

Proposal for the Inaugural Lincoln Road Mardi Gras Festival
Presented by: Lincoln Road Business Improvement District (LRBID)
Proposed Date: Saturday, February 21, 2026, | 5 PM – 1AM

Overview

Lincoln Road Business Improvement District (LRBID) proposes the creation of an annual **Mardi Gras Festival** in partnership with the **City of Miami Beach** to further establish Lincoln Road as a premier destination for cultural experiences, economic vitality, and community engagement.

Building on the overwhelming success of the Lincoln Road **Halloween Block Party**, this **one-day, family-friendly celebration** will feature **live music, street animators, a dedicated children's craft zone, festive décor, and culinary experiences** curated from Lincoln Road's restaurants and cafés. The festival will be **free and open to the public**, designed to attract both **locals and visitors**, further enhancing Miami Beach's reputation as a cultural hub.

This activation will serve as a powerful **economic driver** for the restaurants and retail establishments along Lincoln Road, encouraging heightened consumer spending during the peak tourism season while solidifying Lincoln Road's identity as a cultural district.

Hosting the **Mardi Gras Festival** on Lincoln Road presents a unique opportunity to:

- **Boost Local Business & Tourism:** By driving foot traffic to restaurants and retailers. The festival will generate increased revenue for the businesses while reinforcing Lincoln Road as must-see destination.
- **Enhance Miami Beach's Cultural Landscape:** As a globally recognized city for arts and entertainment, Miami Beach is the ideal location to host an event that celebrates the vibrancy and traditions of Mardi Gras while incorporating the city's signature energy and style.
- **Foster Community & Inclusivity:** This **free-to-attend festival** will provide a dynamic experience for families, residents, and tourists alike, fostering a sense of unity and celebration.
- **Leverage Proven Success:** The popularity of the **Halloween Block Party** demonstrated the community's enthusiasm for large-scale activations on Lincoln Road. Mardi Gras offers another opportunity to create a signature annual event that will benefit the city and its businesses.

Requested Support-City of Miami Beach

To successfully execute the **Mardi Gras Festival**, we respectfully request the City's support in the following areas:

CITY ADMINISTRATION:

- **Public Safety & Street Closures:** Assistance from **Miami Beach Police Department (MBPD)** for safe street closures, crowd management and public safety.
- **Sanitation:** Enhanced cleaning and garbage pickup services to maintain Lincoln Road's cleanliness environment.
- **Cultural & Tourism Support:** **\$40k** to secure **musical performances**, permitting, and waiving bar fees for participating Lincoln Road restaurants and cafés.
- **Marketing & Outreach:** PR and social media promotion to amplify awareness among locals and visitors.
- **Logistics:** City support including **Public Works coordination** for infrastructure needs.

LRBID'S COMMITMENT:

As the event's lead organizer, **LRBID will oversee the planning and execution**, including:

- ✓ **Securing live entertainment, staging, production, street décor, and performers** to create a dynamic Mardi Gras atmosphere.
- ✓ **Organizing interactive experiences**, including giveaways, children's activities, and immersive engagements.
- ✓ **Coordinating with restaurants and retailers** to encourage full participation and tailored offerings.
- ✓ **Executing a comprehensive marketing strategy** to maximize visibility and drive attendance.

Conclusion

The **Lincoln Road Mardi Gras Festival** presents an exciting opportunity for the **City of Miami Beach** and **LRBID** to cultivate a signature annual event that fuels economic growth, strengthens community engagement, and enhances **Miami Beach's** reputation as a world-class entertainment destination.

We look forward to collaborating with the city to bring this vision to life and make **Mardi Gras 2026** an unforgettable celebration on Lincoln Road.