

# MIAMI BEACH

## COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Eric Carpenter, City Manager

DATE: December 20, 2024

TITLE: DISCUSS ACTIVATIONS AT LUMMUS PARK BEACHFRONT DURING THE FORMULA 1 WEEKEND 2025

### **RECOMMENDATION**

The Administration is supportive of special event activations during Formula 1 Weekend 2025 and recommends that the Finance and Economic Resiliency Committee discuss possible activations at Lummus Park beachfront during Formula 1 Weekend 2025 and provide a policy recommendation as to any preferred activations.

### **BACKGROUND/HISTORY**

On October 30, 2024, at the request of Commissioner Alex Fernandez, the Mayor and City Commission approved a referral (Item C4 N) to the Finance and Economic Resiliency Committee (FERC) to discuss activations at Lummus Park Beachfront during Formula 1 (F1) Weekend 2025.

### **ANALYSIS**

The F1 Miami Grand Prix is known as the highest class of international racing for formula racing cars. The activation began a 10-year activation at the Hard Rock Stadium in 2022. The 2022 and 2023 F1 Miami Grand Prix events collectively brought \$798 million into the local Miami-Dade County economy. According to a study by Applied Analysis, “the 2023 race alone boosted the economy by \$449 million, a 29% increase from the 2022 event. The visitor spending topped \$195 million during race week with a 15% attendance increase.” According to the report, in May 2024, the event attracted 270,000 attendees, including affluent visitors who spent an average of \$1,940 per person, nearly double the usual tourist expenditure.

While the F1 Miami Grand Prix is miles away at the Hard Rock Stadium, its attendees stay in Miami Beach hotel properties, eat at our restaurants, and attend events throughout our City during F1 weekend. In the culinary world, Major Food Group is synonymous with high-end dining.

In Miami Beach, an area that is popular for largescale events is Lummus Park beachfront. Below is a recap of the activations that have taken place in the area for the first three (3) F1 weekends.

#### **2022**

FTX Grand Prix Festival (SPE0322-0893), took place in the Lummus Park beachfront between 6 and 10 Streets and the Lummus Park spoil between 10th and 11th Streets. The event also included a local road closure on Ocean Drive from 6 to 9 Streets via an approved Public Works Right of Way permit from 4:00 AM on Friday, May 6, 2022 through 3:00 PM on Sunday, May 8, 2022 to host a professional driver demonstration run. The three-day event took place from Friday, May 6, 2022, through Sunday, May 8, 2022, from 11:00 AM to 11:00 PM daily. The activation featured a large, three-day free and open to the public fan festival from 12:00 PM to 6:00 PM daily. Following the fan festival, the activation included public ticketed concerts from 7:00 PM to 11:00 PM daily. The main event tent occupied 216,000 square-feet of the beachfront with the

back of house occupying 13,400 square-feet of the spoil.

### 2023

Miami Beach - Race Weekend 2023 (SPE0622-1016), took place in the Lummus Park beachfront between 7 and 10 Streets and the Lummus Park spoil between 10 and 12 Streets. The three-day public ticketed event took place from Friday, May 5, 2023 through Sunday, May 7, 2023, from 12:00 PM to 12:00 AM daily. The main event occupied 149,976 square-feet of the beachfront with the back of house occupying 1,536 square-feet of the spoil. The activation included a three-day public ticketed concert on the east side of the dunes and a two-day open to the public live stream viewing activation on the west side of the dunes.

### 2024

Miami Beach Race Weekend - Ray Ban x Ferrari (SPE0324-1674), took place in the Lummus Park spoil between 11 and 12 Streets. This two-day public-ticketed event took place from 12:00 PM to 4:00 PM on Friday, May 3, 2024 and Saturday, May 4, 2024. The activation including main event and back of house occupied 30,600 square-feet of the spoil. The event featured two (2) days of racing experience activations. On day two, Saturday, May 4, 2024, the free racing experience was followed by a private invite-only dinner from 7:00 PM to 11:00 PM.

### **2025 Special Event Permit Applications**

Currently, the Tourism and Culture Department is in receipt of a special event application for Lummus Park beachfront during the Formula 1 Weekend 2025, which takes place May 2-4, 2025.

Miami Beach Race Weekend:

Load In Begins 4/14/25

Event Dates: 5/1/25-5/4/25

Load out ends: 5/12/25

6<sup>th</sup> to 8th streets beachfront

#### **Proposed Programming:**

Thursday, May 1 – 12 PM to 6 PM

All day free programming featuring the Motorsports History of South Florida Exhibition opening and partner activations.

Thursday, May 1 – 8 PM to 12 AM

Ticketed Cinco de Mayo celebration with live music and local and international artists, including VIP hospitality packages for select guests and celebrities.

Friday, May 2 – 12 PM to 6 PM

Free programming featuring Esports gaming, culinary experiences, history of racing, art gallery, Concours d'GrandPrix, and partner activations.

Friday, May 2 – 8 PM to 12 AM

Ticketed fashion show and music concert with internationally known fashion designer and music headliner including VIP hospitality packages for select guests and celebrities.

Saturday May 3 – 12 PM to 6 PM

Free programming featuring Esports gaming, culinary experiences, history of racing, art gallery, Concours d'GrandPrix, and partner activations.

Saturday May 3 – 8 PM to 12 AM

Ticketed music concert with internationally known headliner including VIP hospitality packages for select guests and celebrities.

Sunday May 4 – 12 PM to 6 PM

Free programming featuring Esports gaming, culinary experiences, history of racing, art gallery, Concours d'GrandPrix, partner activations, live music, VIP hospitality packages, stage and screen entertainment, and a screening of the F1 Miami Grand Prix race.

### **FISCAL IMPACT STATEMENT**

N/A

### **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 supports special event activations during Formula 1 Weekend and recommends that the Finance and Economic Resiliency Committee discuss possible activations at Lummus Park beachfront during Formula 1 Weekend 2025 and provide a policy recommendation as to any preferred activations.

### **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 Alex Fernandez

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

### **Condensed Title**

Discuss activation at Lummus Park Beachfront during Formula 1 Weekend 2025