

NB 27. DISCUSS SPONSORING A PROJECTION MAPPING EVENT IN CANOPY PARK
FOR MEMORIAL DAY 2025 OR ANOTHER SUITABLE FESTIVE DATE
Applicable Area:

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members
FROM: Eric Carpenter, City Manager
DATE: May 7, 2025
TITLE: DISCUSS SPONSORING A PROJECTION MAPPING EVENT IN CANOPY PARK FOR MEMORIAL DAY 2025 OR ANOTHER SUITABLE FESTIVE DATE

RECOMMENDATION

The Administration recommends the Finance and Economic Resiliency Committee (FERC) to discuss the feasibility of a special event sponsorship for a projection mapping event in Canopy Park. Should the FERC provide a favorable recommendation for the special event sponsorship of the projection mapping activation, the Administration recommends notifying the surrounding neighborhood associations and identifying funding during the FY 2026 budget process.

BACKGROUND/HISTORY

On February 26, 2025, the Mayor and City Commission approved a referral sponsored by Commissioner Joseph Magazine to the Finance and Economic Resiliency Committee (FERC) to discuss sponsoring a projection mapping event in Canopy Park for Memorial Day 2025 or another suitable festive date.

The referral mentions the sponsor's initial conversations with Mr. Michael Rossi, of Miami Music Festival (MMF), who would be willing to provide a 100% discount on the G.O. Bond equipment needed for the show.

ANALYSIS

Miami Beach Music Festival (MMF) has been producing artistic projection mapping events for historic months that include Memorial Day and Fourth of July as well as an annual holiday event in partnership with the City. The referral item aims for MMF to activate an artistic projection mapping event in Canopy Park.

Canopy Park

Canopy Park is in the South Beach neighborhood at 701 West Avenue, between the 600 and 700 blocks of Alton Road. Historically, special event permits have not been issued for Canopy Park, as it has been considered a passive neighborhood park.

The Administration met with MMF Director Michael Rossi and Tim Carr, President of the SobeWest Neighborhood Association and resident of Bentley Bay to discuss a projection mapping event in Canopy Park. The proposed projection mapping would be on the east side of the Bentley Bay Condominium along with varying event and performance elements. It was determined that the best time of the year to launch a projection mapping event in Canopy Park would be in October 31, 2025, for Halloween.

As part of this referral, MMF provided a cost estimate for the projection mapping and event costs are as follows:

Projection Mapping Cost

MMF provided a budget on the cost to project on the North building of the Bentley Bay Condominium based on the building scale and equipment would be an amount of \$87,400. (See attached Exhibit A).

Proposed Event Cost

MMF provided three (3) event packages to add to the projection mapping to select from based on the cost below and attached Exhibit B:

| Package Options | | |
|---|--------------|--------------------|
| Essential Package | | |
| Stage, Audio, and Lighting Package | | \$12,000.00 |
| 4 MMF Artists | | \$2,000.00 |
| | TOTAL | \$14,000.00 |
| Orchestra Package | | |
| Stage, Audio, and Lighting Package | | \$12,000.00 |
| 4 MMF Artists | | \$2,000.00 |
| 25-Piece Orchestra | | \$25,000.00 |
| | TOTAL | \$39,000.00 |
| Halloween Village Package | | |
| Stage, Audio, and Lighting Package | | \$12,000.00 |
| 4 MMF Artists | | \$2,000.00 |
| 25-Piece Orchestra | | \$25,000.00 |
| Rentals for Village/Vendors | | \$15,500.00 |
| Project Lead and Labor for Village/Vendors | | \$3,400.00 |
| Community Engagement and Event Coordinators | | \$20,000.00 |
| | TOTAL | \$77,900.00 |

Neighborhood Notification

Should this potential activation be approved, the Administration recommends informing the surrounding neighborhood organizations that include WAVNA and Sobe West to ensure community input and buy-in.

Should the desire be to fund an artistic projection mapping event in Canopy Park on October 31, 2025 for Halloween, funding would need to be identified during the 2026 budget process.

FISCAL IMPACT STATEMENT

Potential fiscal impact would be between \$101,000 to 166,000. Funding would need to be identified during the FY 2026 budget process.

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

CONCLUSION

The Administration recommends the Finance and Economic Resiliency Committee (FERC) to discuss the feasibility of a special event sponsorship for a projection mapping event in Canopy Park. Should the FERC provide a favorable recommendation for the special event sponsorship of the projection mapping activation, the Administration recommends notifying the surrounding neighborhood associations and identifying funding during the FY 2026 budget process.

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

Tourism and Culture

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Condensed Title

Discuss Sponsoring Projection Mapping Event in Canopy Park



Miami Music Festival, INC
1440 Ocean Drive
Miami Beach, FL 33139

ESTIMATE 1003

billing@miamimusicfestival.com
+1 (305) 903-9251
miamimusicfestival.com

| PRODUCT OR SERVICE | TOTAL |
|---|--------------------|
| Essential Package | |
| Stage, Audio, and Lighting Package | \$12,000.00 |
| 4 MMF Artists | \$2,000.00 |
| TOTAL | \$14,000.00 |
| Add-Ons | |
| DJ Equipment & Artist Fees | \$5,000.00 |
| 25-Piece Orchestra | \$25,000.00 |
| Village/Vendors Package | |
| Rentals for Village/Vendors | \$15,500.00 |
| Project Lead and Labor for Village/Vendors | \$3,400.00 |
| Community Engagement and Event Coordinators | \$20,000.00 |
| TOTAL | \$38,900.00 |

Package Options

| | |
|---|--------------------|
| Essential Package | |
| Stage, Audio, and Lighting Package | \$12,000.00 |
| 4 MMF Artists | \$2,000.00 |
| TOTAL | \$14,000.00 |
| Orchestra Package | |
| Stage, Audio, and Lighting Package | \$12,000.00 |
| 4 MMF Artists | \$2,000.00 |
| 25-Piece Orchestra | \$25,000.00 |
| TOTAL | \$39,000.00 |
| Halloween Village Package | |
| Stage, Audio, and Lighting Package | \$12,000.00 |
| 4 MMF Artists | \$2,000.00 |
| 25-Piece Orchestra | \$25,000.00 |
| Rentals for Village/Vendors | \$15,500.00 |
| Project Lead and Labor for Village/Vendors | \$3,400.00 |
| Community Engagement and Event Coordinators | \$20,000.00 |
| TOTAL | \$77,900.00 |



ESTIMATE 1001

Miami Music Festival, INC
 1440 Ocean Drive
 Miami Beach, FL 33139

billing@miamimusicfestival.com
 +1 (305) 903-9251
miamimusicfestival.com

EVENT: Valentines Day Concert

Event Date: February 14 **Load-In Date:** February 11
Event Location: Bentley Bay Building **Load-Out Date:** February 14

| BILL TO | DATE ISSUED | PLEASE PAY | DUE DATE |
|---------|-------------|-------------|----------|
| | 1/1/2025 | \$87,400.00 | ESTIMATE |

| PRODUCT OR SERVICE | QTY. | RATE | TOTAL |
|--------------------|------|------|-------|
|--------------------|------|------|-------|

EQUIPMENT RENTAL (3 Day Charge)

| | | | |
|--|---|------------|-------------|
| Christie M 4k25 RGB Laser Projector | 6 | \$3,500.00 | \$21,000.00 |
| Christie M-Series lens HD .67 - SD .73 | 6 | \$200.00 | \$1,200.00 |
| Projector Structures Scaffolding | 6 | \$160.00 | \$960.00 |
| Power distro and Camlock package | 1 | \$500.00 | \$500.00 |
| 115V AC Utility Power Kit | 1 | \$250.00 | \$250.00 |
| QI Fiber Video Cable System | 2 | \$750.00 | \$1,500.00 |
| Disguise Media Server | 2 | \$1,000.00 | \$2,000.00 |
| GX 2C media server Network Rack | 1 | \$500.00 | \$500.00 |
| Contains - 48 port 1 Day Rate PoE switch, Gb router, remote switch, & access points Server Support Kit | 1 | \$500.00 | \$500.00 |

Includes access point routers, KVM, cable adapters.

SUBTOTAL \$28,410.00

GO Bond City Event Discount 100% 100% **-\$28,410.00**

TOTAL **\$0.00**

Non GO Bond Equipmen Rental

| | | | |
|--|----|------------|----------|
| Christie M 4k25 RGB Laser Projector | 6 | \$3,500.00 | \$21,000 |
| Christie Zoom Lens HD 4-5 Special Lens for long distance projection | 10 | \$200 | \$2,000 |
| 6 Projector Scaffolds | 6 | \$250 | \$1,500 |
| Sandbags Counterweight | 1 | \$300 | \$300 |

Total Rental Equipment **TOTAL** **\$24,800**

VIDEO LABOR

DAYS

| | | | | |
|---|---------------|---|-------------|-------------|
| Pre-Programming | 1 Time Charge | 1 | \$8,000.00 | \$8,000 |
| Includes Design Template, 3-D Building Maps Design, Production Meetings, Media Programming into Server, Disguise Project File | | | | |
| Artistic Graphic Design- Bentley Bay Building | | 1 | \$10,000.00 | \$10,000.00 |
| Video Technician/Show Lead | 4 | 1 | \$1,200.00 | \$4,800.00 |
| Projection Engineer | 4 | 1 | \$900.00 | \$3,600.00 |
| Projection Engineer | 4 | 1 | \$900.00 | \$3,600.00 |
| Media Server Operator | 4 | 1 | \$1,500.00 | \$6,000.00 |
| Media Server Operator | 4 | 1 | \$1,500.00 | \$6,000.00 |

SUBTOTAL **\$42,000.00**

MISCELLANEOUS

| | | | |
|---|---|------------|------------|
| Generator Permitting Fees | 1 | \$7,500.00 | \$7,500.00 |
| Permit Run, Inspection, and Life Safety Plans to General Contractor Generator Rental | 1 | \$1,700.00 | \$1,700.00 |
| 36kW (45kVA) Three Phase, 60 Hertz, 0.8 PF Transportation - Delivery | 2 | \$500.00 | \$1,000.00 |

SUBTOTAL \$10,200.00**PRODUCTION LABOR**

| | | | |
|---|---|------------|------------|
| Electrical (Generator Instal and Strike | 2 | \$500.00 | \$1,000.00 |
| Scaffolding and Structural LOAD IN & SET UP | 4 | \$300.00 | \$1,200.00 |
| Scaffolding and Structural Strike | 4 | \$300.00 | \$1,200.00 |
| Security | 4 | \$500.00 | \$2,000.00 |
| Project Lead | 4 | \$1,250.00 | \$5,000.00 |

SUBTOTAL \$10,400.00

Contact Miami Music Festival, INC to pay.

**TOTAL
DUE****\$ 87,400.00**

THANK YOU.

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Joseph Magazine
DATE: February 26, 2025
TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS SPONSORING A PROJECTION MAPPING EVENT IN CANOPY PARK FOR MEMORIAL DAY 2025 OR ANOTHER SUITABLE FESTIVE DATE.

RECOMMENDATION

After having met with community leaders and Mr. Rossi of the Miami Music Festival (MMF), who also manages the Holiday Festival of Lights on Ocean Drive with great success. We would like to add a proposal to discuss sponsoring a similar event in Canopy Park. We are told that MMF would be open to giving a 100% discount on the GO Bond equipment, but we will need additional equipment.

BACKGROUND/HISTORY

ANALYSIS

N/A

FISCAL IMPACT STATEMENT

TBD

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-notice/>

FINANCIAL INFORMATION

CONCLUSION

N/A

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): N/A

Department

Office of Commissioner Joseph Magazine

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Condensed Title

Ref: FERC - Canopy Park Projection Mapping Event. (Magazine)

Previous Action (For City Clerk Use Only)