

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Laura Dominguez

DATE: February 26, 2025

TITLE: REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE AND THE SISTER CITIES ADVISORY COMMITTEE TO DISCUSS A POSSIBLE CITY PARTNERSHIP WITH LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT TO CREATE AN ANNUAL LINCOLN ROAD MARDI GRAS FESTIVAL TO LAUNCH IN FEBRUARY 2026.

### **RECOMMENDATION**

### **BACKGROUND/HISTORY**

### **ANALYSIS**

Please place on the agenda of the February 26, 2025 meeting a dual referral to the Public Safety and Neighborhood Quality of Life Committee and the Sister Cities Advisory Committee to discuss a possible City partnership with the Lincoln Road Business Improvement District (LRBID) to create an annual Lincoln Road Mardi Gras Festival to launch in February 2026.

The LRBID has proposed the creation of an annual Mardi Gras Festival in partnership with the City of Miami Beach to further solidify Lincoln Road as a premier destination for cultural experiences, economic vitality, and community engagement. The LRBID's proposal is attached.

The Administration should be prepared to evaluate and provide its feedback regarding the proposal, prepare a budget to include the anticipated cost of the City support requested, and advise the Committee as to necessary next steps to partner with the LRBID to bring this exciting idea to life.

### **FISCAL IMPACT STATEMENT**

N/A

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

If applicable, the Business Impact Estimate (BIE) was published on:  
See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

### **FINANCIAL INFORMATION**

## **CONCLUSION**

### **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**

Office of Commissioner Laura Dominguez

### **Sponsor(s)**

Commissioner Laura Dominguez

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

Commissioner Tanya K. Bhatt

### **Condensed Title**

Ref: PSNQLC/SCAC - Partner w/ LRBID, Create Annual Lincoln Road Mardi Gras Festival.  
(Dominguez/Bhatt)

### **Previous Action (For City Clerk Use Only)**