

5. DISCUSS POTENTIAL CITY PARTNERSHIP WITH THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT FOR AN ANNUAL LINCOLN ROAD MARDI GRAS FESTIVAL LAUNCHING IN FEBRUARY 2026

Applicable Area:

# MIAMI BEACH

## COMMITTEE MEMORANDUM

TO: Public Safety and Neighborhood Quality of Life Committee Members

FROM: Eric Carpenter, City Manager

DATE: April 9, 2025

TITLE: DISCUSS POTENTIAL CITY PARTNERSHIP WITH THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT FOR AN ANNUAL LINCOLN ROAD MARDI GRAS FESTIVAL LAUNCHING IN FEBRUARY 2026

### **RECOMMENDATION**

The Administration recommends exploring sponsorship of a Lincoln Road Mardi Gras Festival with the Lincoln Road Business Improvement District.

### **BACKGROUND/HISTORY**

During the February 26, 2025 City Commission meeting, the Mayor and City Commission referred, at the request of Commissioner Laura Dominguez, to the Public Safety and Neighborhood Quality of Life Committee (PSNQLC) and the Sister Cities Committee, a discussion regarding 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.

LRBID has proposed establishing the festival as an annual cultural event aimed at promoting Lincoln Road as a premier destination for cultural experiences, economic vitality, and community engagement. (See Exhibit A).

Sponsor Commissioner Dominguez requested that the Administration evaluate the proposal, prepare a preliminary budget estimate reflecting anticipated City support, and advise the PSNQLC as to potential next steps. (See Exhibit B).

### **ANALYSIS**

Themed special events hosted by Business Improvement Districts (BIDs) can yield numerous benefits, including increased foot traffic, boosted visibility for local businesses, and enhanced community engagement, ultimately contributing to a more vibrant, economically resilient area.

The LRBID has a proven track record with producing themed events, notably the annual "Halloween on Lincoln Road" which attracts over 50,000 participants and features parades, outrageous costumes, and family-friendly entertainment. This event boosts business activity, creates temporary employment opportunities, and enhances Miami Beach's image as a lively, inclusive destination. The free event is open to the public and social media promotes Lincoln Road and Miami Beach as a family-friendly destination for Halloween. Attendees patronize businesses along the eight-block district, noted as one of the best spots for people watching on Halloween night. An economic stimulator creates temporary job opportunities, for example, extra staff hired to manage increased foot traffic and produce the event.

Mardi Gras (French for "Fat Tuesday") is to some, akin to Halloween, and more than just parades and celebrations. The focus of many Mardi Gras celebrations is on the joy, community, and cultural traditions, rather than the religious origins of the holidays. Non-religious activities include

parades with floats, music, and costumed participants, wearing of masks, and costumes to participate in the festivities, and enjoying food and beverages.

Nationally, Mardi Gras is a major economic force; in 2024, New Orleans welcomed visitors during the carnival season, generating substantial commercial activity, increased property demand, and heightened retail sales that shapes both the commercial and residential value in Greater New Orleans. In 2024, the carnival season drew 1.7 million visitors to New Orleans, fueling local spending and increasing demand for prime properties. The annual surge influences real estate trends and generates millions in direct and indirect economic impact. The influx of visitors boosts demand for retail space, with businesses looking to capitalize on the surge, often seeking temporary pop-up permits that sometimes lead to long-term leases.

While Lincoln Road is not New Orleans, it could be for one day and a thoughtfully curated local Mardi Gras celebration could become a signature annual event. A local Mardi Gras celebration could be an opportunity – an economic catalyst for businesses that understand how to engage authentically. Strategically executed, the LRBID could create a ripple effect that drives economic activity, encourages cultural expression, and attracts both residents and visitors. As with Halloween, businesses can tailor offerings to align with Mardi Gras to build brand visibility and generate new customer engagement.

The key to success is to strategically build an event that has a long-term strategy that is authentic, purposeful, and offers meaningful participation. An event that is aligned with Miami Beach's values, creates experiences that matter, and invests in relationships beyond the event itself. This is what "Halloween on Lincoln Road" does, and what "Lincoln Road Mardi Gras Festival" can do.

The LRBID's proposal includes an event footprint comparable to Halloween on Lincoln Road, and envisions walking parades, themed decorations, live music, family-friendly activities, crafts, and costume contests. Additional elements under consideration also include:

- outdoor bars serving themed libations;
- New Orleans-inspired culinary activations;
- Decorative, carnival themed installations and banners; and
- static and digital marketing and promotion.

Although LRBID has not submitted a formal financial request for City sponsorship, the event is proposed to launch on or about Tuesday, February 17, 2026.

Greater Miami does not have city-wide Mardi Gras celebrations like New Orleans. A Mardi Gras Festival on Lincoln Road represents a unique opportunity to support local businesses, create jobs, enhance tourism, and reinforce the image of Miami Beach and Lincoln Road as a vibrant cultural destination.

## **FISCAL IMPACT STATEMENT**

The preliminary budget for the LRBID Mardi Gras Festival is approximately \$153,000, excluding costs associated with permits, security, sanitation, and other city services. LRBID is requesting a \$55,000 city sponsorship for entertainment costs.

## **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**

TBD

## **CONCLUSION**

The Administration recommends exploring a partnership with LRBID to establish a Lincoln Road Mardi Gras Festival. Mardi Gras is one of the world's most iconic celebrations and presents an opportunity to align with Miami Beach values, such as sustainability, inclusivity, and diplomacy.

Unlike traditional Mardi Gras celebrations focused on excessive material waste (beads, trash and parade-related throws), a Miami Beach iteration could prioritize environmentally sustainable practices—such as reduced plastic use, dedicated recycling stations, and eco-friendly event materials.

The Administration also recommends collaborating with the Miami Beach Sister Cities Committee, which, while not a direct organizer of Mardi Gras celebrations, maintains cultural ties with Sister Cities including Fortaleza and Rio de Janeiro, Brazil—both of which have rich carnival traditions.

## **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**

Economic Development

## **Sponsor(s)**

Commissioner Laura Dominguez

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

Commissioner Tanya K. Bhatt

## **Condensed Title**

DISCUSS POTENTIAL CITY PARTNERSHIP WITH THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT FOR AN ANNUAL LINCOLN ROAD MARDI GRAS FESTIVAL LAUNCHING IN FEBRUARY 2026





LINCOLN RD

MARDI GRAS 2026





## A NEW TRADITION FOR MIAMI BEACH

In February 2026, the LRBID proposed launching the Annual Lincoln Road Mardi Gras Festival — a vibrant, family-friendly celebration designed to capture the rich cultural spirit of New Orleans while driving economic growth for Lincoln Road businesses. Building on the success of our annual Halloween street festival, this new event will follow a similar large-format footprint, with the potential to draw crowds of up to 40,000 attendees as it grows. The festival will feature lively walking parades, festive outdoor bars, and a variety of food offerings — all set against a visually stunning backdrop of street pole banners, decorative planters, and captivating overhead installations.



# LINCOLN ROAD MARDI GRAS FESTIVAL PROPOSAL

## Bringing the Spirit of New Orleans to Miami Beach

- Event Launch: February 2026
- Objective: Celebrate Mardi Gras culture while boosting Lincoln Road businesses
- Format: Inspired by our successful Halloween street festival
- Projected Attendance: Up to 40,000 as the event grows

## Festival Highlights

- Walking parades, outdoor bars, and diverse food offerings
- Vibrant décor: street pole banners, planters, and overhead installations
- Family-friendly activities: children's craft corner and dog costume contest
- Live music featuring local schools, semi-professional, and professional bands

## Support & Funding

- LRBID Investment: Committed to funding and seeking sponsorships
- City Support Requested: Essential services and financial assistance

## Impact

This signature event will elevate Lincoln Road's profile, attract visitors during a slower season, and create a lasting cultural tradition for Miami Beach.

**Join us in making this exciting vision a reality!**







## PROGRAMMING SUGGESTIONS

Live Jazz Performances  
Dog costume Contest  
Children's Craft Corner  
Walking Musical Parade





## OUTDOOR BARS

15 Predetermined Locations

\$2,500 Fee Waived

Themed Decor

Possible Liquor Sponsor





## FOOD OFFERINGS

Invite Cajun & Creole Vendors

Possible SBWFF Chef

Partnership

Ticketed VIP Area







**DECORATIONS**

- District Banners
- Planters
- Overhead Installations
- Instagrammable Moments





# MARKETING OPPORTUNITIES

- Press Release
- Calendar Listing
- Social Media
- Trolly Advertising
- MB Magazine
- Direct Mail to MB Residents
- Dedicated Eblast
- IKE Digital Screens
- Digital Screens/Highway
- Radio
- Spotify
- TV Partner





# PRELIMINARY SITE PLAN



# PRELIMINARY BUDGET

<b>STREET POLE PANNERS</b>	\$5,000
<b>DISTRICT BANNERS</b>	\$3,000
<b>PLANTERS</b>	\$7,000
<b>OVERHEAD INSTALLATIONS</b>	\$5,000
<b>FESTIVE DECOR</b>	\$10,000
<b>GIVEAWAYS</b>	\$8,000
<b>ENTERTAINMENT</b>	\$50,000
<b>STAGES, SOUND, LIGHTING, ETC.</b>	\$30,000

<b>KIDS CORNER</b>	\$5,000
<b>ADVERTISING</b>	\$20,000
<b>DIRECT MAIL</b>	\$5,000
<b>MISC</b>	\$5000
<b>TOTAL</b>	\$153,000





An aerial photograph of a lively boardwalk, likely in Miami. The scene is dominated by tall palm trees and a path with alternating black and white stripes. A mini-golf course with a green mat and blue poles is visible in the foreground. To the left, there are red awnings over outdoor seating areas. On the right, a white building with a curved facade and the word 'MAMAMIA' is visible. People are walking along the path, and the overall atmosphere is bright and sunny.

# CONTACT US

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**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

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No

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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.