

RESOLUTION NO. _____

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.

WHEREAS, on February 26, 2025, the Mayor and City Commission approved a referral to the Finance and Economic Resiliency Committee (FERC) to explore sponsoring a projection mapping event in Canopy Park for Memorial Day 2025 or another festive date; and

WHEREAS, Miami Beach Classical Music Festival (MMF) has successfully partnered with the City to deliver artistic projection mapping events for Memorial Day, the Fourth of July, and other holiday celebrations; and

WHEREAS, the proposed event would activate Canopy Park, located at 701 West Avenue, for a Halloween-themed projection mapping experience on October 31, 2025, projecting visuals on the Bentley Bay Condominium and incorporating performances and themed programming; and

WHEREAS, Canopy Park has historically been considered a passive green space, and this event represents a unique opportunity to pilot limited, high-quality programming in a controlled and community-sensitive manner; and

WHEREAS, the Halloween-themed projection mapping event aligns with the City's broader efforts to support neighborhood-centered arts and culture initiatives that foster family-friendly engagement; and

WHEREAS, the FERC reviewed three event package proposals presented by MMF and recommended the "Halloween Village Package," which includes projection equipment costs in the amount of \$87,400 and event enhancements in the amount of \$34,500, totaling \$121,900; and

WHEREAS, MMF has agreed to provide a 100% discount on the use of G.O. Bond-funded equipment, supporting the City's investment in arts infrastructure; and

WHEREAS, the Administration recommends notifying surrounding neighborhood associations, including WAVNA and Sobe West, to obtain feedback and ensure community support; and

WHEREAS, the Finance and Economic Resiliency Committee, at its May 7, 2025, meeting, voted in favor of recommending sponsorship funding for the event, with the matter to be considered during the FY 2026 budget process.

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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 favorable recommendation of the Finance and Economic Resiliency Committee, and approve 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 authorize the City Manager to execute the sponsorship agreement with the event organizer.

PASSED and **ADOPTED** this _____ day of _____, 2025.

Steven Meiner, Mayor

ATTEST:

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

Nick Kallergis *6/24/25*
for City Attorney *EP* Date