

# 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, APPROVING THE MARCH 2026 SPECIAL EVENT PROGRAMMING IN LUMMUS PARK AND LUMMUS PARK BEACHFRONT, AND AUTHORIZING THE FUTURE PROOF CONFERENCE TO TAKE PLACE DURING THE SECOND WEEK OF MARCH 2026.

### **RECOMMENDATION**

The Administration recommends accepting the Resolution.

### **BACKGROUND/HISTORY**

The month of March is defined as part of a “high impact” period which spans seven weeks including the first two weeks of April. Historically this period is identified as having the highest number of visitors and challenges in the Art Deco Cultural District (ADCD). During this time the Miami Beach Police, Fire, Code Compliance, and Sanitation departments have enhanced staffing due to the increased impact and stress on the area, as well as on residents who live in and around the ADCD.

#### **March 2023 Events**

In March 2023, the City programmed the month of March with fitness and cultural activations under the Miami Beach Live! initiative, a City-sponsored program directed by the City Commission via Resolution No. 2022-32363, to engage with and contract various event producers and provide special event sponsorship incentives for Miami Beach Live!.

The theme of fitness was the focus of the month-long program aimed at replicating the similar impact that the Arts economy has on Miami Beach during Art Week Miami Beach. The connection between cultural and sporting activities as key drivers of economic impact, attracting visitors and generating income, served as a programming blueprint.

Miami Beach Live!, in 2023, presented cultural and fitness activations in the ADCD, specifically the Lummus Park and beachfront areas from 6 through 10 Streets. At the time, the Tourism and Culture Department (TCD) engaged in discussions with local and international fitness organizations which included family-friendly cultural and fitness events activated on Ocean Drive and beachfront from 6 through 10 Streets and the Kiwanis Club of Little Havana's Art on the Drive event, which extended from 5 through 14 Streets. Staff gave special attention to the two (2) most impactful weekends of March, with the largest events programmed for the 2nd and 3rd weekends. Longstanding grandfathered events that included Winter Party Festival, FIU Surf N Turf Invitational volleyball tournament, and Model Volleyball enhanced the program's offerings.

An amount of \$3.2 million in funding was approved for the March 2023 activations via Resolution No. 2022-32363. The budget was allocated for each weekend based on size, scale, and funding request from each entity.

## Resolutions - C7 AG

### Programming in March 2024

For the month of March in 2024, the City suspended any efforts to develop City-activated special event programming during the second and third weekends in March as directed by the Mayor and City Commission via Resolution No. 2023-32671.

In addition, an amendment to the Special Event Guidelines via Resolution No. 2023-32701, was approved to include the following additional special event permitting process requirements:

- Any new special event application would need City Commission approval to move forward for an activation during a High Impact Period. The month of March and the first two weeks of the month of April, which coincide with college and high school spring break, are considered High Impact Periods.
- Except for grandfathered events, Special Event Permits shall not be issued for Lummus Park and Lummus Park Spoil areas north of 13 Street, or Beachfront between 13 to 16 Streets, unless approved by the City Commission.

### Programming in March 2025

The Administration was directed to engage with potential special event activations for March 2025 via parallel legislative action approved by the City Commission as follows:

#### 1. Future Proof Conference:

At the request of Commissioner Joseph Magazine, the Mayor and City Commission referred an item (C4 G) to the Finance and Economic Resiliency Committee (FERC) during the March 13, 2024 City Commission meeting to review and discuss the Future Proof Conference by Advisor Circle in the Lummus Park beachfront.

Future Proof was proposed as a new large-scale four (4) day event that aimed to catalyze the development of the modern investment management industry. The event, as described by event organizers, would potentially bring together an entirely new community of investors and finance professionals to address the trends that are expected to fundamentally transform the finance industry. The Event was seeking approval for their proposed events dates from March 11, 2025, through March 21, 2025, including load-in and load-out from the City Commission.

At the March 22, 2024, FERC meeting, Committee members voted on a favorable recommendation to the April 3, 2024 City Commission meeting, seeking a waiver of the restrictions on new special events during the high impact period, with the understanding that the event producer would go through the special event permitting process.

On April 3, 2024, the Mayor and Commission discussed item R9 AF and accepted the recommendation of FERC to approve the Future Proof conference for March 11 - 21, 2025, including load-in and load-out, in the Lummus Park beachfront between 10 and 14 Streets.

The Future Proof Citywide conference successfully activated in the Lummus Park beachfront on March 16 -19, 2025. The Future Proof footprint spanned from 10 -13 Streets on the beachfront and 10-12 Streets in the Lummus Park spoil. The Future Proof Citywide conference brought over 2,400 attendees that included financial advisors, wealth management and private equity executives, along with industry partners BlackRock, Goldman Sachs, Vanguard, and JP Morgan. The event organizers have notified the City of their intention to return in March 2026 and have submitted a special event application for the third week in March 2026.

#### 2. Fitness Festival for March 2025 and 2026:

## **Resolutions - C7 AG**

At the April 3, 2024 City Commission meeting the Mayor and City Commission referred a discussion item (C4 J) to the Finance and Economic Resiliency Committee (FERC), regarding a Fitness Festival (the Festival) in March 2025 or 2026. The item was sponsored by Commissioner David Suarez. The referral memorandum recommended for the Administration to engage prominent fitness organizations, television programs, and brands such as CrossFit, American Ninja Warrior, Hyrox and RedBull to explore potential collaborations. The inclusion of such entities would potentially elevate the festival's profile, attract high-caliber participants and spectators, and enhance the overall experience for attendees.

At the June 28, 2024 FERC meeting, staff presented initial research into the feasibility of programming the Festival for March 2025. Staff shared the challenges of programming due to the timeline allowing only a maximum of six (6) months of production time, which would not provide the desired result of a successful Festival. Due to the time constraint the Administration focused discussions on the production of a Festival for March 2026.

The FERC passed a favorable recommendation for the City Commission to direct the Administration to negotiate with the relevant vendors to bring the Festival during March 2026 and to make it a budget priority during the FY 2025 and FY 2026 budget process.

On July 12, 2024, at the FERC Budget Workshop, the Committee recommended a fitness festival activation in March 2026 for \$1.4 million.

At the July 24, 2024, City Commission meeting, the Mayor and City Commission accepted the favorable recommendation from the June 28, 2024 FERC and directed the Administration to proceed to engage with the relevant vendors to bring a Fitness Festival during March 2026 and to make it a budget priority during the FY 2025 and FY 2026 budget process. Staff engaged the event organizers behind two major fitness events, TYR Wodapalooza and HYROX to activate the second and third weekends in March in the Lummus Park beachfront. Having both events on back-to-back weekends allows for the creation of a "Fitness Festival," in Miami Beach.

### Special Event Sponsorship Incentives

Through special event sponsorship incentives, the City was able to attract prestigious events that were interested in activating during the month of March. By incentivizing event organizers, the City benefits from visitors and event tourism. The criteria to qualify for special event sponsorship includes events that increase Resort Tax collection by supporting experiences that can verify tourism initiatives with large hotel room blocks or estimated tourist attendance, events that serve as a marketing/branding opportunity for the City to generate favorable media impressions on the international stage via partnership and media PR exposure, and events that promote quality of life for the City's residents by promoting events residents would want to attend.

## **ANALYSIS**

### March 2026

For the month of March in 2026, Lummus Park and the beachfront will be hosting the following events, including the Fitness Festival events on the second and third weekends, Future Proof on the first half of the second week and other grandfathered events in the first week and last weekend. (Refer to event calendar attached and the following summary):

#### **Week 1 March 1, 2026**

- Winter Party Festival (9-10 Streets beachfront)
- 305 Half Marathon (11 to 12 ½ Streets Lummus Park)

#### **Week 2 March 8-11, 2026**

- Future Proof (10 – 13 Streets beachfront)

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Weekend 2 March 12 - 15, 2026

- TYR Wodapalooza (7-10 Streets beachfront)

Weekend 3 March 19 - 22, 2026

- HYROX (11 to 14 Streets beachfront)

Weekend 4 March 28 - 29, 2026

- Model Volleyball (12 Street beachfront)

Prior to the events in March, the South Beach Wine & Food Festival (SOBEWFF) is held in the Lummus Park beachfront from February 19 - 22, 2026 from 10 to 15 Streets. SOBEWFF will be sharing infrastructure with the Future Proof conference and will overlap their production schedules.

### Production Overlaps

Due to the complexity of staging and production overlaps (load in and load out periods) of these events, the event producers have agreed to work together, along with the Administration, to ensure success in March 2026.

Staff held meetings with the event producers of Winter Party, 305 Half Marathon, TYR Wodapalooza, Future Proof Conference, and HYROX. One of those meetings also included stakeholders in the ADCD, the Boucher Brothers and the Ocean Drive Association. While the addition of these large-scale special events will be challenging to execute, the Administration, with the cooperation of the event producers and other stakeholders, are committed to creating a successful Fitness Festival program and Future Proof event in March 2026. These events will continue to bring best in class activation to the City and assist in the transformation of the month of March into an elevated experience to be enjoyed by visitors and residents alike.

The Administration presents the production schedules for special events in March 2026, including event and load-in and load-out dates, allowing the Future Proof Conference to take place during the second week of March 2026 for the Mayor and City Commission to discuss and approve.

## **Resolutions - R7 AG**

### **FISCAL IMPACT STATEMENT**

NA

### **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 proposed schedule of special events in Lummus Park and Beachfront during March 2026.

### **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  
Commissioner David Suarez

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

### **Condensed Title**

Approve March 2026 Special Events in Lummus Park. (JM/DS) TC

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