

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Rickelle Williams, Interim Executive Director

DATE: June 26, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE REVISED SPECIAL EVENT REQUIREMENTS AND GUIDELINES ATTACHED TO THE COMMISSION MEMORANDUM ACCOMPANYING THIS RESOLUTION; SAID REVISIONS TO INCORPORATE CHANGES TO THE ESTABLISHED FREQUENCY USE CHART, INCLUDING A REDUCTION TO THE NUMBER OF PRIDE PARK ANNUAL ACTIVATION DAYS FROM 120 TO 75 DAYS FOR TICKETS ACTIVATIONS, NOT INCLUDING FREE COMMUNITY EVENTS.

RECOMMENDATION

The Administration recommends that the Mayor and City Commission adopt the Resolution accepting the recommendation of the Public Safety and Neighborhood Quality of Life Committee to amend the Special Event Guidelines; with said revisions incorporating updates to the established frequency use chart, including a limit to the number of annual activation days in Pride Park from 120 to 75 days for ticketed activations, not including free community events.

BACKGROUND/HISTORY

The City of Miami Beach hosts a wide variety of special events that enrich the community for both visitors and residents. To mitigate the ever-increasing demands made upon City resources and infrastructure, applicants are required to present proposed special event activities to potentially impacted neighborhood associations and appropriate City Departments to ensure that these events are compatible with the surrounding neighborhoods. This process assists in evaluating and assessing the City's resources, both in terms of personnel and use of public property and rights-of-way to adequately protect the public safety, health, and welfare of the community.

Special events in the City of Miami Beach are also subject to review and recommendation by the corresponding neighborhood or business association(s) and/ or as part of a monthly Special Events Community Review.

In 2023, the Tourism and Culture Department (TCD) led a multi-disciplinary review of the Guidelines with departments affected by Special Events, including Building, Code, Economic Development, Environmental and Sustainability, Fire, Ocean Rescue, Parking, Parks and Recreation, Police, Property Management, Public Works, Sanitation, and Transportation, and the revised Special Event Guidelines include edits received from said departments.

On July 26, 2023, the City Commission approved Resolution No. 2023-32701, authorizing a revision to the Special Event Guidelines, which included revisions provided by various City Departments, language to restrict new events activating Lummus Park and Lummus Park Spoil areas north of 13th street, or beachfront between 13th to 16th Street, unless approved by the City Commission, and a bifurcation of the Special Events Sponsorship Program.

ANALYSIS

According to the City's Special Events Guidelines, most recently revised by Resolution No. 2023-32701, the City has the authority to approve, approve with conditions, deny or revoke a Special Event Application, considering factors which include the type of event, resident benefit, economic impact to the City, demands on City services and availability of public space in accordance with the established frequency chart.

To ensure that the City's beaches, parks, and public right-of-ways are protected and conserved, the City limits the number and scope of the events held in these areas. The City has in place a Frequency Chart, which outlines the maximum number of days in a fiscal year that can be used within the designated area listed.

This allows for the natural restoration and maintenance of our beaches, parks, and public right-of-ways. Once a designated area reaches its maximum allowance, no additional event may be permitted, unless approved by the Mayor and the City Commission.

The Frequency Chart in the Special Event Guidelines specifically mentions Pride Park. The approved maximum number of event days in the Park is limited to 120 days per fiscal year, with priority given to Miami Beach Convention Center (MBCC) events. The 120-day limitation is also designated for Lummus Park Beachfront, Collins Avenue Corridor (beachfront, spoil areas, and Collins Park), and Ocean Terrace.

On February 1, 2023, the Mayor and City Commission approved a referral item (C4 W), sponsored by then Commissioner/now Mayor Steven Meiner, to the Public Safety and Neighborhood Quality of Life Committee (PSNQLC) to discuss the schedule of events taking place at Pride Park, and how the City could better manage the schedule and activate Pride Park for the maximum benefit of City residents.

On September 13, 2023, the Mayor and City Commission approved a related referral item (C4 N), sponsored by Commissioner Alex Fernandez, to the PSNQLC to discuss Pride Park and the number of activation days.

Both referral items (C4 W and C4 N) relating to Pride Park were heard and discussed at the same time at the February 14, 2024, PSNQLC meeting. The Committee unanimously moved the item with a favorable recommendation to the City Commission to limit the number of Pride Park activations days from 120 to 75 days for ticketed activations, not including free community events and possibly having an area free of activations.

The Administration is now presenting the revised Special Event Guidelines, which include the reduction in activation days for Pride Park. While revising the guidelines to include the new limit of use for Pride Park, TCD has also made edits to additional sections in the frequency chart, to ensure parity.

The City continues to ensure the Special Event Guidelines reflect new regulations or requirements stemming from legislative action. At the May 15, 2024, City Commission meeting, the Transportation and Mobility Department presented an update regarding the development of strategies to address traffic congestion within the City, which include more rigorous special event permit reviews.

As the impact of large-scale special events on traffic and congestion grows in our City, current requirements in the Special Event Guidelines may be revised to include new and/or more robust mitigation strategies. As one element of a new comprehensive strategy, a re-examination of the current Special Event Guidelines would be performed by the Transportation and Mobility Department to determine the appropriate level of traffic analysis, MOT plan, and mitigation based on the scope and scale of the special event to mitigate the impact of congestion caused by special events throughout the City. For purposes of re-examining the Special Event Guidelines, special events can be categorized as follows: Category 1 (less than 10,000

attendees); Category 2 (between 10,000 and 50,000 attendees); and Category 3 (over 50,000 attendees).

In addition, the City has engaged Marlin Engineering, Inc. ("Consultant), one of the City's prequalified rotational transportation consultants, to conduct a comprehensive traffic study focused on managing traffic congestion during major special events at the Miami Beach Convention Center. The main objective of the traffic study is to deliver a multi-modal special event traffic operations plan.

The methodology for this comprehensive traffic study includes traffic data collection along the major adjacent corridors, field visits during special events, parking garage information, and transit ridership data, as well as committed developments in the area and City planned transportation improvements. Traffic modeling will also be conducted to assess future roadway capacity including mitigation of event traffic impacts to ensure adequate Levels of Service (LOS) during major events such as Art Basel Miami Beach and the Miami International Boat Show.

The traffic study will provide a set of recommendations that will include multimodal considerations that will improve and reduce the traffic operation during special events while improving mobility, accessibility, and safety for all road users. The Consultant is expected to provide a Draft Report to City staff for review in Fall of 2024. Those recommendations would be incorporated as part of the Special Event Guidelines at that time.

FISCAL IMPACT STATEMENT

N/A

Does this Ordinance require a Business Impact Estimate? (FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on [Click or tap here to enter text.](https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/). See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

FINANCIAL INFORMATION

CONCLUSION

The Administration recommends that the Mayor and City Commission adopt the Resolution accepting the recommendation of the Public Safety and Neighborhood Quality of Life Committee to amend the Special Event Guidelines; with said revisions incorporating updates to the established frequency use chart, including a reduction to the number of annual activation days in Pride Park from 120 to 75 days for ticketed activations, not including free community events.

Applicable Area

Citywide

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 Alex Fernandez

Co-sponsor(s)