8. Four (4) Juicy Tidbits e-newsletter stories to promote the City;
  9. Four (4) Facebook or Twitter posts to promote City events.
- Event producer benefit:
    1. 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;
    2. A five (5) year commitment to activate SOBEWFF in the current Miami Beach locations including the Main Site (Lummus Park beachfront between 10 and 13 Streets), the North Venue (at beachfront between Lincoln Road & 17 Street), Espanola Way, and various hotel venues.
  - Miami Beach Public benefit:
    1. SOBEWFF is offering Miami Beach residents discounted advance (two weeks pre-sale period) ticket sales opportunities, the opportunity will consist of a 15% discount applied to the purchase of a maximum of two (2) tickets of a choice of one SOBEWFF large-scale event (over 200 guests) taking place in Miami Beach.

If approved, the sponsorship would be formalized through a five (5) year sponsorship agreement with a term from 2024 to 2028, subject to termination for cause by the City.

### **SUPPORTING SURVEY DATA**

In the 2022 Resident Survey, 66% of respondents felt that major events such as food and wine festivals contribute to the quality of life in Miami Beach.

### **FINANCIAL INFORMATION**

SOBEWFF will receive approximately \$150,000.00 in waived fees (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:

- 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

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.

**CONCLUSION**

The Administration recommends the approval of the renewal of an ongoing agreement with South Beach Wine & Food Festival (SOBEWFF) for an additional five years.

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?**

No

**Does this item utilize G.O. Bond Funds?**

No

**Strategic Connection**

Prosperity - Market and promote Miami Beach as a world class arts, culture, and quality entertainment destination.

**Legislative Tracking**

Tourism and Culture