

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: City Attorney Ricardo J. Dopico

DATE: June 25, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CONVENTION CENTER ADVISORY BOARD (CCAB), AS SET FORTH IN THE LETTER TO COMMISSION (LTC) DATED JUNE 23, 2025, REQUESTING THAT THE CITY COMMISSION APPROVE A ONE-TIME EXTENSION OF THE PRIDE PARK ACTIVATION WINDOW BY THREE (3) ADDITIONAL DAYS - FROM SEVENTY-FIVE (75) DAYS TO SEVENTY-EIGHT (78) DAYS - FOR CALENDAR YEAR 2026 ONLY, IN ORDER TO ACCOMMODATE AND RETAIN ADOBE MAX, A HIGH-VALUE CONVENTION CLIENT WITH AN ESTIMATED ECONOMIC IMPACT OF \$60 MILLION THROUGH 2027.

RECOMMENDATION

BACKGROUND/HISTORY

ANALYSIS

The attached resolution is presented at the request of the sponsor, Commissioner Joseph Magazine.

FISCAL IMPACT STATEMENT

N/A

Does this Ordinance require a Business Impact Estimate?

(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

FINANCIAL INFORMATION

CONCLUSION

Applicable Area

Citywide

**Is this a “Residents Right to Know” item,
pursuant to City Code Section 2-17?**

No

**Is this item related to a G.O. Bond
Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481,
includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

Department

City Attorney

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Commissioner Alex Fernandez

Condensed Title

Increase Pride Park Activation Days From 75 to 78 for 2026 Only for Adobe Max.
(Magazine/Fernandez) CA

Previous Action (For City Clerk Use Only)