

C7 AG A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE MARCH 2026 SPECIAL EVENT PROGRAMMING IN LUMMUS PARK AND LUMMUS PARK BEACHFRONT, AND AUTHORIZING THE FUTURE PROOF CONFERENCE TO TAKE PLACE DURING THE SECOND WEEK OF MARCH 2026.

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, APPROVING THE MARCH 2026 SPECIAL EVENT PROGRAMMING IN LUMMUS PARK AND LUMMUS PARK BEACHFRONT, AND AUTHORIZING THE FUTURE PROOF CONFERENCE TO TAKE PLACE DURING THE SECOND WEEK OF MARCH 2026.

RECOMMENDATION

The Administration recommends accepting the Resolution.

BACKGROUND/HISTORY

The month of March is defined as part of a “high impact” period which spans seven weeks including the first two weeks of April. Historically this period is identified as having the highest number of visitors and challenges in the Art Deco Cultural District (ADCD). During this time the Miami Beach Police, Fire, Code Compliance, and Sanitation departments have enhanced staffing due to the increased impact and stress on the area, as well as on residents who live in and around the ADCD.

March 2023 Events

In March 2023, the City programmed the month of March with fitness and cultural activations under the Miami Beach Live! initiative, a City-sponsored program directed by the City Commission via Resolution No. 2022-32363, to engage with and contract various event producers and provide special event sponsorship incentives for Miami Beach Live!.

The theme of fitness was the focus of the month-long program aimed at replicating the similar impact that the Arts economy has on Miami Beach during Art Week Miami Beach. The connection between cultural and sporting activities as key drivers of economic impact, attracting visitors and generating income, served as a programming blueprint.

Miami Beach Live!, in 2023, presented cultural and fitness activations in the ADCD, specifically the Lummus Park and beachfront areas from 6 through 10 Streets. At the time, the Tourism and Culture Department (TCD) engaged in discussions with local and international fitness organizations which included family-friendly cultural and fitness events activated on Ocean Drive and beachfront from 6 through 10 Streets and the Kiwanis Club of Little Havana's Art on the Drive event, which extended from 5 through 14 Streets. Staff gave special attention to the two (2) most impactful weekends of March, with the largest events programmed for the 2nd and 3rd weekends. Longstanding grandfathered events that included Winter Party Festival, FIU Surf N Turf Invitational volleyball tournament, and Model Volleyball enhanced the program's offerings.

An amount of \$3.2 million in funding was approved for the March 2023 activations via Resolution No. 2022-32363. The budget was allocated for each weekend based on size, scale, and funding request from each entity.

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Programming in March 2024

For the month of March in 2024, the City suspended any efforts to develop City-activated special event programming during the second and third weekends in March as directed by the Mayor and City Commission via Resolution No. 2023-32671.

In addition, an amendment to the Special Event Guidelines via Resolution No. 2023-32701, was approved to include the following additional special event permitting process requirements:

- Any new special event application would need City Commission approval to move forward for an activation during a High Impact Period. The month of March and the first two weeks of the month of April, which coincide with college and high school spring break, are considered High Impact Periods.
- Except for grandfathered events, Special Event Permits shall not be issued for Lummus Park and Lummus Park Spoil areas north of 13 Street, or Beachfront between 13 to 16 Streets, unless approved by the City Commission.

Programming in March 2025

The Administration was directed to engage with potential special event activations for March 2025 via parallel legislative action approved by the City Commission as follows:

1. Future Proof Conference:

At the request of Commissioner Joseph Magazine, the Mayor and City Commission referred an item (C4 G) to the Finance and Economic Resiliency Committee (FERC) during the March 13, 2024 City Commission meeting to review and discuss the Future Proof Conference by Advisor Circle in the Lummus Park beachfront.

Future Proof was proposed as a new large-scale four (4) day event that aimed to catalyze the development of the modern investment management industry. The event, as described by event organizers, would potentially bring together an entirely new community of investors and finance professionals to address the trends that are expected to fundamentally transform the finance industry. The Event was seeking approval for their proposed events dates from March 11, 2025, through March 21, 2025, including load-in and load-out from the City Commission.

At the March 22, 2024, FERC meeting, Committee members voted on a favorable recommendation to the April 3, 2024 City Commission meeting, seeking a waiver of the restrictions on new special events during the high impact period, with the understanding that the event producer would go through the special event permitting process.

On April 3, 2024, the Mayor and Commission discussed item R9 AF and accepted the recommendation of FERC to approve the Future Proof conference for March 11 - 21, 2025, including load-in and load-out, in the Lummus Park beachfront between 10 and 14 Streets.

The Future Proof Citywide conference successfully activated in the Lummus Park beachfront on March 16 -19, 2025. The Future Proof footprint spanned from 10 -13 Streets on the beachfront and 10-12 Streets in the Lummus Park spoil. The Future Proof Citywide conference brought over 2,400 attendees that included financial advisors, wealth management and private equity executives, along with industry partners BlackRock, Goldman Sachs, Vanguard, and JP Morgan. The event organizers have notified the City of their intention to return in March 2026 and have submitted a special event application for the third week in March 2026.

2. Fitness Festival for March 2025 and 2026:

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At the April 3, 2024 City Commission meeting the Mayor and City Commission referred a discussion item (C4 J) to the Finance and Economic Resiliency Committee (FERC), regarding a Fitness Festival (the Festival) in March 2025 or 2026. The item was sponsored by Commissioner David Suarez. The referral memorandum recommended for the Administration to engage prominent fitness organizations, television programs, and brands such as CrossFit, American Ninja Warrior, Hyrox and RedBull to explore potential collaborations. The inclusion of such entities would potentially elevate the festival's profile, attract high-caliber participants and spectators, and enhance the overall experience for attendees.

At the June 28, 2024 FERC meeting, staff presented initial research into the feasibility of programming the Festival for March 2025. Staff shared the challenges of programming due to the timeline allowing only a maximum of six (6) months of production time, which would not provide the desired result of a successful Festival. Due to the time constraint the Administration focused discussions on the production of a Festival for March 2026.

The FERC passed a favorable recommendation for the City Commission to direct the Administration to negotiate with the relevant vendors to bring the Festival during March 2026 and to make it a budget priority during the FY 2025 and FY 2026 budget process.

On July 12, 2024, at the FERC Budget Workshop, the Committee recommended a fitness festival activation in March 2026 for \$1.4 million.

At the July 24, 2024, City Commission meeting, the Mayor and City Commission accepted the favorable recommendation from the June 28, 2024 FERC and directed the Administration to proceed to engage with the relevant vendors to bring a Fitness Festival during March 2026 and to make it a budget priority during the FY 2025 and FY 2026 budget process. Staff engaged the event organizers behind two major fitness events, TYR Wodapalooza and HYROX to activate the second and third weekends in March in the Lummus Park beachfront. Having both events on back-to-back weekends allows for the creation of a "Fitness Festival," in Miami Beach.

Special Event Sponsorship Incentives

Through special event sponsorship incentives, the City was able to attract prestigious events that were interested in activating during the month of March. By incentivizing event organizers, the City benefits from visitors and event tourism. The criteria to qualify for special event sponsorship includes events that increase Resort Tax collection by supporting experiences that can verify tourism initiatives with large hotel room blocks or estimated tourist attendance, events that serve as a marketing/branding opportunity for the City to generate favorable media impressions on the international stage via partnership and media PR exposure, and events that promote quality of life for the City's residents by promoting events residents would want to attend.

ANALYSIS

March 2026

For the month of March in 2026, Lummus Park and the beachfront will be hosting the following events, including the Fitness Festival events on the second and third weekends, Future Proof on the first half of the second week and other grandfathered events in the first week and last weekend. (Refer to event calendar attached and the following summary):

Week 1 March 1, 2026

- Winter Party Festival (9-10 Streets beachfront)
- 305 Half Marathon (11 to 12 ½ Streets Lummus Park)

Week 2 March 8-11, 2026

- Future Proof (10 – 13 Streets beachfront)

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Weekend 2 March 12 - 15, 2026

- TYR Wodapalooza (7-10 Streets beachfront)

Weekend 3 March 19 - 22, 2026

- HYROX (11 to 14 Streets beachfront)

Weekend 4 March 28 - 29, 2026

- Model Volleyball (12 Street beachfront)

Prior to the events in March, the South Beach Wine & Food Festival (SOBEWFF) is held in the Lummus Park beachfront from February 19 - 22, 2026 from 10 to 15 Streets. SOBEWFF will be sharing infrastructure with the Future Proof conference and will overlap their production schedules.

Production Overlaps

Due to the complexity of staging and production overlaps (load in and load out periods) of these events, the event producers have agreed to work together, along with the Administration, to ensure success in March 2026.

Staff held meetings with the event producers of Winter Party, 305 Half Marathon, TYR Wodapalooza, Future Proof Conference, and HYROX. One of those meetings also included stakeholders in the ADCD, the Boucher Brothers and the Ocean Drive Association. While the addition of these large-scale special events will be challenging to execute, the Administration, with the cooperation of the event producers and other stakeholders, are committed to creating a successful Fitness Festival program and Future Proof event in March 2026. These events will continue to bring best in class activation to the City and assist in the transformation of the month of March into an elevated experience to be enjoyed by visitors and residents alike.

The Administration presents the production schedules for special events in March 2026, including event and load-in and load-out dates, allowing the Future Proof Conference to take place during the second week of March 2026 for the Mayor and City Commission to discuss and approve.

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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

The Administration recommends accepting the proposed schedule of special events in Lummus Park and Beachfront during March 2026.

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
Commissioner David Suarez

Co-sponsor(s)

Condensed Title

Approve March 2026 Special Events in Lummus Park. (JM/DS) TC

Previous Action (For City Clerk Use Only)

MARCH 2026

MIAMIBEACH

WEEK

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

1

1
WINTER PARTY
EVENT (9TH TO
10TH ST)
305 HALF M
EVENT (11TH TO
12TH 1/2 ST)
SOBE MAIN
LOAD OUT
WODAPALOOZA
LOAD IN
FUTURE PROOF
LOAD IN

2
SOBE MAIN
LOAD OUT
305 HALF M LOAD
OUT
WINTER PARTY
LOAD OUT
WODAPALOOZA
LOAD IN
FUTURE PROOF
LOAD IN

3
WODAPALOOZA
LOAD IN
WINTER PARTY
LOAD OUT
305 HALF M LOAD
OUT
FUTURE PROOF
LOAD IN

4
WODAPALOOZA
LOAD IN
305 HALF M LOAD
OUT
FUTURE PROOF
LOAD IN

5
WODAPALOOZA
LOAD IN
FUTURE PROOF
LOAD IN

6
WODAPALOOZA
LOAD IN
FUTURE PROOF
LOAD IN

7
WODAPALOOZA
LOAD IN
FUTURE PROOF
LOAD IN

2

8
FUTURE PROOF
(10TH TO 13TH ST)
WODAPALOOZA
LOAD IN

9
FUTURE PROOF
(10TH TO 13TH ST)
WODAPALOOZA
LOAD IN

10
FUTURE PROOF
(10TH TO 13TH ST)
WODAPALOOZA
LOAD IN

11
FUTURE PROOF
(10TH TO 13TH ST)
WODAPALOOZA
LOAD IN
FUTURE PROOF
LOAD OUT

12
WODAPALOOZA
(7TH TO 10TH ST)
HYROX LOAD IN
FUTURE PROOF
LOAD OUT

13
WODAPALOOZA
(7TH TO 10TH ST)
HYROX LOAD IN
FUTURE PROOF
LOAD OUT

14
WODAPALOOZA
(7TH TO 10TH ST)
HYROX LOAD IN
FUTURE PROOF
LOAD OUT

3

15
WODAPALOOZA
(7TH TO 10TH ST)
HYROX LOAD IN
FUTURE PROOF
LOAD OUT

16
WODAPALOOZA
LOAD OUT
HYROX LOAD IN
FUTURE PROOF
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17
WODAPALOOZA
LOAD OUT
HYROX LOAD IN

18
WODAPALOOZA
LOAD OUT
HYROX LOAD IN

19
HYROX EVENT
(11TH TO 14TH ST)
WODAPALOOZA
LOAD OUT

20
HYROX EVENT
(11TH TO 14TH
ST)

21
HYROX EVENT
(11TH TO 14TH
ST)

4

22
HYROX EVENT
(11TH TO 14TH
ST)

23
HYROX LOAD OUT

24
HYROX LOAD OUT

25
HYROX LOAD OUT

26
MODEL
VOLLEYBALL LOAD
IN
HYROX LOAD OUT

27
MODEL
VOLLEYBALL LOAD
IN
HYROX LOAD OUT

28
MODEL
VOLLEYBALL
HYROX LOAD OUT

5

29
MODEL
VOLLEYBALL

30
MODEL
VOLLEYBALL LOAD
OUT

31
MODEL
VOLLEYBALL LOAD
OUT

UPDATED 6-14-25



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Alina T. Hudak, City Manager
DATE: April 3, 2024

SUBJECT: DISCUSS AND TAKE ACTION TO ALLOW THE FUTURE PROOF CITYWIDE CONFERENCE TO TAKE PLACE IN LUMMUS PARK BEACHFRONT IN MARCH 2025.

RECOMMENDATION

The Administration recommends the Mayor and City Commission discuss the recommendation of the Finance and Economic Resiliency Committee, at its March 22, 2024 meeting, to approve the waiver of restrictions on new special events during the high impact period for the Future Proof Citywide conference, with the understanding that the event producer would go through the typical special event permitting process.

BACKGROUND/HISTORY

At the request of Commissioner Joseph Magazine, the Mayor and City Commission referred an item (C4 G) to the Finance and Economic Resiliency Committee (FERC) during the March 13, 2024 City Commission meeting to review and discuss an activation for the Future Proof Citywide conference (the "Event") in March 2025.

On March 22, 2024, members of FERC discussed the Event proposal to activate the Lummus Park beachfront in March 2025. The FERC transmitted a favorable recommendation to the April 3, 2024 City Commission meeting for discussion.

ANALYSIS

Launched in 2021 by Advisor Circle, Future Proof is an event-tech meetings platform built exclusively for the financial services industry. According to the producer, the Event has grown to become the world's largest event brand dedicated to the advancement of the modern finance industry. Currently, Future Proof operates two (2) major events, the Future Proof Festival, a large wealth management festival, and the Future Proof Retreat, which is a large wealth management retreat.

The activation being proposed for Miami Beach in March of 2025 is Future Proof Citywide. The four (4)-day event will be a gathering of thousands of financial advisors, wealth management executives, asset managers, financial technology industry leaders, emerging startups, and the media.

Future Proof Citywide aims to catalyze the development of the modern investment management

industry. The event will bring together an entirely new community of investors and finance professionals to address the trends that are expected to fundamentally transform the finance industry.

The information below has been provided to the City by the Event producer (as shown in the attached exhibit).

The inaugural event in March of 2025 is expected to attract the following:

- 3,000 attendees (60% C-level)
- \$5.5 trillion in assets expected
- 200 industry sponsors and exhibitors
- 25,000+ facilitated one-to-one meetings
- 200+ speakers participating in over 100 sessions

Proposed Event Details:

- Event Dates: March 16-19, 2025 in Lummus Park, Miami Beach
- Private ticketed event. Proposed ticket price between \$300 and \$2,000.
- Hours: Sunday, March 16 from 1:00 to 7:00pm, Tuesday, March 17 from 9:00am to 9:00pm, Wednesday, 9am to 12pm
- Load-In: Tuesday, March 11, 2025
- Load-Out: Friday, March 21, 2025

Anticipated Hotel Room Nights:

- There are currently over twenty-five (25) Miami Beach hotel properties with hotel room block holds
- 2,000 rooms (4,500 total room nights) from Saturday – Wednesday, March 15-19, 2025

Proposed Community Benefit:

- Advisor Circle is proposing financial literacy sessions with Miami Beach High School-aged students
- Beach clean up
- Collaborate with Voices for Children Foundation on a program that benefits foster children they support

Proposed/Requested City Support:

- Approval of the proposed event dates from March 11 through March 21, 2025 including load-in and load-out.
- Removal of existing furniture and equipment from beach space
- Closure of certain beach entrances for safety purposes
- Access to dedicated production area for load-in and load-out purposes
- Support from the Greater Miami Visitors and Convention Bureau to help coordinate with hotel operations, restaurant owners, and other related vendors
- Securing hotel room blocks, a total of 2,000 rooms

** The City, through the Economic Development Department, may request a sponsorship/exhibition opportunity, at no cost, to promote programs, incentives and Miami Beach business opportunities.**

Event Date Approval:

The Event is seeking approval from the City Commission for their proposed events dates from March

11, 2025 through March 21, 2025, including load-in and load-out. According to the Special Event Guidelines, as amended via Resolution No. 2023-32701, a special event application would need Commission approval to move forward with an activation during a high impact period. The month of March and the first two (2) weeks of the month of April, which coincide with college and high school spring break, are considered high impact periods.

At the March 22, 2024 meeting, Committee members provided a favorable recommendation to the April 3, 2024 City Commission meeting, seeking a waiver of the restrictions on new special events during the high impact period, with the understanding that the event producer would go through the typical special event permitting/approval process.

LOBBYIST DISCLOSURE

In accordance with Resolution No. 2023-32857, adopted by the City Commission on December 13, 2023, the following information has been provided by the primary item sponsor as it relates to the subject discussion item:

1. Was the Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? Yes
2. If so, specify name of lobbyist(s) and principal(s): Matt Middleton, CEO, Advisor Circle (Future Proof Conference)

SUPPORTING SURVEY DATA

In the 2022 City of Miami Beach Community Satisfaction Survey, 86% of residents agreed that free or City-sponsored art and cultural activities contribute to their quality of life in Miami Beach and 86% of residents agreed that Miami Beach Cultural Activities (such as art shows, film festivals, musicals, and live performances) contribute to the quality of life in Miami Beach.

FINANCIAL INFORMATION

N/A

CONCLUSION

The Administration recommends the Mayor and City Commission discuss the Finance and Economic Resiliency Committee's recommendation to approve the waiver of the restrictions on new special events during the high impact period for the Future Proof Citywide conference in March 2025, with the understanding that the event producer would go through the typical special event permitting/approval process. Should the event move forward, staff will continue working with the event producer on the proposed request for support, the community benefit, and the potential request for City sponsorship/activation.

Applicable Area

South Beach

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

Yes

Does this item utilize G.O. Bond Funds?

No

Strategic Connection

Prosperity - Market and promote Miami Beach as a world class arts, culture, and quality entertainment destination.

Legislative Tracking

Tourism and Culture

Sponsor

Commissioner Joseph Magazine and Co-sponsored by Commissioner David Suarez

ATTACHMENTS:**Description**

- ▣ Future Proof Citywide Proposal

RESOLUTION NO. 20 2 4 - 3 3 1 9 8

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 AT ITS JUNE 28, 2024 MEETING TO DIRECT THE ADMINISTRATION TO ENGAGE WITH RELEVANT VENDORS TO BRING A FITNESS FESTIVAL TO THE CITY IN MARCH 2026 AND TO ADD FUNDING AS A BUDGET PRIORITY DURING THE FY 2025 AND FY 2026 BUDGET PROCESS.

WHEREAS, in April 2022, the Administration initiated the curation of the second Miami Beach Live!, for March 2023, with a focus on cultural and fitness activations in the Art Deco Cultural District (ADCD), specifically the Lummus Park and beachfront areas from 6th through 10th Streets; and

WHEREAS, at the October 26, 2022, City Commission accepted the recommendation of the City Administration via Resolution 2022-32363, to engage and contract with various event producers and provide special event sponsorship incentives for Miami Beach Live!; and

WHEREAS, through special event sponsorship incentives, the City attracted prestigious events interested in activating during the month of March in the Ocean Drive, Lummus Park, and the Art Deco Cultural District areas; and

WHEREAS, by incentivizing event organizers, the City benefitted from an increased number of visitors coming to the City of Miami Beach specifically for Miami Beach Live! events; and

WHEREAS, the criteria to qualify for special event sponsorship included events that increased Resort Tax collection by supporting tourism initiatives with large hotel room blocks or estimated tourist attendance, events that served as a marketing/branding opportunity for the City to generate favorable media impressions on the international stage via partnership and media/PR exposure, and events that improve the quality of life of City residents by promoting safe, healthy and enjoyable events that residents would also want to attend; and

WHEREAS, on April 3, 2024, at the request of Commissioner David Suarez, the Mayor and City Commission referred a discussion item (C4 J) to the Finance and Economic Resiliency Committee (FERC), regarding a fitness festival in March 2025; and

WHEREAS, the Administration has reviewed the feasibility of a fitness festival in Miami Beach in March 2025, and based on the 2023 Miami Beach Live! event schedule, fitness events and the funding support should be focused on the two (2) High-Impact weekends in March; and

WHEREAS, City staff has initiated high-level conversations with representatives of HYROX, Red Bull, Mayhem Nation, and Sportworx regarding a fitness festival in Miami Beach for two (2) weekends in March 2025 or 2026; and

WHEREAS, based on the Administration's experience with the 2023 Miami Beach Live!, the timeline, funding, and marketing needed to ensure the success of any event would require a minimum of twelve (12) months of lead time and planning; and

WHEREAS, at the June 28, 2024, FERC meeting, staff presented initial research into the feasibility of programming for a Fitness Festival in March 2025; and

WHEREAS, currently, producing a fitness festival for March 2025 would only allow for a maximum of six (6) months of production time, which may not provide the desired result of a successful fitness festival; and

WHEREAS, therefore, should the City Commission approve a fitness festival, the Administration recommends focusing discussions on the production of an event for March 2026; and

WHEREAS, at its June 28, 2024, meeting, the FERC passed a favorable recommendation for the City Commission to direct the Administration to negotiate with the relevant vendors to bring a Fitness Festival during March 2026 and to make a budget priority during the FY 2025 and FY 2026 budget process.

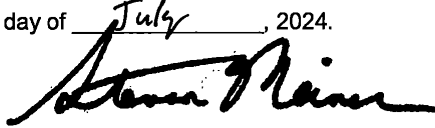
NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the favorable recommendation from the Finance and Economic Resiliency Committee at its June 28, 2024 meeting, and direct the Administration to proceed to engage with the relevant vendors to bring a Fitness Festival during March 2026 and to make a budget priority during the FY 2025 and FY 2026 budget process.

PASSED AND ADOPTED this 24 day of July, 2024.

ATTEST:



Rafael E. Granado, City Clerk




Steven Meiner, Mayor



SEP 09 2024

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

 9/31/2024
City Attorney *OK* Date

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Rickelle Williams, Interim City Manager

DATE: July 24, 2024

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, AT ITS JUNE 28, 2024, MEETING TO DIRECT THE ADMINISTRATION TO ENGAGE WITH RELEVANT VENDORS TO BRING A FITNESS FESTIVAL TO THE CITY IN MARCH 2026 AND TO ADD FUNDING AS A BUDGET PRIORITY DURING THE FY 2025 AND FY 2026 BUDGET PROCESS.

RECOMMENDATION

The Administration recommends accepting the favorable recommendation from the Finance and Economic Resiliency Committee (FERC) to the City Commission to direct the Administration to proceed to negotiate with the relevant vendors to bring a Fitness Festival during March 2026 and to make a budget priority during the FY 2025 and FY 2026 budget development process.

BACKGROUND/HISTORY

On April 3, 2024, at the request of Commissioner David Suarez, the Mayor and City Commission referred a discussion item (C4 J) to the Finance and Economic Resiliency Committee (FERC), regarding a fitness festival in March 2025. In April 2022, the Administration initiated the curation of the second Miami Beach Live!, for March 2023, with a focus on cultural and fitness activations in the Art Deco Cultural District (ADCD), specifically the Lummus Park and beachfront areas from 6 through 10 Streets. At the time, the Tourism and Culture Department (TCD) engaged in discussions with local and international fitness organizations which included the following proposed and/or realized activations:

- Crunch Fitness: The Miami Beach gym proposed a selection of fitness classes and activities during the month in Lummus Park.
- Greater Miami Convention and Visitors Bureau (GMCVB): Proposed "Queer Spring," a collection of LGBTQ-centric sports and fitness events taking place during the first weekend in March to include "Field Day" activities, Pride 5k Run and yoga.
- Hyrox: The world series fitness racing organization, proposed producing a fitness festival event on the beachfront.
- King of the Court Crown Series: A five-stop international beach volleyball tournament. King of the Court proposed the first official King of the Court event in the US to Lummus Park, as part of its worldwide tour.
- Kiwanis Club of Little Havana: Since 1975, the Miami organization has brought the Calle Ocho Music Festival, proposed Art on the Drive: A Carnival Miami Experience event on Ocean Drive.
- Lifetime: The premiere lifestyle brand sponsors the local Miami Marathon and the 305 Half Marathon and 5K displayed interested in a running event.
- Loud and Live: The nationally recognized Miami entertainment, marketing and media company behind Reebok CrossFit Wodapalooza in downtown Miami proposed a health and wellness, training, music, and food event.

- Mayhem Nation: The international brand behind nine-time CrossFit Games Champion, Rich Froning Jr. proposed a CrossFit event.
- Miami Beach Tennis and Soccer Tournament: A Beach Tennis and Soccer Tournament proposed for the first weekend in March 2023.
- MLB: The Major League Baseball "World Baseball Classic": MLB in partnership with the Miami Marlins proposed hosting their fan fest the second weekend in March 2023.
- National Cycling League: Proposed a series of closed-course 1–2-kilometer criterium races.
- Nike: The local Miami Beach flagship store proposed scheduling a series of running and fitness programs throughout the month of March in Lummus Park.
- Redbull: The internationally recognized soft drink company that produces a comprehensive fitness focused event schedule throughout the world proposed the "Redbull Quicksand" event.
- RCX Sports: Family-friendly sports activations that include NFL, NHL, and MLB members, proposed a series of youth street hockey events on Ocean Drive and Lummus Park.

On September 8, 2022, TCD staff presented to the Parks and Recreational Facilities Advisory Board the proposed sports and fitness programming in March, which was well received with support from the Board. On September 13, 2022, TCD staff presented an update to the Miami Beach Police Department (MBPD) Chiefs and senior staff, to include the proposed footprint of each activation. MBPD has shared their support of sports and fitness activations in the ADCD. At the September 30, 2022, Finance and Economic Resiliency Committee (FERC) meeting, TCD staff presented the lessons learned from the March 2022 Miami Beach Live! activations with the proposed new theme of sports and fitness programming in March 2023. At the October 26, 2022, City Commission meeting, the City Commission accepted the recommendation of the City Administration via Resolution No. 2022-32363, to engage and contract with various event producers and provide special event sponsorship incentives for Miami Beach Live!.

Special Event Sponsorship Incentives

Through special event sponsorship incentives, the City was able to attract prestigious events that were interested in activating during the month of March and take over the areas of Ocean Drive, Lummus Park, and the ADCD. By incentivizing event organizers, the City benefitted from visitors through event tourism. The criteria to qualify for special event sponsorship included events that increased Resort Tax collection by supporting experiences that can verify tourism initiatives with large hotel room blocks or estimated tourist attendance, events that served as a marketing/branding opportunity for the city to generate favorable media impressions on the international stage via partnership and media/PR exposure, and events that promoted quality of life for the City's residents by promoting events residents would want to attend.

Miami Beach Live! March 2023 Event Schedule

After months of multiple meetings and negotiations, the following approved family-friendly fitness events activated in the ADCD, Ocean Drive, and beachfront from 6 through 10 Streets, except the Kiwanis of Club of Little Havana's Art on Drive event, which extended from 5 through 14 Streets. Staff gave special attention to the two (2) most impactful weekends of March, with the largest events programmed for Weekend 2 and Weekend 3.

- Weekend 1 March 3 – 5, 2023
 - United First Responders MusicFest
 - Crunch Fitness Classes
 - Nike Classes
 - Winter Party Festival (non-sponsored)
- Weekend 2 March 10 – 12, 2023
 - Sportworx Queen and King of the Court Crown Series Beach Volleyball Tournament
 - Major League Baseball & Miami Marlins World Classic FanFest (3/10/23)
 - Miami Beach Live! Concert featuring Anderson Paak and Nile Rodgers (3/11/23)

- Weekend 3 March 17 – 19, 2023
 - AVP Miami Beach Open Beach Volleyball Tournament
 - FIU Surf N Turf Invitational College Beach Volleyball Tournament (non-sponsored)
 - Model Volleyball (non-sponsored)
 - Kiwanis of Little Havana Art on the Drive: A Carnival Miami Experience
 - Crunch Fitness Classes
- Weekend 4 March 24 – 26, 2023
 - Miami Beach Fitness Festival Powered by HYROX
 - Crunch Fitness Classes

Miami Beach Live! Funding

The initial funding for the inaugural Miami Beach Live! March 2022 program was approved via Resolution No. 2021-31745 from the Resort Tax High Impact budget in the amount of \$3.2 million. Based on the FY 2023 adopted budget, the same level of funding was approved for the March 2023 activations via Resolution No. 2022-32363. The budget was allocated for each weekend based on size, scale, and funding request from each entity.

ANALYSIS

Future Fitness Festival in Miami Beach

The Administration has reviewed the request and the feasibility of a fitness festival in Miami Beach in March 2025. The 2023 Miami Beach Live! event schedule proved that fitness events and the funding support should be focused on the two (2) High-Impact weekends in March. The City staff has initiated high-level conversations with representatives of HYROX, Red Bull, Mayhem Nation, and Sportworx regarding a fitness festival in Miami Beach for two (2) weekends in March 2025 or 2026. Based on the experience from the 2023 Miami Beach Live!, the timeline, funding, and marketing needed to ensure the success of any event would require a minimum of twelve (12) months of lead time and planning. Currently, producing a fitness festival for March 2025 would only allow for a maximum of six (6) months of production time, which may not provide the desired result of a successful fitness festival.

Large-Scale Sports Events in 2026

Miami-Dade County will experience a fantastic year of sports in 2026 with the following large-scale events scheduled as follows:

January

- College Football National Championship
- Miami Marathon and Half Marathon

March

- MLB World Baseball Classic
- Miami Open Tennis

May

- Formula 1 Miami Grand Prix

June / July

- FIFA World Cup

August

- National Veteran Wheelchair Games

November

- NASCAR Race (possibly the championship race)

December

- Capital One Orange Bowl

Special Events During the Month of March

Pursuant to the Commission memorandum "Discuss Spring Break 2024 Comprehensive After Action Report," presented at the April 18, 2024, City Commission meeting, the Administration

recommended against special event activations during the busiest and highest impact weekends in March 2025 noting that such activations require significant public safety and city resources, often requiring staff redirection. Due to the potential challenge of providing adequate public safety resources during the spring break period, the Administration does not recommend any city-sponsored activations in March 2025 or March 2026.

On June 28, 2024, the Finance and Economic Resiliency Committee (FERC) reviewed and provided a favorable recommendation to the City Commission to direct the Administration to proceed to negotiate with the relevant vendors to bring a Fitness Festival during March 2026 and to make a budget priority during the FY 2025 and FY 2026 budget process.

On July 12, 2024, at the FERC Budget Workshop, the Committee recommended a fitness festival activation in March 2026 for \$ 1.4 million. If the City Commission approves, funding will be allocated from the existing Large-Scale Community Events budget (\$606,000). The Administration would set aside \$500,000 allocated annually in FY 2025 and FY 2026 for \$ 1.0 million from the Large-Scale Community Events budget. The remaining \$400,000 would be identified through sponsorships or the FY 2026 budget development process.

FISCAL IMPACT STATEMENT

Based on discussions at the June 28, 2024, Finance and Economic Resiliency Committee (FERC) meeting and the FERC's favorable recommendation to proceed with negotiations with the relevant vendors, the financial impact is estimated at \$1.4 million, to be prioritized during the FY 2025 and FY 2026 budget process. Pursuant to the discussion at the July 12, 2024, FERC Budget Workshop, funding will be allocated from the existing Large-Scale Community Events budget (\$606,000). The Administration would set aside \$500,000 allocated annually in FY 2025 and FY 2026 for \$ 1.0 million from the Large-Scale Community Events budget. The remaining \$400,000 would be identified through sponsorships or the FY 2026 budget development 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-notices/>

FINANCIAL INFORMATION

Click or tap here to enter text.

CONCLUSION

The Administration recommends accepting the favorable recommendation from the Finance and Economic Resiliency Committee (FERC) to the City Commission to direct the Administration to proceed to negotiate with the relevant vendors to bring a Fitness Festival during March 2026 and to make a budget priority during the FY 2025 and FY 2026 budget process. Pursuant to the discussion at the July 12, 2024, FERC Budget Workshop, funding will be allocated from the existing Large-Scale Community Events budget (\$606,000). The Administration would set aside \$500,000 allocated annually in FY 2025 and FY 2026 for \$ 1.0 million from the Large-Scale Community Events budget. The remaining \$400,000 would be identified through sponsorships or the FY 2026 budget development 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 David Suarez

Co-sponsor(s)

Condensed Title

Approve Fitness Festival in March 2026. (Suarez) TC

Committee Assignments - C4 J

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
 FROM: Commissioner David Suarez
 DATE: April 3, 2024

SUBJECT: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE - DISCUSSION
 REGARDING A FITNESS FESTIVAL IN MARCH 2025.

BACKGROUND/HISTORY

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 name of lobbyist(s) and principal(s): N/A

ANALYSIS

Please place on the April 3, 2024 agenda a referral to the Finance and Economic Resiliency Committee ("FERC") to discuss organizing a fitness festival in March 2025.

A Miami Beach fitness festival (the "Festival") would aim to celebrate fitness and wellness while showcasing Miami Beach as a premier fitness destination. Miami Beach could leverage its unique attributes, including its beautiful outdoor spaces and vibrant community spirit, to establish itself as a hub for fitness enthusiasts worldwide. Hosting the Festival would showcase our city's commitment to health and wellness, drive tourism, and boost local businesses.

The Department of Tourism and Culture and appropriate representatives of the Administration should review lessons learned from fitness events held in the City in previous year(s) and present a concept plan to the FERC. In addition, the Administration should reach out to prominent fitness organizations, television programs and brands such as CrossFit, American Ninja Warrior, Hyrox and RedBull to explore potential collaborations. The inclusion of such entities can elevate the Festival's profile, attract high-caliber participants and spectators, and enhance the overall experience for attendees.

SUPPORTING SURVEY DATA

N/A

FINANCIAL INFORMATION

The Fiscal Impact to be determined at Committee.

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

No

Does this item utilize G.O. Bond Funds?

No

Legislative Tracking

Commissioner David Suarez

Sponsor

Co-sponsored by Commissioner Joseph Magazine

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE MARCH 2026 SPECIAL EVENT PROGRAMMING IN LUMMUS PARK AND LUMMUS PARK BEACHFRONT, AND AUTHORIZING THE FUTURE PROOF CONFERENCE TO TAKE PLACE DURING THE SECOND WEEK OF MARCH 2026.

WHEREAS, the month of March has historically been designated as a part of a “high impact” period that spans seven weeks and draws significant tourism to the City’s Art Deco Cultural District (ADCD), thereby requiring elevated operational readiness by the Miami Beach Police, Fire, Code Compliance, and Sanitation departments; and

WHEREAS, the Administration continues to prioritize proactive event planning that reflects the City’s commitment to public safety, quality of life, and economic growth through strategic activations in Lummus Park and the beachfront; and

WHEREAS, based on the success of the Miami Beach Live! Initiative in March 2023 — which emphasized a blend of fitness, arts, and cultural activations — the City seeks to elevate March 2026 programming by producing a large-scale “Fitness Festival” in collaboration with world-renowned brands to elevate the festival’s profile, attract high-caliber participants and spectators, and enhance the overall experience for attendees; and

WHEREAS, during the March 13, 2024, City Commission meeting, the Commission discussed a new proposed event, the Future Proof Conference by Advisor Circle, to be held on the Lummus Park beachfront in March 2025; and

WHEREAS, the Future Proof Conference was presented as a new large-scale, four-day event designed to catalyze the development of the modern investment management industry by convening a novel community of investors and finance professionals to explore and address transformative trends within the financial sector; and

WHEREAS, event organizers requested City Commission approval for the proposed event dates, including load-in and load-out, spanning from March 11, 2025, through March 21, 2025;

WHEREAS, at the March 22, 2024, Finance and Economic Resiliency Committee (FERC) meeting, Committee members adopted a favorable recommendation to the full City Commission, recommending a waiver of the restrictions on new special events during the high impact period, with the understanding that the event producer would go through the special event permitting process; and

WHEREAS, at the April 3, 2024, City Commission meeting, the Mayor and City Commission referred a discussion item to the FERC, recommending for the Administration to engage prominent fitness organizations, television programs, and brands to organize a Fitness Festival in March 2025 or 2026; and

WHEREAS, on April 3, 2024, the Mayor and Commission discussed item R9 AF and accepted the recommendation of FERC to approve the Future Proof conference for March 11 - 21, 2025, including load-in and load-out, in the Lummus Park beachfront between 10 and 14 Streets; and

WHEREAS, the Future Proof Citywide conference successfully activated in the Lummus Park beachfront on March 16 -19, 2025, with its footprint spanning from 10 -13 Streets on the beachfront and 10-12 Streets in the Lummus Park spoil; and

WHEREAS, following feasibility assessments presented at the June 28, 2024 FERC meeting, the Administration recommended a March 2026 timeline to allow for full event development and production planning; and

WHEREAS, the City Commission adopted this recommendation at its July 24, 2024, meeting and made the March 2026 Fitness Festival a budget priority, allocating \$1.4 million during the FY 2025 and FY 2026 budget process; and

WHEREAS, through the City's special event sponsorship incentives, high-profile events are encouraged to commit to Miami Beach by offering benefits such as increased Resort Tax revenue, hotel block generation, enhanced international media exposure, and experiences aligned with resident interests and City branding objectives; and

WHEREAS, in April 2025, the event organizers of the Future Proof conference notified the City of their intention to return in March 2026 and submitted a special event application for the third week in March 2026; and

WHEREAS, production schedules for these events involve complex logistical coordination, with shared infrastructure and overlapping load-in/load-out periods, requiring robust planning by event producers in collaboration with the Administration and stakeholders including the Boucher Brothers, Ocean Drive Association, and ADCD residents; and

WHEREAS, all participating event producers have expressed their commitment to working together in coordination with City departments to ensure seamless transitions, minimize public disruptions, and create a world-class experience for visitors and residents alike.

WHEREAS, for the month of March in 2026, Lummus Park and the beachfront will be hosting the following events, including the Fitness Festival events on the second and third weekends, Future Proof on the first half of the second week and other grandfathered events in the first week and last weekend:

Week 1 March 1, 2026

- Winter Party Festival (9-10 Streets beachfront)
- 305 Half Marathon (11 to 12 ½ Streets Lummus Park)

Week 2 March 8-11, 2026

- Future Proof (10 – 13 Streets beachfront)

Weekend 2 March 12 - 15, 2026

- TYR Wodapalooza (7-10 Streets beachfront)

Weekend 3 March 19 - 22, 2026

- HYROX (11 to 14 Streets beachfront)

Weekend 4 March 28 - 29, 2026

- Model Volleyball (12 Street beachfront); and

WHEREAS, prior to the events in March, the South Beach Wine & Food Festival (SOBEWFF) is held in the Lummus Park beachfront from February 19 - 22, 2026 from 10 to 15 Streets. SOBEWFF will be sharing infrastructure with the Future Proof conference and will overlap their production schedules; and

WHEREAS, at the June 25, 2025, City Commission meeting, the Administration presented the production schedule for the month of March 2026, including load-in and load-out dates, for the Mayor and City Commission to discuss and approve.

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 approve the March 2026 Special Event programming in Lummus Park and Lummus Park beachfront, and authorize the Future Proof Conference to take place during the second week of March 2026.

PASSED and ADOPTED this ____ day of _____, 2025.

ATTEST:

Steven Meiner, Mayor

Rafael Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

6/24/2025

Date