

# MIAMI BEACH

## COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Eric Carpenter, City Manager

DATE: May 7, 2025

TITLE: DISCUSS SPONSORING A PROJECTION MAPPING EVENT IN CANOPY PARK FOR MEMORIAL DAY 2025 OR ANOTHER SUITABLE FESTIVE DATE

### **RECOMMENDATION**

The Administration recommends the Finance and Economic Resiliency Committee (FERC) to discuss the feasibility of a special event sponsorship for a projection mapping event in Canopy Park. Should the FERC provide a favorable recommendation for the special event sponsorship of the projection mapping activation, the Administration recommends notifying the surrounding neighborhood associations and identifying funding during the FY 2026 budget process.

### **BACKGROUND/HISTORY**

On February 26, 2025, the Mayor and City Commission approved a referral sponsored by Commissioner Joseph Magazine to the Finance and Economic Resiliency Committee (FERC) to discuss sponsoring a projection mapping event in Canopy Park for Memorial Day 2025 or another suitable festive date.

The referral mentions the sponsor's initial conversations with Mr. Michael Rossi, of Miami Music Festival (MMF), who would be willing to provide a 100% discount on the G.O. Bond equipment needed for the show.

### **ANALYSIS**

Miami Beach Music Festival (MMF) has been producing artistic projection mapping events for historic months that include Memorial Day and Fourth of July as well as an annual holiday event in partnership with the City. The referral item aims for MMF to activate an artistic projection mapping event in Canopy Park.

#### **Canopy Park**

Canopy Park is in the South Beach neighborhood at 701 West Avenue, between the 600 and 700 blocks of Alton Road. Historically, special event permits have not been issued for Canopy Park, as it has been considered a passive neighborhood park.

The Administration met with MMF Director Michael Rossi and Tim Carr, President of the SobeWest Neighborhood Association and resident of Bentley Bay to discuss a projection mapping event in Canopy Park. The proposed projection mapping would be on the east side of the Bentley Bay Condominium along with varying event and performance elements. It was determined that the best time of the year to launch a projection mapping event in Canopy Park would be in October 31, 2025, for Halloween.

As part of this referral, MMF provided a cost estimate for the projection mapping and event costs are as follows:

### Projection Mapping Cost

MMF provided a budget on the cost to project on the North building of the Bentley Bay Condominium based on the building scale and equipment would be an amount of \$87,400. (See attached Exhibit A).

### Proposed Event Cost

MMF provided three (3) event packages to add to the projection mapping to select from based on the cost below and attached Exhibit B:

Package Options		
Essential Package		
Stage, Audio, and Lighting Package		\$12,000.00
4 MMF Artists		\$2,000.00
	TOTAL	\$14,000.00
Orchestra Package		
Stage, Audio, and Lighting Package		\$12,000.00
4 MMF Artists		\$2,000.00
25-Piece Orchestra		\$25,000.00
	TOTAL	\$39,000.00
Halloween Village Package		
Stage, Audio, and Lighting Package		\$12,000.00
4 MMF Artists		\$2,000.00
25-Piece Orchestra		\$25,000.00
Rentals for Village/Vendors		\$15,500.00
Project Lead and Labor for Village/Vendors		\$3,400.00
Community Engagement and Event Coordinators		\$20,000.00
	TOTAL	\$77,900.00

### Neighborhood Notification

Should this potential activation be approved, the Administration recommends informing the surrounding neighborhood organizations that include WAVNA and Sobe West to ensure community input and buy-in.

Should the desire be to fund an artistic projection mapping event in Canopy Park on October 31, 2025 for Halloween, funding would need to be identified during the 2026 budget process.

### **FISCAL IMPACT STATEMENT**

Potential fiscal impact would be between \$101,000 to 166,000. Funding would need to be identified during the FY 2026 budget process.

### **Does this Ordinance require a Business Impact Estimate?**

(FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on .

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

### **FINANCIAL INFORMATION**

## **CONCLUSION**

The Administration recommends the Finance and Economic Resiliency Committee (FERC) to discuss the feasibility of a special event sponsorship for a projection mapping event in Canopy Park. Should the FERC provide a favorable recommendation for the special event sponsorship of the projection mapping activation, the Administration recommends notifying the surrounding neighborhood associations and identifying funding during the FY 2026 budget process.

## **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

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

## **Condensed Title**

Discuss Sponsoring Projection Mapping Event in Canopy Park