

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: May 21, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, RETROACTIVELY APPROVING THE CLOSURE OF A SINGLE EASTBOUND LANE ALONG THE MACARTHUR CAUSEWAY, ON SUNDAY MAY 18, 2025, FROM 6:00 A.M. TO 9:00 A.M., IN ORDER TO ALLOW FOR THE SPECIAL EVENT ACTIVATION LULULEMON 10K, PURSUANT TO RESOLUTION NO 2016-29506 REQUIRING THAT ALL NEW SPECIAL EVENTS REQUIRING LANE CLOSURES ALONG MAJOR THOROUGHFARES IN THE CITY OF MIAMI BEACH OBTAIN CITY COMMISSION APPROVAL.

RECOMMENDATION

The Administration recommends adopting the Resolution.

BACKGROUND/HISTORY

On July 13th, 2016, the Mayor and City Commission, via Resolution 2016-29506, adopted a policy that all future special events requiring lane closures along major thoroughfares in the City obtain prior City Commission approval.

The Administration was approached by brand representatives and event producers for the fitness clothing line Lululemon requesting a special event permit for a 10K run starting at the Lululemon flagship store on Lincoln Road and ending at Maurice Ferre Park in Miami on Sunday morning May 18, 2025. The Lululemon 10K Miami 2025 route calls for a single eastbound lane closure on the MacArthur Causeway. The two eastbound lanes will remain open to traffic.

ANALYSIS

Lululemon is a leading North American athletic sportswear brand with five (5) locations in Miami-Dade County, of which one (1) is in Miami Beach at 810 Lincoln Road.

Lululemon will host a first-time Lululemon 10K Miami 2025 Run from its flagship store on Lincoln Road bringing an estimated 7,000 runners to Miami Beach. This special event activation will bring attention to Lincoln Road and the Lululemon store.

As the City of Miami Beach continues its commitment to diversifying its tourism portfolio to include fitness and wellness special event activations, the Lululemon 10K Miami 2025 Run aligns with its brand as it continues moving towards a year of sports and fitness in 2026.

Event Details

Date: Sunday, May 18, 2025

Race Start: 6:30am

Field Size: 7,500 runners

Course Limit: 2 hours

First Finisher: approx. 7:00am

Last Finisher: approx. 9:00am

Proposed Single Lane Closure

The event organizers have requested a single-lane closure of an eastbound lane on the MacArthur Causeway.

Runners will utilize one lane of traffic and the shoulder heading west on the MacArthur Causeway eastbound. Two lanes of traffic eastbound on the MacArthur Causeway will remain open. All lanes westbound on the MacArthur Causeway will remain open at all times, and will not impact the Palm Hibiscus, or Star Island entrances. Runners are expected to be on the MacArthur Causeway between 6:30 a.m. and 8:30 a.m. on Sunday, May 18, 2025.

The race will begin no later than 6:30 a.m. at the starting point located between Meridian Avenue and Lincoln Road. Participants will make their way down Ocean Drive and around South Pointe to Alton Road, where they will enter the MacArthur Causeway using a single lane towards Biscayne Boulevard. They will continue Southbound into Maurice A. Ferré Park, where the event will conclude, and a closing ceremony will take place.

On March 13, 2025, as part of the Special Event permit vetting process, the proposed event activation, via Special Event permit (SPE1024-1850), was reviewed at the monthly Special Event Internal Review meeting. City Services reviewed the proposed activation and Maintenance of Traffic plan (MOT), (Exhibit A) and provided input. In addition, the Special Event permit was reviewed at the publicly noticed monthly Special Event Community Review meeting on March 20, 2025.

Traffic Mitigation Efforts

To minimize the traffic impact of one eastbound lane closure on the MacArthur Causeway, the Miami Beach Police Department will be overseeing the following measures:

Miami Beach Police Off-Duty officers will be managing traffic on the race route as required by the Special Event permitting process pertaining to street closures.

Business and Stakeholder Input

As part of the Special Event permitting process, the event organizers are required to provide signature signoffs from the impacted adjacent hotel and business properties. The event organizers have taken an additional step and have mailed to all the residents impacted by the race route, the Lululemon 10K Run details (Exhibit B). In addition, the event organizers have received support from the Lincoln Road Business Improvement District.

The proposed single lane closure on the MacArthur Causeway is scheduled to reopen no later than 9:01 am on Sunday, May 18, 2025.

Resident Benefit

As part of the Special Event Permit Guidelines, all special events in public property require a resident benefit, defined as a quantitative, tangible benefit to the residents and local community of Miami Beach. The Lululemon 10K Run event selected a monetary donation of \$5,000 towards the City of Miami Beach Art in Public Places fund.

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-notices/>

FINANCIAL INFORMATION

CONCLUSION

The Administration recommends the retroactive approval of the eastbound single lane closure of the MacArthur Causeway to properly and safely stage a permitted Special Event, Lululemon 10K Run.

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)

Co-sponsor(s)

Condensed Title

Approve Retroactive Single Lane Closure of MacArthur Causeway for Lululemon 10K. TC

Previous Action (For City Clerk Use Only)