

NB 18. CONSIDER EXTENDING THE FESTIVAL OF LIGHTS PROGRAMMING AND  
PROJECTION MAPPING TO NORTH BEACH OCEAN TERRACE  
Applicable Area:

# MIAMI BEACH

## COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Eric Carpenter, City Manager

DATE: May 7, 2025

TITLE: CONSIDER EXTENDING THE FESTIVAL OF LIGHTS PROGRAMMING AND PROJECTION MAPPING TO NORTH BEACH OCEAN TERRACE

### **RECOMMENDATION**

The Administration recommends discussing the extension of the Festival of Lights programming and projection mapping to North Beach on Ocean Terrace. Should the Committee provide a favorable recommendation, funding would need to be identified as part of the Fiscal Year 2026 Budget process.

### **BACKGROUND/HISTORY**

On February 3, 2025, the Mayor and City Commission approved a dual referral by Commissioner Kristen Rosen Gonzalez to the Finance and Economic Resiliency Committee and the North Beach Community Redevelopment Agency Advisory Committee (NBCRA) to consider extending the Festival of Lights programming and projection mapping to North Beach Ocean Terrace to enhance the area's utilization for City-sponsored events, including potential July 4<sup>th</sup> celebrations featuring fireworks.

### **ANALYSIS**

Since 2023, local cultural organization, Miami Beach Classical Music Festival (MMF) began producing the Festival of Lights celebration in Miami Beach 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 through the City's Arts and Culture G.O. Bond.

#### **Activation Locations**

The Festival of Lights has been held on Ocean Drive and Lincoln Road and have included either a symphonic orchestra with classical vocalists performing classical music or a recorded music track while projectors illuminate the facades of buildings on Ocean Drive and Lincoln Road.

#### **North Beach CRA**

On February 11, 2025, the Administration and MMF presented a proposal to the North Beach Community Redevelopment Agency (NBCRA) to consider a potential Festival of Lights event on Ocean Terrace in North Beach for discussion and approval. MMF presented two (2) budget options, one with the orchestra and one without. For the option without the orchestra, the estimated cost would be approximately \$84,000 inclusive of a 100% discount of the Arts and Culture G.O. Bond funded equipment, which has a \$35,000 value.

# BUDGET

MMF MIAMI BEACH CLASSICAL  
MUSIC FESTIVAL

**Budget A:**  
Projection mapping  
concert with 32-piece  
orchestra and singers

**Budget B:**  
Projection mapping  
concert with singers  
and audio backing  
track

Name	Description	Budget A:	Budget B:
		July 4th Weekend with orchestra	July 4 Weekend Mapping, no orchestra
<b>- Production Costs</b>		<b>120390</b>	<b>84650</b>
<b>- Orchestra and Singers Total</b>		<b>47690</b>	<b>13750</b>
Production Services Audio, Stage Lighting, Power	All Stage, Lighting, Sound, Power, Production Labor	15000	10000
Conductor		4500	0
5 Professional Singers		3750	3750
Orchestra Musicians	32 Professional Musicians	23440	0
Percussion and Backline Equipment Rental		1000	0
<b>- Projection Mapping Expenses Total</b>		<b>46000</b>	<b>46000</b>
Go Bond Equipment (100% Discount for City Event) \$35k Rental Value	Includes all Projectors, Cables, Servers	0	0
Go Bond Equipment Service	GO Bond Equipment Cleanup (Sandblasting)	1000	1000
1 Time Pre Event Mapping Fee	Includes Scans and Digital Templates of 6 Buildings	10000	10000
Event Projection Mapping Labor	Includes Onsite Mapping of 6 Buildings, 3d Plans, and Onsite Prep and Labor.	25000	25000
Electrical and Production Services	Includes Scaffolds, Electrical Wiring and Setup, Projector Prep and Delivery	10000	10000
<b>- MMF Labor</b>		<b>12250</b>	<b>11050</b>
Project Manager		4000	4000
Security	Includes Event and Overnight Protection	4500	4500
Orchestra Personal Manager		1000	0
Costumes		200	0
Stage Hands		1050	1050
Video Mapping Assistant		1500	1500
<b>- Travel Total</b>		<b>1800</b>	<b>1200</b>
Flights - Out of Town Projection Team		1800	1200
<b>- Permit and City Expenses Total</b>		<b>12650</b>	<b>12650</b>
VGAs		800	800
General Contractor Permitting Fees		10000	10000
Electrical Inspection		1850	1850

The NBCRA members discussed and ultimately voted not to fund the activation based on other immediate needs in the neighborhood that require funding.

## Ocean Terrace Construction

At the February 11, 2025, NBCRA meeting, the Capital Improvements Projects (CIP) Department shared the status of the construction on Ocean Terrace. CIP stated that while the project was approaching completion, there will still be significant fencing in the area north of 74th Street in preparation for the new high-rise construction. However, the new Ocean Terrace Park from 73rd Street to 74th Street is scheduled to be open, providing a limited area for projection mapping.

## Other Suitable Locations

MMF shared another suitable location for a smaller audience would be a projection mapping across Altos del Mar Park (the Park) at the Ocean Blue condominium on 7600 Collins Avenue. This location has a limited viewing area due to the trees in the Park, which obstruct the view to the rest of the Park. MMF shared this would not be ideal during the city's Fire on the Fourth event as the activations are on the east side of the Park which include live music and a drone show display.

MMF will continue to search for a suitable location in North Beach to produce a project mapping activation. In addition, other historical months will also be considered as potential dates other than Fourth of July to provide more flexibility to MMF. The Administration asks that more time be provided, and this item can return to the May or June 2025 meeting.

## FISCAL IMPACT STATEMENT

Approximately \$84,000.

## 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-notices/>

## **FINANCIAL INFORMATION**

Should the Committee provide a favorable recommendation, funding would need to be identified as part of the Fiscal Year 2026 Budget Process.

## **CONCLUSION**

The Administration recommends discussing the extension of the Festival of Lights programming and projection mapping to North Beach Ocean Terrace. Given the status of the construction on Ocean Terrace, the Administration is recommending this activation be considered after all construction has reached completion on Ocean Terrace and allow MMF to continue searching for suitable locations in North Beach and other dates from which to produce a projection mapping activation and come back with an update to the Finance and Economic Resiliency Committee in May or June 2025.

## **Applicable Area**

North 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)**

Commissioner Kristen Rosen Gonzalez

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

## **Condensed Title**

Consider extending the Festival of Lights programming and projection mapping to North Beach Ocean Terrace



**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)**