

C7 AI A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE FAVORABLE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, AND APPROVING SPONSORSHIP FUNDING FOR A HALLOWEEN 2025 PROJECTION MAPPING EVENT IN CANOPY PARK IN AN AMOUNT NOT TO EXCEED \$121,900 TO BE CONSIDERED AS PART OF THE FY 2026 BUDGET PROCESS; AND FURTHER AUTHORIZING THE CITY MANAGER TO EXECUTE THE SPONSORSHIP AGREEMENT WITH THE EVENT ORGANIZER.

Applicable Area:



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: June 25, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE FAVORABLE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, AND APPROVING SPONSORSHIP FUNDING FOR A HALLOWEEN 2025 PROJECTION MAPPING EVENT IN CANOPY PARK IN AN AMOUNT NOT TO EXCEED \$121,900 TO BE CONSIDERED AS PART OF THE FY 2026 BUDGET PROCESS; AND FURTHER AUTHORIZING THE CITY MANAGER TO EXECUTE THE SPONSORSHIP AGREEMENT WITH THE EVENT ORGANIZER.

RECOMMENDATION

The Administration recommends accepting the recommendation of the Finance and Economic Resiliency Committee (FERC) to consider funding a Halloween 2025 projection mapping event in Canopy Park.

The Administration recommends that while the City Commission evaluates the funding of a projection mapping event during Halloween in Canopy Park in an amount of \$121,900, it also carefully considers several critical factors that will significantly impact the General Fund budget, beginning in FY 2026:

1. The City's increasing unfunded capital improvement program
2. Long-term General Fund financial projections indicating a potential shortfall in upcoming fiscal years
3. The passage of Amendment 5 in November 2024, which increases the homestead exemption and further constrains the growth of taxable property values

These considerations are essential to ensure that decisions regarding funding the projection mapping event in Canopy Park align with the City's broader long-term financial stability and strategic priorities.

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 mentioned 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 funded 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 on 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 for the cost to project on the north building of the Bentley Bay Condominium. Based on the building scale and necessary equipment the amount would be \$87,400.

Proposed Event Cost:

MMF provided three (3) event packages to add to the projection mapping, the FERC selected the Halloween Village Package.

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.

At the May 7, 2025, Finance and Economic Resiliency Committee (FERC) meeting, staff and MMF presented the three (3) event package options to FERC for review. The FERC provided a favorable recommendation to fund a Halloween 2025 projection mapping event in Canopy Park in the amount of \$121,900 (which includes the projection mapping equipment cost of \$87,400 and the \$34,500 Halloween package. See attached) to be considered during the FY 2026 budget process.

The FERC also discussed the potential to acquire an additional four (4) projectors as a public benefit moving forward. MMF has provided a separate budget (attached as Exhibit B) with the costs to acquire the equipment at \$296,964. Should the City Commission consider this option, the total for the event and the purchased equipment amounts to \$394,064.

FISCAL IMPACT STATEMENT

There is currently no funding for the requested \$121,900. Funding would need to be identified, budgeted or allocated during the FY 2026 budget development process.

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

The Administration recommends accepting the Finance and Economic Resiliency Committee favorable recommendation to fund a Halloween 2025 projection mapping event in Canopy Park in the amount of \$121,900 to be considered 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

Accept Rec/Fund Halloween 2025 Projection Mapping at Canopy Park. (Magazine) TC

Previous Action (For City Clerk Use Only)



ESTIMATE 1001

Miami Music Festival, INC billing@miamimusicfestival.com
 1440 Ocean Drive +1 (305) 903-9251
 Miami Beach, FL 33139 miamimusicfestival.com

EVENT: Halloween Projections Concert

Event Date: October 31 **Load-In Date:** October 28
Event Location: Bentley Bay Building **Load-Out Date:** October 31

BILL TO

DATE ISSUED	PLEASE PAY	DUE DATE
6/13/2025	\$121,900.00	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 Equipment 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

Halloween Village Package				
Stage, Audio, and Lighting Package				\$12,000.00
DJ Equipment & Artist Fees				\$5,000.00
Rentals for Village/Vendors				\$5,000.00
Supplies for Community Activities				\$2,500.00
Project Lead and Labor for Village/Vendors				\$10,000.00
			SUBTOTAL	\$34,500.00

Contact Miami Music Festival, INC to pay.	TOTAL DUE	\$ 121,900.00
		THANK YOU.



ESTIMATE 1001

Miami Music Festival, INC billing@miamimusicfestival.com
 1440 Ocean Drive +1 (305) 903-9251
 Miami Beach, FL 33139 miamimusicfestival.com

EVENT: Halloween Projections Concert

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BILL TO

DATE ISSUED	PLEASE PAY	DUE DATE
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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 Equipment 1 Time Purchase

Christie M 4k25 RGB Laser Projector	4	\$66,596.00	\$266,384
Christie Zoom Lens HD 4-5 Special Lens for long distance projection	4	\$4,995	\$19,980
Rigging Cage	4	\$2,200	\$8,800
6 Projector Scaffolds	6	\$250	\$1,500
Sandbags Counterweight	1	\$300	\$300
Total Equipment		TOTAL	\$296,964

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

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Project Lead and Labor for Village/Vendors				\$10,000.00
			SUBTOTAL	\$34,500.00

Contact Miami Music Festival, INC to pay.	TOTAL DUE	\$ 394,064.00
		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-notices/>

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)

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE FAVORABLE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, AND APPROVING SPONSORSHIP FUNDING FOR A HALLOWEEN 2025 PROJECTION MAPPING EVENT IN CANOPY PARK IN AN AMOUNT NOT TO EXCEED \$121,900 TO BE CONSIDERED AS PART OF THE FY 2026 BUDGET PROCESS; AND FURTHER AUTHORIZING THE CITY MANAGER TO EXECUTE THE SPONSORSHIP AGREEMENT WITH THE EVENT ORGANIZER.

WHEREAS, on February 26, 2025, the Mayor and City Commission approved a referral to the Finance and Economic Resiliency Committee (FERC) to explore sponsoring a projection mapping event in Canopy Park for Memorial Day 2025 or another festive date; and

WHEREAS, Miami Beach Classical Music Festival (MMF) has successfully partnered with the City to deliver artistic projection mapping events for Memorial Day, the Fourth of July, and other holiday celebrations; and

WHEREAS, the proposed event would activate Canopy Park, located at 701 West Avenue, for a Halloween-themed projection mapping experience on October 31, 2025, projecting visuals on the Bentley Bay Condominium and incorporating performances and themed programming; and

WHEREAS, Canopy Park has historically been considered a passive green space, and this event represents a unique opportunity to pilot limited, high-quality programming in a controlled and community-sensitive manner; and

WHEREAS, the Halloween-themed projection mapping event aligns with the City's broader efforts to support neighborhood-centered arts and culture initiatives that foster family-friendly engagement; and

WHEREAS, the FERC reviewed three event package proposals presented by MMF and recommended the "Halloween Village Package," which includes projection equipment costs in the amount of \$87,400 and event enhancements in the amount of \$34,500, totaling \$121,900; and

WHEREAS, MMF has agreed to provide a 100% discount on the use of G.O. Bond-funded equipment, supporting the City's investment in arts infrastructure; and

WHEREAS, the Administration recommends notifying surrounding neighborhood associations, including WAVNA and Sobe West, to obtain feedback and ensure community support; and

WHEREAS, the Finance and Economic Resiliency Committee, at its May 7, 2025, meeting, voted in favor of recommending sponsorship funding for the event, with the matter to be considered during the FY 2026 budget process.

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NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the favorable recommendation of the Finance and Economic Resiliency Committee, and approve sponsorship funding for a Halloween 2025 projection mapping event in Canopy Park in an amount not to exceed \$121,900 to be considered as part of the FY 2026 budget process; and further authorize the City Manager to execute the sponsorship agreement with the event organizer.

PASSED and **ADOPTED** this _____ day of _____, 2025.

Steven Meiner, Mayor

ATTEST:

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

Nick Kallergis 6/24/25
for _____ City Attorney *EP* Date