

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: June 25, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE FAVORABLE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, AND APPROVING SPONSORSHIP FUNDING FOR A HALLOWEEN 2025 PROJECTION MAPPING EVENT IN CANOPY PARK IN AN AMOUNT NOT TO EXCEED \$121,900 TO BE CONSIDERED AS PART OF THE FY 2026 BUDGET PROCESS; AND FURTHER AUTHORIZING THE CITY MANAGER TO EXECUTE THE SPONSORSHIP AGREEMENT WITH THE EVENT ORGANIZER.

### **RECOMMENDATION**

The Administration recommends accepting the recommendation of the Finance and Economic Resiliency Committee (FERC) to consider funding a Halloween 2025 projection mapping event in Canopy Park.

The Administration recommends that while the City Commission evaluates the funding of a projection mapping event during Halloween in Canopy Park in an amount of \$121,900, it also carefully considers several critical factors that will significantly impact the General Fund budget, beginning in FY 2026:

1. The City's increasing unfunded capital improvement program
2. Long-term General Fund financial projections indicating a potential shortfall in upcoming fiscal years
3. The passage of Amendment 5 in November 2024, which increases the homestead exemption and further constrains the growth of taxable property values

These considerations are essential to ensure that decisions regarding funding the projection mapping event in Canopy Park align with the City's broader long-term financial stability and strategic priorities.

### **BACKGROUND/HISTORY**

On February 26, 2025, the Mayor and City Commission approved a referral sponsored by Commissioner Joseph Magazine to the Finance and Economic Resiliency Committee (FERC) to discuss sponsoring a projection mapping event in Canopy Park for Memorial Day 2025 or another suitable festive date. The referral mentioned the sponsor's initial conversations with Mr. Michael Rossi, of Miami Music Festival (MMF), who would be willing to provide a 100% discount on the G.O. Bond funded equipment needed for the show.

### **ANALYSIS**

Miami Beach Music Festival (MMF) has been producing artistic projection mapping events for historic months that include Memorial Day and Fourth of July as well as an annual holiday event in partnership with the City. The referral item aims for MMF to activate an artistic projection

mapping event in Canopy Park.

**Canopy Park:**

Canopy Park is in the South Beach neighborhood at 701 West Avenue, between the 600 and 700 blocks of Alton Road. Historically, special event permits have not been issued for Canopy Park, as it has been considered a passive neighborhood park.

The Administration met with MMF Director Michael Rossi and Tim Carr, President of the SobeWest Neighborhood Association and resident of Bentley Bay to discuss a projection mapping event in Canopy Park. The proposed projection mapping would be on the east side of the Bentley Bay Condominium along with varying event and performance elements. It was determined that the best time of the year to launch a projection mapping event in Canopy Park would be on October 31, 2025, for Halloween.

As part of this referral, MMF provided a cost estimate for the projection mapping and event costs are as follows:

**Projection Mapping Cost:**

MMF provided a budget for the cost to project on the north building of the Bentley Bay Condominium. Based on the building scale and necessary equipment the amount would be \$87,400.

**Proposed Event Cost:**

MMF provided three (3) event packages to add to the projection mapping, the FERC selected the Halloween Village Package.

**Neighborhood Notification:**

Should this potential activation be approved; the Administration recommends informing the surrounding neighborhood organizations that include WAVNA and Sobe West to ensure community input and buy-in. Should the desire be to fund an artistic projection mapping event in Canopy Park on October 31, 2025, for Halloween, funding would need to be identified during the 2026 budget process.

At the May 7, 2025, Finance and Economic Resiliency Committee (FERC) meeting, staff and MMF presented the three (3) event package options to FERC for review. The FERC provided a favorable recommendation to fund a Halloween 2025 projection mapping event in Canopy Park in the amount of \$121,900 (which includes the projection mapping equipment cost of \$87,400 and the \$34,500 Halloween package. See attached) to be considered during the FY 2026 budget process.

The FERC also discussed the potential to acquire an additional four (4) projectors as a public benefit moving forward. MMF has provided a separate budget (attached as Exhibit B) with the costs to acquire the equipment at \$296,964. Should the City Commission consider this option, the total for the event and the purchased equipment amounts to \$394,064.

**FISCAL IMPACT STATEMENT**

There is currently no funding for the requested \$121,900. Funding would need to be identified, budgeted or allocated during the FY 2026 budget development process.

**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-notice/>

## **FINANCIAL INFORMATION**

### **CONCLUSION**

The Administration recommends accepting the Finance and Economic Resiliency Committee favorable recommendation to fund a Halloween 2025 projection mapping event in Canopy Park in the amount of \$121,900 to be considered during the FY 2026 budget process.

### **Applicable Area**

South Beach

**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**

Tourism and Culture

### **Sponsor(s)**

Commissioner Joseph Magazine

### **Co-sponsor(s)**

### **Condensed Title**

Accept Rec/Fund Halloween 2025 Projection Mapping at Canopy Park. (Magazine) TC

### **Previous Action (For City Clerk Use Only)**