

RESOLUTION NO. \_\_\_\_\_

**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.**

**WHEREAS**, the month of March has historically been designated as a part of a “high impact” period that spans seven weeks and draws significant tourism to the City’s Art Deco Cultural District (ADCD), thereby requiring elevated operational readiness by the Miami Beach Police, Fire, Code Compliance, and Sanitation departments; and

**WHEREAS**, the Administration continues to prioritize proactive event planning that reflects the City’s commitment to public safety, quality of life, and economic growth through strategic activations in Lummus Park and the beachfront; and

**WHEREAS**, based on the success of the Miami Beach Live! Initiative in March 2023 — which emphasized a blend of fitness, arts, and cultural activations — the City seeks to elevate March 2026 programming by producing a large-scale “Fitness Festival” in collaboration with world-renowned brands to elevate the festival’s profile, attract high-caliber participants and spectators, and enhance the overall experience for attendees; and

**WHEREAS**, during the March 13, 2024, City Commission meeting, the Commission discussed a new proposed event, the Future Proof Conference by Advisor Circle, to be held on the Lummus Park beachfront in March 2025; and

**WHEREAS**, the Future Proof Conference was presented as a new large-scale, four-day event designed to catalyze the development of the modern investment management industry by convening a novel community of investors and finance professionals to explore and address transformative trends within the financial sector; and

**WHEREAS**, event organizers requested City Commission approval for the proposed event dates, including load-in and load-out, spanning from March 11, 2025, through March 21, 2025;

**WHEREAS**, at the March 22, 2024, Finance and Economic Resiliency Committee (FERC) meeting, Committee members adopted a favorable recommendation to the full City Commission, recommending 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; and

**WHEREAS**, at the April 3, 2024, City Commission meeting, the Mayor and City Commission referred a discussion item to the FERC, recommending for the Administration to engage prominent fitness organizations, television programs, and brands to organize a Fitness Festival in March 2025 or 2026; and

**WHEREAS**, 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; and

**WHEREAS**, the Future Proof Citywide conference successfully activated in the Lummus Park beachfront on March 16 -19, 2025, with its footprint spanning from 10 -13 Streets on the beachfront and 10-12 Streets in the Lummus Park spoil; and

**WHEREAS**, following feasibility assessments presented at the June 28, 2024 FERC meeting, the Administration recommended a March 2026 timeline to allow for full event development and production planning; and

**WHEREAS**, the City Commission adopted this recommendation at its July 24, 2024, meeting and made the March 2026 Fitness Festival a budget priority, allocating \$1.4 million during the FY 2025 and FY 2026 budget process; and

**WHEREAS**, through the City's special event sponsorship incentives, high-profile events are encouraged to commit to Miami Beach by offering benefits such as increased Resort Tax revenue, hotel block generation, enhanced international media exposure, and experiences aligned with resident interests and City branding objectives; and

**WHEREAS**, in April 2025, the event organizers of the Future Proof conference notified the City of their intention to return in March 2026 and submitted a special event application for the third week in March 2026; and

**WHEREAS**, production schedules for these events involve complex logistical coordination, with shared infrastructure and overlapping load-in/load-out periods, requiring robust planning by event producers in collaboration with the Administration and stakeholders including the Boucher Brothers, Ocean Drive Association, and ADCD residents; and

**WHEREAS**, all participating event producers have expressed their commitment to working together in coordination with City departments to ensure seamless transitions, minimize public disruptions, and create a world-class experience for visitors and residents alike.

**WHEREAS**, 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:

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)

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); and

**WHEREAS**, 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; and

**WHEREAS**, at the June 25, 2025, City Commission meeting, the Administration presented the production schedule for the month of March 2026, including load-in and load-out dates, for the Mayor and City Commission to discuss and approve.

**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 approve the March 2026 Special Event programming in Lummus Park and Lummus Park beachfront, and authorize the Future Proof Conference to take place during the second week of March 2026.

**PASSED and ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 2025.

**ATTEST:**

\_\_\_\_\_  
Steven Meiner, Mayor

\_\_\_\_\_  
Rafael Granado, City Clerk

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

  
\_\_\_\_\_  
City Attorney

6/24/2025  
\_\_\_\_\_  
Date