

# 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 RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, AND APPROVING SPONSORSHIP FUNDING FOR A PROJECTION MAPPING EVENT IN NORTH BEACH IN AN AMOUNT NOT TO EXCEED \$75,000 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 projection mapping event in North Beach as part of the Fiscal Year (FY) 2026 budget process.

The Administration recommends that while the City Commission evaluates the funding of a projection mapping event in North Beach request in the amount of \$75,000, 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 North Beach align with the City's broader long-term financial stability and strategic priorities. If the Commission accepts the recommendation for funding the projection mapping in North Beach, the Administration recommends it be considered as part of the FY 2026 budget process.

### **BACKGROUND/HISTORY**

On February 3, 2025, the Mayor and City Commission approved a dual referral by Commissioner Kristen Rosen Gonzalez to the Finance and Economic Resiliency Committee and the North Beach Community Redevelopment Agency Advisory Committee (NBCRA) to consider extending the Festival of Lights programming and projection mapping to North Beach Ocean Terrace to enhance the area's utilization for City-sponsored events, including potential July 4th celebrations featuring fireworks.

## **ANALYSIS**

Since 2023, local cultural organization, Miami Beach Classical Music Festival (MMF) began producing the Festival of Lights celebration in Miami Beach during the December holidays. This programming fulfills a public benefit commitment made to the City in connection with its financing of mapping projectors and related production equipment through the City's Arts and Culture G.O. Bond.

### **Activation Locations**

The Festival of Lights has been held on Ocean Drive and Lincoln Road and have included either a symphonic orchestra with classical vocalists performing classical music or a recorded music track while projectors illuminate the facades of buildings on Ocean Drive and Lincoln Road.

### **North Beach CRA**

On February 11, 2025, the Administration and MMF presented a proposal to the North Beach Community Redevelopment Agency (NBCRA) to consider a potential Festival of Lights event on Ocean Terrace in North Beach for discussion and approval. MMF presented two (2) budget options, one with the orchestra for \$120,390. The second option without the orchestra, the estimated cost would be approximately \$84,000. Both proposals are inclusive of a 100% discount of the Arts and Culture G.O. Bond funded equipment, which has a \$35,000 value (MMF proposal attached).

The NBCRA members discussed and ultimately voted not to fund the Ocean Terrace proposal based on other immediate needs in the neighborhood that require funding.

### **Ocean Terrace Construction**

At the February 11, 2025, NBCRA meeting, the Capital Improvements Projects (CIP) Department shared the status of the construction on Ocean Terrace. CIP stated that while the project was approaching completion, there will still be some fencing in the area north of 74th Street in preparation for the new high-rise construction. However, the new Ocean Terrace Park from 73rd Street to 74th Street is scheduled to be open, providing a limited area for projection mapping.

### **Other Suitable Locations**

MMF shared another suitable location for a smaller audience would be a projection mapping across Altos del Mar Park (the Park) at the Ocean Blue condominium on 7600 Collins Avenue. This location has a limited viewing area due to the trees in the Park, which obstruct the view to the rest of the Park. MMF shared this would not be ideal during the city's Fire on the Fourth event as the activations are on the east side of the Park which include live music and a drone show display.

### **Normandy Fountain**

The Administration met with MMF and the Normandy Fountain Business Association (NFBA) to discuss the feasibility of the Normandy Fountain Plaza as a potential location. Both MMF and NFBA agreed that the site would be appropriate, and that projection mapping would serve as a complementary feature of the Normandy Fountain Centennial Celebration, scheduled for February/March 2026. A sponsorship request of \$75,000 has been made to fund the projection mapping element, while talent and performances for the celebration will be supported through the City's annual programming sponsorship for the Normandy Fountain Business Association.

At the June 4, 2025 Finance and Economic Resiliency Committee meeting, the Committee unanimously voted to send this item to the June 25, 2025, City Commission meeting with a favorable recommendation to be considered during the FY 2026 budget process.

## **FISCAL IMPACT STATEMENT**

There is currently no funding for a potential projection mapping event in North Beach in the amount of \$75,000, funding would need to be identified and considered as a part of the FY 2026 budget 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-notices/>

## **FINANCIAL INFORMATION**

### **CONCLUSION**

The Administration recommends accepting the recommendation of the Finance and Economic Resiliency Committee to consider funding in an amount of \$75,000 for a projection mapping event in North Beach at the Normandy Fountain Plaza for the commemoration of the Plaza's centennial anniversary event to be held in February/March of 2026 to be considered during the FY 2026 budget process.

### **Applicable Area**

North 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 Kristen Rosen Gonzalez

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

**Condensed Title**

Accept Rec/Fund Projection Mapping Event in North Beach. (Rosen Gonzalez) TC

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