

C4 P 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.

Applicable Area:



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-notices/>

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)

Proposal for the Inaugural Lincoln Road Mardi Gras Festival
Presented by: Lincoln Road Business Improvement District (LRBID)
Proposed Date: Saturday, February 21, 2026, | 5 PM – 1AM

Overview

Lincoln Road Business Improvement District (LRBID) proposes the creation of an annual **Mardi Gras Festival** in partnership with the **City of Miami Beach** to further establish Lincoln Road as a premier destination for cultural experiences, economic vitality, and community engagement.

Building on the overwhelming success of the Lincoln Road **Halloween Block Party**, this **one-day, family-friendly celebration** will feature **live music, street animators, a dedicated children's craft zone, festive décor, and culinary experiences** curated from Lincoln Road's restaurants and cafés. The festival will be **free and open to the public**, designed to attract both **locals and visitors**, further enhancing Miami Beach's reputation as a cultural hub.

This activation will serve as a powerful **economic driver** for the restaurants and retail establishments along Lincoln Road, encouraging heightened consumer spending during the peak tourism season while solidifying Lincoln Road's identity as a cultural district.

Hosting the **Mardi Gras Festival** on Lincoln Road presents a unique opportunity to:

- **Boost Local Business & Tourism:** By driving foot traffic to restaurants and retailers. The festival will generate increased revenue for the businesses while reinforcing Lincoln Road as must-see destination.
- **Enhance Miami Beach's Cultural Landscape:** As a globally recognized city for arts and entertainment, Miami Beach is the ideal location to host an event that celebrates the vibrancy and traditions of Mardi Gras while incorporating the city's signature energy and style.
- **Foster Community & Inclusivity:** This **free-to-attend festival** will provide a dynamic experience for families, residents, and tourists alike, fostering a sense of unity and celebration.
- **Leverage Proven Success:** The popularity of the **Halloween Block Party** demonstrated the community's enthusiasm for large-scale activations on Lincoln Road. Mardi Gras offers another opportunity to create a signature annual event that will benefit the city and its businesses.

Requested Support-City of Miami Beach

To successfully execute the **Mardi Gras Festival**, we respectfully request the City's support in the following areas:

CITY ADMINISTRATION:

- **Public Safety & Street Closures:** Assistance from **Miami Beach Police Department (MBPD)** for safe street closures, crowd management and public safety.
- **Sanitation:** Enhanced cleaning and garbage pickup services to maintain Lincoln Road's cleanliness environment.
- **Cultural & Tourism Support:** **\$40k** to secure **musical performances**, permitting, and waiving bar fees for participating Lincoln Road restaurants and cafés.
- **Marketing & Outreach:** PR and social media promotion to amplify awareness among locals and visitors.
- **Logistics:** City support including **Public Works coordination** for infrastructure needs.

LRBID'S COMMITMENT:

As the event's lead organizer, **LRBID will oversee the planning and execution**, including:

- ✓ **Securing live entertainment, staging, production, street décor, and performers** to create a dynamic Mardi Gras atmosphere.
- ✓ **Organizing interactive experiences**, including giveaways, children's activities, and immersive engagements.
- ✓ **Coordinating with restaurants and retailers** to encourage full participation and tailored offerings.
- ✓ **Executing a comprehensive marketing strategy** to maximize visibility and drive attendance.

Conclusion

The **Lincoln Road Mardi Gras Festival** presents an exciting opportunity for the **City of Miami Beach** and **LRBID** to cultivate a signature annual event that fuels economic growth, strengthens community engagement, and enhances **Miami Beach's** reputation as a world-class entertainment destination.

We look forward to collaborating with the city to bring this vision to life and make **Mardi Gras 2026** an unforgettable celebration on Lincoln Road.