



MEMORANDUM

Date: June 4, 2025

To: Honorable Mayor and Commissioners

Via: Brian L. Barroso
City Manager

From: Kelli Funkhouser
Special Events Manager

Subject: **{File 25-3897} Recommendation to Approve the annual “Key Lime Festival/World Pie Eating Championship” on Friday, July 4, 2025, at 1405 Duval Street, South Beach**

Introduction

The City Manager’s Office requests the approval of the annual “Key Lime Festival/World Pie Eating Championship” on Friday, July 4, 2025, from 10:00 a.m. to 5:00 p.m. Set-up will begin at 8:00 a.m.

Background

The City Manager’s Office has received an application from We’ve Got the Keys for the Annual Key Lime Festival/World Pie Eating Championship on Friday, July 4, 2025, on City property at 1405 Duval Street, South Beach. The event will be held from 10:00 a.m. to 2:00 p.m. Registration and Key Limey Beach Games begin at 10:00 a.m. and the Pie Eating Contest begins at 1:30 p.m. The event is free to watch. Contestants will register to devour a 9” Key Lime Pie faster than the competition. They will compete on a raised platform/stage and bleachers will be available for spectators. Alcohol and beverages will be sold by the Southernmost Beach Café. The Key Lime Festival is not a ‘non-profit,’ but they do have a scholarship for culinary students at the College of the Florida Keys and hosts an event with the KW Fire House Museum. This event itself on South Beach is not a revenue generating event for the festival, it’s just ‘FUN’ and silly!

Procurement

There will be no additional expenses to the city as all service costs (Police/Fire/Community Services) are covered by the applicant, based on the Special Event Matrix.

Recommendation

The City Manager’s Office recommends the Mayor & City Commission approve the “Key Lime Festival/World Pie Eating Championship” on Friday, July 4, 2025, at 1405 Duval Street, South Beach.