

C4 AR REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE AND THE NORTH BEACH COMMUNITY REDEVELOPMENT AGENCY ADVISORY COMMITTEE TO CONSIDER EXTENDING THE FESTIVAL OF LIGHTS PROGRAMMING AND PROJECTION MAPPING TO NORTH BEACH OCEAN TERRACE.

Applicable Area:

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Kristen Rosen Gonzalez

DATE: February 3, 2025

TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE AND THE NORTH BEACH COMMUNITY REDEVELOPMENT AGENCY ADVISORY COMMITTEE TO CONSIDER EXTENDING THE FESTIVAL OF LIGHTS PROGRAMMING AND PROJECTION MAPPING TO NORTH BEACH OCEAN TERRACE.

### **RECOMMENDATION**

### **BACKGROUND/HISTORY**

Please place on the February 3, 2025 agenda a dual referral to the Finance and Economic Resiliency Committee (“FERC”) and the North Beach Community Redevelopment Agency Advisory Committee (the “NBCRA Advisory Committee”) to discuss extending the Festival of Lights Programming and Projection Mapping to Ocean Terrace in North Beach, in order to enhance the area's utilization for City-sponsored events, including potential July 4th celebrations featuring fireworks.

The Miami Beach Classical Music Festival currently produces the Festival of Lights celebration on Ocean Drive during the December holidays. This programming fulfills a public benefit commitment made to the City in connection with its financing of mapping projectors and related production equipment.

Expanding this successful initiative to Ocean Terrace in North Beach would serve to further activate and highlight Ocean Terrace as a vibrant community place, and create opportunities for additional cultural and city-sponsored events, including a fireworks celebration on July 4th.

I would like for FERC and the NBCRA Advisory Committee to discuss the feasibility, funding, and logistics of extending the Festival of Lights to Ocean Terrace, with the proposed budget and events attached as Exhibit A.

### **ANALYSIS**

### **FISCAL IMPACT STATEMENT**

NA

**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**

**Applicable Area**

Citywide

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?**

Yes

**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 Kristen Rosen Gonzalez

**Sponsor(s)**

Commissioner Kristen Rosen Gonzalez

**Co-sponsor(s)**

Commissioner Tanya K. Bhatt

**Condensed Title**

Ref: FERC/NBCRA Adv Comm - Extend Festival of Lights Program/Projection Mapping to NB Ocean Terrace. (Rosen Gonzalez/Bhatt)

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

# MMF Projection Mapping Quotes

Name	Description	Ocean D, FOL 2 Weekends, Mapping, Orchestra, Vendors	July 4th Weekend with orchestra	July 4 Weekend Mapping, no orchestra	FOL 1 Weekend With Orchestra, No Vendors
<input type="checkbox"/> <b>Production Costs</b>		<b>220128</b>	<b>126890</b>	<b>76900</b>	<b>117990</b>
<input type="checkbox"/> <b>Front of House Equipment Costs Total</b>		<b>15533</b>	<b>0</b>	<b>0</b>	<b>4500</b>
<input type="checkbox"/> Barriers	Optional Enclosure to make Alcohol Drinking Area	4753	0	0	2500
Chevron		2550	0	0	0
Picket Fence for Tree		364.4	0	0	0
Stanchions		1302.6	0	0	0
Stanchion Rope		546	0	0	0
Tents		3360	0	0	0
Storage Pod	Pod needed for storage of Equipment Between Weeks 1 and 2	1200	0	0	0
Chairs		4500	0	0	2000
Tent Walls		300	0	0	0
Concrete Blocks		960	0	0	0
Vendor Tables		460	0	0	0
<input type="checkbox"/> <b>Orchestra and Singers Total</b>		<b>92080</b>	<b>47690</b>	<b>0</b>	<b>48290</b>
Signature Production Services, Audio, Stage Lighting, Power	All Stage, Lighting, Sound, Power, Projection Scaffolds, Production Labor	30000	15000	0	15000
Aaron Breid, Conductor, 1st weekend	Conductor Charge if Michael Rossi is not conducting	4500	4500	0	4500
5 Professional Singers		7500	3750	0	3750
Orchestra Musicians	32 Musicians	46880	23440	0	23440
Santa		1200	0	0	600
Percussion and Backline Equipment Rental		2000	1000	0	1000
<input type="checkbox"/> <b>Projection Mapping Expenses Total</b>		<b>36000</b>	<b>46000</b>	<b>46000</b>	<b>31000</b>
Go Bond Equipment (100% Discount)	Includes all Projectors, Cables, Servers	0	0	0	0
Go Bond Equipment Service	Sandblasting	1000	1000	1000	1000
1 Time Mapping Fee	Includes Scans and Digital Templates of 6 Buildings	0	10000	10000	Removed if July 4th Occurs
Quince Imagining- Projection Mapping Labor	Includes Mapping of 6 Buildings, 3d Plans, and Onsite Prep and Labor. Reduced to \$20000 after 1st project	20000	25000	25000	20000

Name	Description	Ocean D, FOL 2 Weekends, Mapping, Orchestra, Vendors	July 4th Weekend with orchestra	July 4 Weekend Mapping, no orchestra	FOL 1 Weekend With Orchestra, No Vendors	
26	Signature Production Services,	Includes Scaffolds, Electrical Wiring and Setup, Projector Prep and Delivery	15000	10000	10000	10000
27	<input type="checkbox"/> <b>Marketing Total</b>		<b>6000</b>	<b>6000</b>	<b>6000</b>	<b>6000</b>
28	Signage		500	500	500	500
29	PR- Dana Agency		5500	5500	5500	5500
30	<input type="checkbox"/> <b>Labor Total</b>		<b>32795</b>	<b>12050</b>	<b>11050</b>	<b>14050</b>
31	<input type="checkbox"/> ASA- Ushers and Security		8045	\$4,500.00	\$4,500.00	\$4,500.00
32	Ushers		4320	2000	2000	2000
33	Security	Includes Overnight Protection	3725	2500	2500	2500
34	<input type="checkbox"/> <b>MMF Labor</b>		<b>14500</b>	<b>7550</b>	<b>6550</b>	<b>7550</b>
35	Project Manager		8000	4000	4000	4000
36	Orchestra Personal Manager		2000	1000	0	1000
37	Stage Hands		1500	1050	1050	1050
38	Video Mapping Assistant		3000	1500	1500	1500
39	Event Logistics- Tents, Barricades, General Labor		4250	0	0	2000
40	Tree Installation Labor		6000	0	0	0
41	<input type="checkbox"/> <b>Decorations Total</b>		<b>23950</b>	<b>700</b>	<b>0</b>	<b>2200</b>
42	Snow Liquid		500	0	0	500
43	Costumes		200	200	0	200
44	Christmas Tree/Menorah		20000	0	0	0
45	Decorative for Tents/barriers		1000	0	0	1000
46	Artist for Lifeguard		1250	0	0	0
47	Additional Lights, Props, etc		1000	500	0	500
48	<input type="checkbox"/> <b>Travel Total</b>		<b>3620</b>	<b>1800</b>	<b>1200</b>	<b>1800</b>
49	Flights - Artists/Quince Image		1220	600	0	600
50	Artist/Quince Image Hotels		2400	1200	1200	1200
51	<input type="checkbox"/> <b>Permit and City Expenses Total</b>		<b>10150</b>	<b>12650</b>	<b>12650</b>	<b>10150</b>
52	VBAs		800	800	800	800
53	Drago INC- General Contractor	Higher Cost for 1st time plans	7500	10000	10000	7500
54	Electrical Inspection		1850	1850	1850	1850
55						
56						
57						
58						