

C7 AH A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, AND APPROVING SPONSORSHIP FUNDING FOR A PROJECTION MAPPING EVENT IN NORTH BEACH IN AN AMOUNT NOT TO EXCEED \$75,000 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:

MIAMI BEACH

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 RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, AND APPROVING SPONSORSHIP FUNDING FOR A PROJECTION MAPPING EVENT IN NORTH BEACH IN AN AMOUNT NOT TO EXCEED \$75,000 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 projection mapping event in North Beach as part of the Fiscal Year (FY) 2026 budget process.

The Administration recommends that while the City Commission evaluates the funding of a projection mapping event in North Beach request in the amount of \$75,000, 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 North Beach align with the City's broader long-term financial stability and strategic priorities. If the Commission accepts the recommendation for funding the projection mapping in North Beach, the Administration recommends it be considered as part of the FY 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 4th 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 for \$120,390. The second option without the orchestra, the estimated cost would be approximately \$84,000. Both proposals are inclusive of a 100% discount of the Arts and Culture G.O. Bond funded equipment, which has a \$35,000 value (MMF proposal attached).

The NBCRA members discussed and ultimately voted not to fund the Ocean Terrace proposal 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 some 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.

Normandy Fountain

The Administration met with MMF and the Normandy Fountain Business Association (NFBA) to discuss the feasibility of the Normandy Fountain Plaza as a potential location. Both MMF and NFBA agreed that the site would be appropriate, and that projection mapping would serve as a complementary feature of the Normandy Fountain Centennial Celebration, scheduled for February/March 2026. A sponsorship request of \$75,000 has been made to fund the projection mapping element, while talent and performances for the celebration will be supported through the City's annual programming sponsorship for the Normandy Fountain Business Association.

At the June 4, 2025 Finance and Economic Resiliency Committee meeting, the Committee unanimously voted to send this item to the June 25, 2025, City Commission meeting with a favorable recommendation to be considered during the FY 2026 budget process.

FISCAL IMPACT STATEMENT

There is currently no funding for a potential projection mapping event in North Beach in the amount of \$75,000, funding would need to be identified and considered as a part of the FY 2026 budget 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 recommendation of the Finance and Economic Resiliency Committee to consider funding in an amount of \$75,000 for a projection mapping event in North Beach at the Normandy Fountain Plaza for the commemoration of the Plaza's centennial anniversary event to be held in February/March of 2026 to be considered during the FY 2026 budget process.

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

Accept Rec/Fund Projection Mapping Event in North Beach. (Rosen Gonzalez) TC

Previous Action (For City Clerk Use Only)

Ocean Terrace Projections Proposal



MCF MIAMI BEACH CLASSICAL
MUSIC FESTIVAL

About us

Since its 2013 inception, the Miami Beach Classical Music Festival (MMF) has been proud to establish Miami Beach as a premier destination for elite young classical musicians to train and perform at a fraction of the cost of professional companies while maintaining professional-level performances.

In eleven seasons, MMF has established itself as one of the fastest growing and most important classical music festivals in the country, presenting 30+ public events each year, including fully staged operas, symphonic concerts, chamber music recitals, and masterclasses where our highly talented students are front and center.



PAST PERFORMANCES

A symphonic orchestra and singers perform classical music while projectors illuminate the facades of Ocean Drive's iconic buildings - an entire block of audiovisual activations sure to stop viewers in their tracks!



Engaging Performance

Performances wow audiences each night with surprise appearances from Santa, the Grinch, and Elsa throughout the performance.



Free & Family-Friendly

The free, outdoor nature of the festival reduces barriers for access and allows attendees of all ages and backgrounds to experience the cutting-edge technology and classical music.



Captivating Visuals

Projection mapping creates captivating and visually stunning experiences with dynamic content tailored to the event.

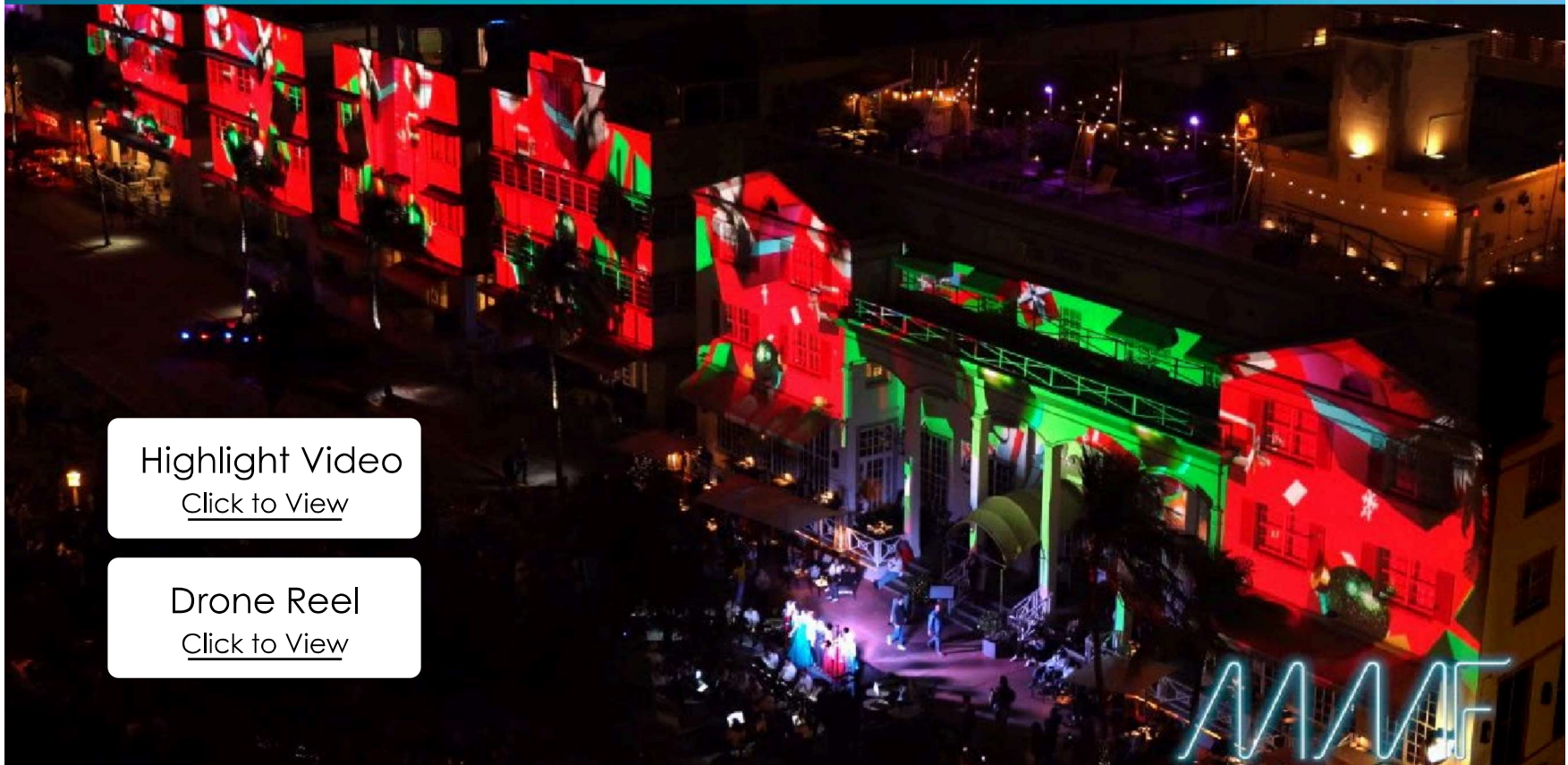
VIDEO HIGHLIGHTS

Highlight Video

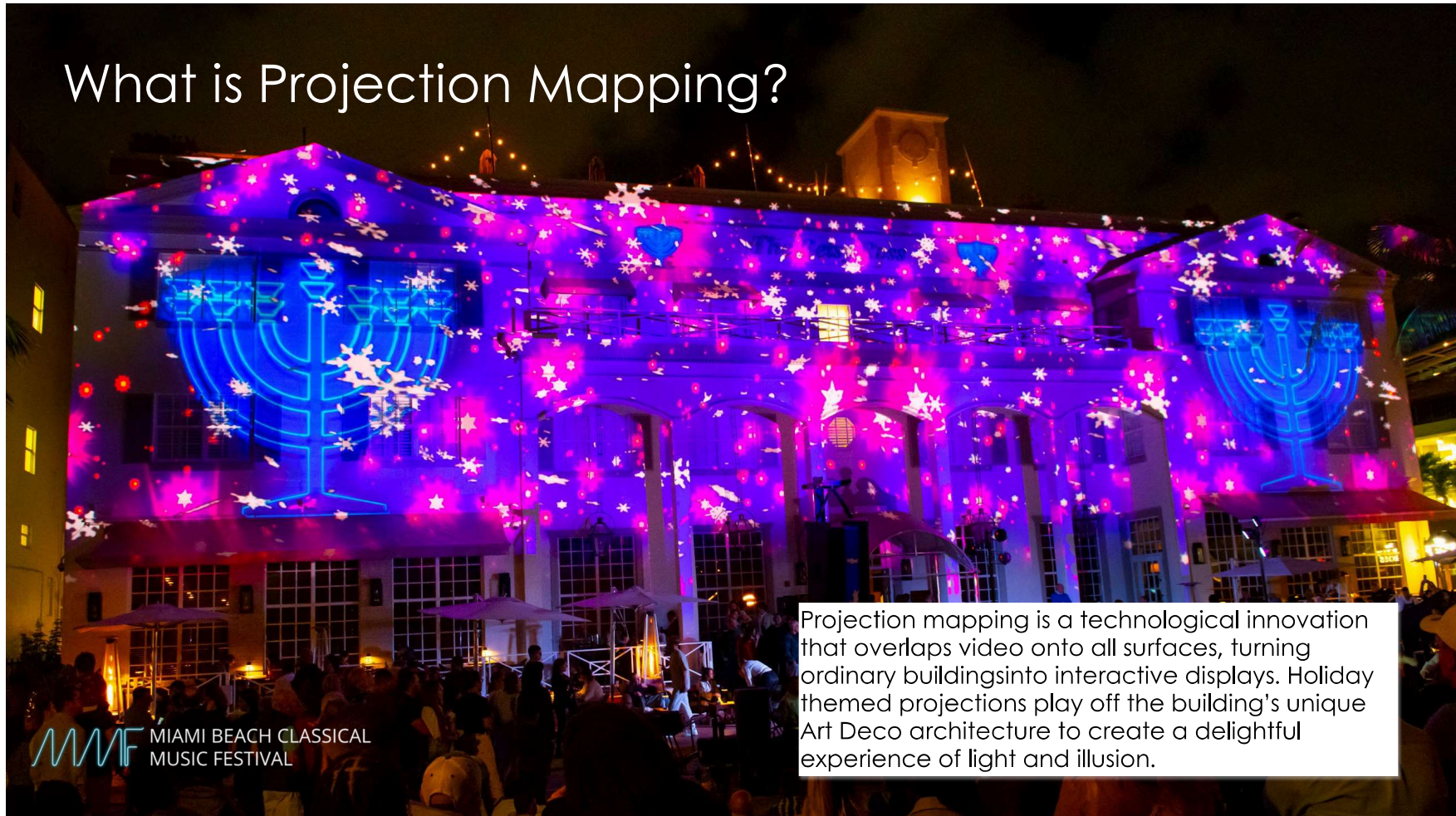
[Click to View](#)

Drone Reel

[Click to View](#)



What is Projection Mapping?



Projection mapping is a technological innovation that overlaps video onto all surfaces, turning ordinary buildings into interactive displays. Holiday themed projections play off the building's unique Art Deco architecture to create a delightful experience of light and illusion.

MMF MIAMI BEACH CLASSICAL
MUSIC FESTIVAL

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

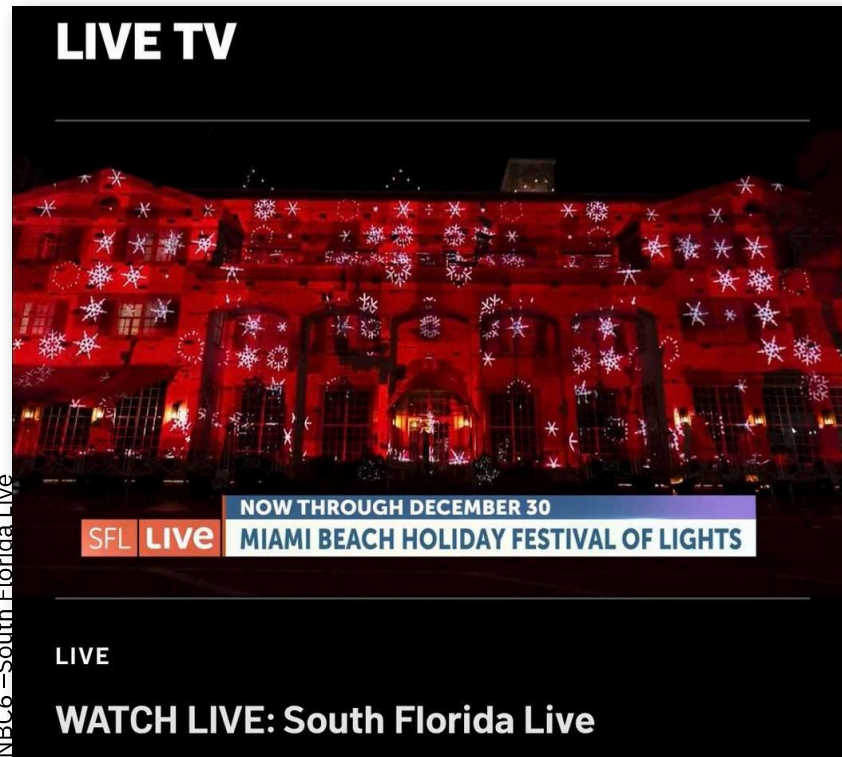
Name	Description	Budget A:	Budget B:
		July 4th Weekend with orchestra	July 4 Weekend Mapping, no orchestra
Production Costs		120390	84650
Orchestra and Singers Total		47690	13750
Production Services Audio, Stage Lighting, Power	All Stage, Lighting, Sound, Power, Production Labor	15000	10000
Conductor		4500	0
5 Professional Singers		3750	3750
Orchestra Musicians	32 Professional Musicians	23440	0
Percussion and Backline Equipment Rental		1000	0
Projection Mapping Expenses Total		46000	46000
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
MMF Labor		12250	11050
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
Travel Total		1800	1200
Flights - Out of Town Projection Team		1800	1200
Permit and City Expenses Total		12650	12650
VBAs		800	800
General Contractor Permitting Fees		10000	10000
Electrical Inspection		1850	1850

LOCATION

MMF MIAMI BEACH CLASSICAL
MUSIC FESTIVAL



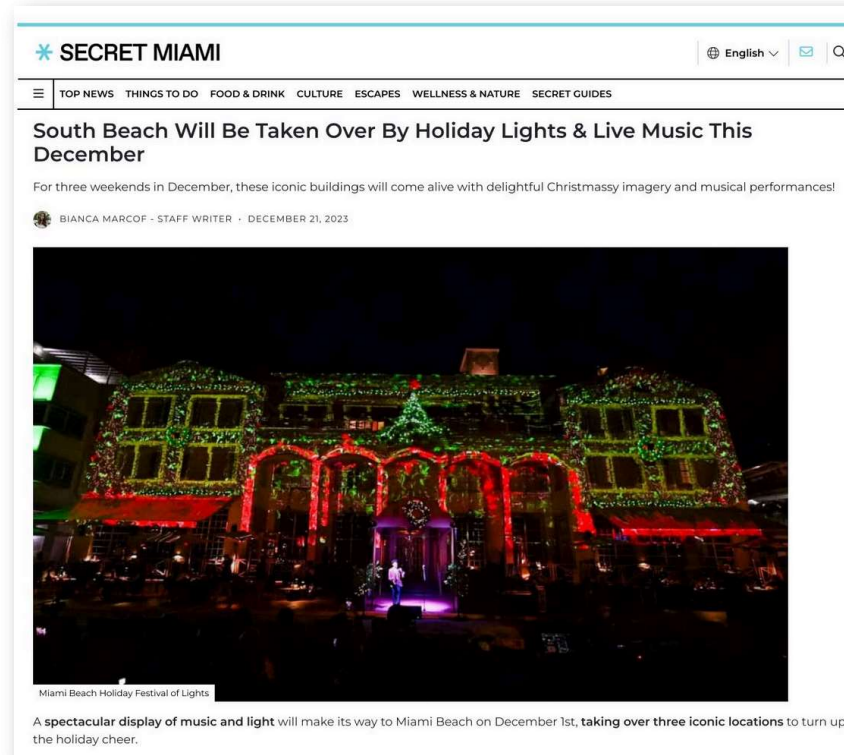
TV SEGMENTS



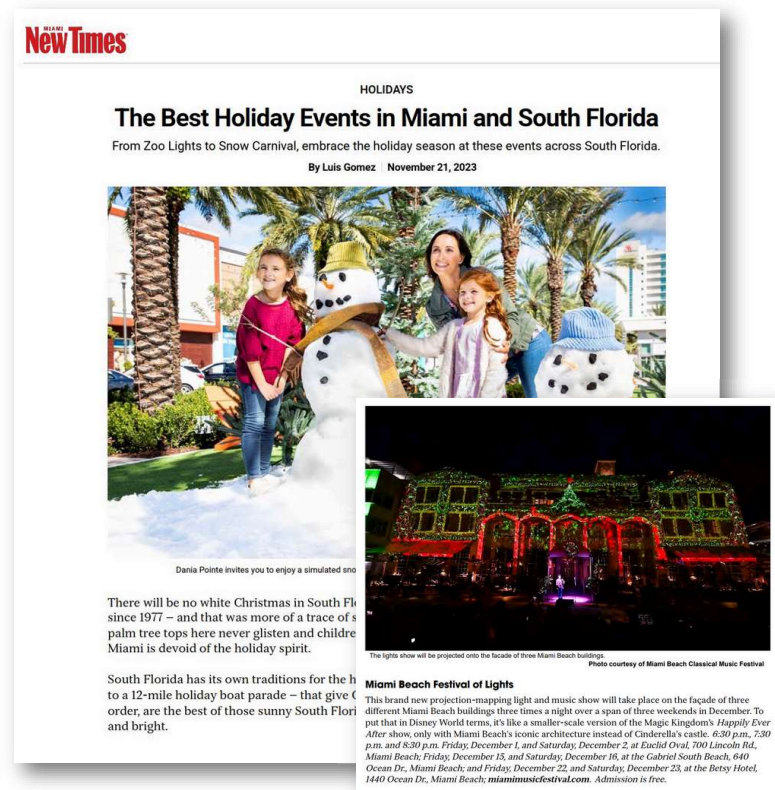
MMF MIAMI BEACH CLASSICAL
 MUSIC FESTIVAL



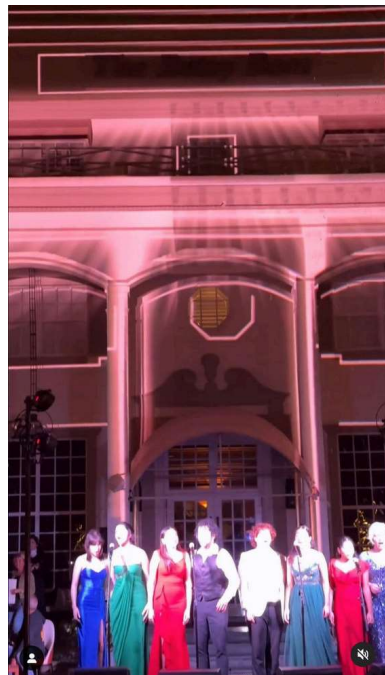
PRESS



MMF MIAMI BEACH CLASSICAL
MUSIC FESTIVAL



SOCIAL MEDIA & INFLUENCERS



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Original audio

visitmiami Immerse yourself in the magic of the season @MiamiMusicFest Holiday Festival of Lights in the heart of #MiamiBeach at @TheBetsyHotel! Join in on an enchanting experience featuring live music, festive characters and captivating projection mapping displays. The festivities unfold every half hour from 6:30-8:30pm tonight! Check the link in bio for more details on all things holiday lights in Miami!

9w

miamifriends 🍷🍷🍷
8w Reply

primeluxuryexperiences Cheers to the good life on the open water! Who's ready for a day of relaxation and luxury? 🍷🍷
8w Reply

dicecardona2 It was amazing! ❤️
9w Reply

asisevivemiami 🍷🍷🍷
9w Reply

bestsouthbeachsunsets 🍷🍷🍷🍷🍷🍷
9w Reply

219 likes
December 23, 2023

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MMF MIAMI BEACH CLASSICAL
MUSIC FESTIVAL



miami_wonderful • Follow
John Williams • Making the Plane (Instrumental)

miami_wonderful Save and share ❤️ info en español en el primer comentario 🇵🇸 Celebrate the holiday season at the Miami Beach Holiday Festival of Lights. FOR FREE ❤️

Prepare to be dazzled as we transform The Betsy Hotel and 4 adjoining buildings along Ocean Drive into a breathtaking wonderland of lights through the art of projection mapping and live musical performances.

Presented by the Miami Beach Classical Music Festival in collaboration with the Ocean Drive Association.

Dates:
Friday, December 22 Saturday, December 23 (with orchestra)

Performances at: 6:30, 7:30 & 8:30 PM

Address:
Ocean Drive and 14th Street
Miami Beach, FL 33139

All performances are FREE and open to the public! Don't forget to bring your chairs or blankets to comfortably enjoy the performance.

📍: @rosaliveros GRACIAS 🍷

#miami #miamiach #miamiwonderful #florida

1,219 likes
December 22, 2023

Log in to like or comment.

[View Instagram Reel](#)



MMF MIAMI BEACH CLASSICAL
MUSIC FESTIVAL

patrons@miamimusicfestival.com
(305) 903-9251
www.miamimusicfestival.com

1440 Ocean Drive
Miami Beach, FL 33139



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)

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, AND APPROVING SPONSORSHIP FUNDING FOR A PROJECTION MAPPING EVENT IN NORTH BEACH IN AN AMOUNT NOT TO EXCEED \$75,000 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 3, 2025, the Mayor and City Commission referred consideration of extending the Festival of Lights programming and projection mapping to North Beach Ocean Terrace to both the Finance and Economic Resiliency Committee (FERC) and the North Beach Community Redevelopment Agency Advisory Committee; and

WHEREAS, since 2023, the Miami Beach Classical Music Festival (MMF) has produced the Festival of Lights, featuring projection mapping and classical music performances, using equipment funded by the Arts and Culture G.O. Bond; and

WHEREAS, the projection mapping events have become a seasonal cultural highlight in South Beach, drawing residents and visitors to key commercial corridors such as Ocean Drive and Lincoln Road, and boosting local economic activity; and

WHEREAS, MMF presented proposals for a North Beach activation at Ocean Terrace but logistical challenges—including ongoing construction north of 74th Street and limited viewing areas due to park foliage—necessitated exploring alternate sites; and

WHEREAS, the Normandy Fountain Plaza was identified as a feasible and appropriate location to host the projection mapping event, complementing the upcoming Normandy Fountain Centennial Celebration planned for early 2026; and

WHEREAS, both the Normandy Fountain Business Association and MMF have demonstrated support for integrating projection mapping as a featured element of the Normandy Fountain Centennial Celebration; and

WHEREAS, a sponsorship request of \$75,000 has been submitted to fund the projection mapping, while the talent and performance elements will be covered through the City's existing support for Normandy Fountain programming; and

WHEREAS, at its June 4, 2025 meeting, the Finance and Economic Resiliency Committee unanimously recommended advancing the sponsorship request to the City Commission for consideration 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 recommendation of the Finance and Economic Resiliency Committee, and approve sponsorship funding for a projection mapping event in North Beach in an amount not to exceed \$75,000 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.

ATTEST:

Rafael E. Granado, City Clerk

Steven Meiner, Mayor

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

Nickellagin

City Attorney *ER*

6/24/25

Date

for