

C7 AH A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO DEVELOP A PILOT PROGRAM FOR A "COMMUNITY NIGHT OUT" EVENT ON LINCOLN ROAD MALL, IN COLLABORATION WITH THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT, TO INCENTIVIZE ACTIVATION ON LINCOLN ROAD THROUGH FREE PARKING, OUTDOOR ACTIVATIONS FROM EXISTING TENANTS AND OWNERS, TEMPORARY POP-UPS, ENTERTAINMENT, AND OTHER COMMUNITY-ENGAGING COMPONENTS; AND FURTHER DIRECTING THE CITY ADMINISTRATION TO PROPOSE THREE ALTERNATIVE DATES THAT ARE BEST SUITED FOR THE LINCOLN ROAD MALL AND THE COMMUNITY.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: City Attorney Ricardo J. Dopico

DATE: April 23, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO DEVELOP A PILOT PROGRAM FOR A "COMMUNITY NIGHT OUT" EVENT ON LINCOLN ROAD MALL, IN COLLABORATION WITH THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT, TO INCENTIVIZE ACTIVATION ON LINCOLN ROAD THROUGH FREE PARKING, OUTDOOR ACTIVATIONS FROM EXISTING TENANTS AND OWNERS, TEMPORARY POP-UPS, ENTERTAINMENT, AND OTHER COMMUNITY-ENGAGING COMPONENTS; AND FURTHER DIRECTING THE CITY ADMINISTRATION TO PROPOSE THREE ALTERNATIVE DATES THAT ARE BEST SUITED FOR THE LINCOLN ROAD MALL AND THE COMMUNITY.

RECOMMENDATION

BACKGROUND/HISTORY

ANALYSIS

This resolution was prepared at the request of the sponsor, Commissioner Joseph Magazine.

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

Citywide

**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

City Attorney

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Commissioner Laura Dominguez

Condensed Title

Develop Pilot Program for "Community Night Out" Event on Lincoln Road Mall.
(Magazine/Dominguez) CA

Previous Action (For City Clerk Use Only)

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO DEVELOP A PILOT PROGRAM FOR A “COMMUNITY NIGHT OUT” EVENT ON LINCOLN ROAD MALL, IN COLLABORATION WITH THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT, TO INCENTIVIZE ACTIVATION ON LINCOLN ROAD THROUGH FREE PARKING, OUTDOOR ACTIVATIONS FROM EXISTING TENANTS AND OWNERS, TEMPORARY POP-UPS, ENTERTAINMENT, AND OTHER COMMUNITY-ENGAGING COMPONENTS; AND FURTHER DIRECTING THE CITY ADMINISTRATION TO PROPOSE THREE ALTERNATIVE DATES THAT ARE BEST SUITED FOR THE LINCOLN ROAD MALL AND THE COMMUNITY.

WHEREAS, the City of Miami Beach is committed to fostering vibrant public spaces that enhance community engagement, support local businesses, and celebrate Miami Beach’s cultural vitality; and

WHEREAS, Lincoln Road Mall is a major commercial and pedestrian corridor in Miami Beach, offering a unique opportunity to host dynamic events that activate the space for both residents and visitors; and

WHEREAS, the City recognizes the importance of creative placemaking and community-based events as tools to increase foot traffic, promote local economic development, and cultivate a sense of place; and

WHEREAS, the City seeks to collaborate with the Lincoln Road Business Improvement District to pilot a “Community Night Out” on Lincoln Road, aimed at bringing the community together through an engaging and inclusive evening of activities, performances, and outdoor experiences; and

WHEREAS, the pilot initiative will explore strategies such as implementing a parking holiday (free parking for event participants), incentivizing outdoor activations by existing tenants and property owners, encouraging temporary pop-up experiences, and coordinating live entertainment and cultural programming; and

WHEREAS, the City Administration should propose three possible alternative dates to hold the events that are best suited for the Lincoln Road Mall and the community.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the City Administration is hereby directed to develop a pilot program for a “Community Night Out” event on Lincoln Road Mall, in collaboration with the Lincoln Road Business Improvement District, incorporating free parking, outdoor activations by current tenants and owners, pop-up installations, live entertainment, and other public engagement strategies; and further

directing the Administration to propose three possible alternative dates to hold the events that are best suited for the Lincoln Road Mall and the community.

PASSED and ADOPTED this ____ day of _____, 2025.

Steven Meiner, Mayor

ATTEST:

Rafael E. Granado, City Clerk

(Sponsored by Commissioner Joseph Magazine)

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

City Attorney *RR* *4/14/2025*
Date