

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE, AT ITS MAY 14, 2025 MEETING, TO ALLOCATE FUNDING, AS PART OF THE FY 2026 BUDGET PREPARATION PROCESS, IN AN AMOUNT NOT TO EXCEED \$40,000, AND TO WAIVE CITY SERVICE COSTS IN AN AMOUNT OF APPROXIMATELY \$64,770, IN SUPPORT OF A CITY PARTNERSHIP WITH THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT FOR AN ANNUAL LINCOLN ROAD MARDI GRAS FESTIVAL BEGINNING IN FEBRUARY 2026.

WHEREAS, the Lincoln Road Business Improvement District (LRBID) has proposed establishing an annual Lincoln Road Mardi Gras Festival as a cultural event designed to promote Lincoln Road as a premier destination for cultural experiences, economic vitality, and community engagement; and

WHEREAS, the successful history of special events hosted by LRBID in partnership with the City, including an annual "Halloween on Lincoln Road" event, which has attracted over 50,000 participants, demonstrates the potential benefits of themed, family-friendly special events in enhancing local business visibility, generating temporary job opportunities, and increasing foot traffic along the corridor; and

WHEREAS, on February 26, 2025, the City Commission, at the request of Commissioner Laura Dominguez, jointly referred the proposal for discussion to the Public Safety and Neighborhood Quality of Life Committee (PSNQLC) and the Sister Cities Committee, with a view to establishing an annual Mardi Gras event commencing in February 2026; and

WHEREAS, on March 3, 2025, the Sister Cities Committee passed a motion recommending that the Mayor and City Commissioners support the creation of a Lincoln Road Mardi Gras Festival analogous to the Lincoln Road Halloween Celebration; and

WHEREAS, on May 14, 2025, the PSNQLC transmitted its favorable recommendation in support of a grant funding allocation, as part of the FY 2026 budget preparation process, and the waiver of certain City service costs in connection with the event; and

WHEREAS, LRBID's special event proposal, which accompanies the Commission Memorandum supporting this Resolution, contemplates a family-friendly, costumed parade atmosphere complemented by outdoor bars and live music, culinary activations, decorative installations and banners, and coordinated static and digital marketing and promotion; and

WHEREAS, LRBID seeks City financial support to cover a preliminary event budget of \$104,770, which includes a budget allocation of \$40,000 for operational and entertainment expenses, as well as the waiver of costs for City services associated with the event, including those provided by the Sanitation, Police, Facilities and Fleet Management, and Code Compliance Departments; and

WHEREAS, notwithstanding significant fiscal considerations, including an increasing unfunded capital improvement program and long-term General Fund financial projections indicating potential shortfalls, the Administration supports the development of a world-class annual cultural event that may catalyze economic activity, boost local business engagement, and further reinforce Miami Beach's image as a dynamic cultural destination.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the recommendation of the Public Safety and Neighborhood Quality of Life Committee, at its May 14, 2025 meeting, to allocate funding, as part of the FY 2026 budget preparation process, in an amount not to exceed \$40,000, and to waive City service costs in an amount of approximately \$64,770, in support of a City partnership with the Lincoln Road Business Improvement District for an annual Lincoln Road Mardi Gras Festival beginning in February 2026.

PASSED and ADOPTED THIS ____ day of _____ 2025.

ATTEST:

Rafael E. Granado, City Clerk

Steven Meiner, Mayor

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

6/24/2025

Date