

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, RETROACTIVELY APPROVING THE CLOSURE OF A SINGLE EASTBOUND LANE ALONG THE MACARTHUR CAUSEWAY, ON SUNDAY MAY 18, 2025, FROM 6:00 A.M. TO 9:00 A.M., IN ORDER TO ALLOW FOR THE SPECIAL EVENT ACTIVATION, LULULEMON 10K MIAMI 2025, PURSUANT TO RESOLUTION NO. 2016-29506 REQUIRING THAT ALL NEW SPECIAL EVENTS REQUIRING LANE CLOSURES ALONG MAJOR THOROUGHFARES IN THE CITY OF MIAMI BEACH OBTAIN CITY COMMISSION APPROVAL.

WHEREAS, Lululemon is a leading North American athletic sportswear brand with five (5) locations in Miami-Dade County, of which one (1) is in Miami Beach at 810 Lincoln Road; and

WHEREAS, Lululemon will host the first-time Lululemon Miami 2025 10K from its flagship store on Lincoln Road on Sunday, May 18, 2025, with load-in on Friday, May 16, 2025, and load-out on May 18, 2025; and

WHEREAS, on July 13th, 2016, the Mayor and City Commission, via Resolution 2016-29506, adopted a policy that all future special events requiring lane closures along major thoroughfares in the City obtain prior City Commission approval; and

WHEREAS, the single day event brings together fitness enthusiasts, athletes, and spectators to celebrate health, wellness, and athleticism; and

WHEREAS, the City of Miami Beach continues its commitment to diversifying its tourism portfolio to include fitness and wellness special event activations, and the Lululemon 10K Miami 2025 Run aligns with its brand as it continues moving towards a year of sports and fitness in 2026; and

WHEREAS, the organizer is requesting a special event permit for a 10K run starting at the Lululemon flagship store on Lincoln Road and ending at Maurice Ferre Park in Miami on Sunday morning May 18, 2025; and

WHEREAS, the Lululemon 10K Miami 2025 route calls for a single eastbound lane closure on the MacArthur Causeway, with the two eastbound lanes remaining open to traffic; and

WHEREAS, on March 13, 2025, as part of the Special Event permit vetting process, the proposed event activation, via Special Event permit (SPE1024-1850), was reviewed at the monthly Special Event Internal Review meeting; and

WHEREAS, City Services reviewed the proposed activation and Maintenance of Traffic plan (MOT), (Exhibit A) and provided input, and the Special Event permit was

reviewed at the publicly noticed monthly Special Event Community Review meeting on March 20, 2025; and

WHEREAS, to minimize the traffic impact of one eastbound lane closure on the MacArthur Causeway, the Miami Beach Police Department will be managing traffic on the race route as required by the Special Event permitting process pertaining to street closures; and

WHEREAS, while as part of the Special Event permitting process, the event organizers are required to provide signature signoffs from the impacted adjacent hotel and business properties, the Event Organizers have taken an additional step and have mailed to all the residents impacted by the race route; and

WHEREAS, as part of the Special Event Permit Guidelines, all special events in public property require a resident benefit, defined as a quantitative, tangible benefit to the residents and local community of Miami Beach, and the Lululemon 10K Run event selected a monetary donation of \$5,000 towards the City of Miami Beach Art in Public Places fund.

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 retroactively approve the closure of a single eastbound lane along the MacArthur Causeway, on Sunday May 18, 2025, from 6:00 a.m. to 9:00 a.m., in order to allow for the Special Event activation, Lululemon 10k Miami 2025, pursuant to Resolution No. 2016-29506 requiring that all new special events requiring lane closures along major thoroughfares in the City of Miami Beach obtain City Commission approval.

PASSED and ADOPTED this 21 day of May, 2025.

ATTEST:

Steven Meiner, Mayor

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

5/20/2021
Date