

C7 BU A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CONVENTION CENTER ADVISORY BOARD (CCAB), AS SET FORTH IN THE LETTER TO COMMISSION (LTC) DATED JUNE 23, 2025, REQUESTING THAT THE CITY COMMISSION APPROVE A ONE-TIME EXTENSION OF THE PRIDE PARK ACTIVATION WINDOW BY THREE (3) ADDITIONAL DAYS - FROM SEVENTY-FIVE (75) DAYS TO SEVENTY-EIGHT (78) DAYS - FOR CALENDAR YEAR 2026 ONLY, IN ORDER TO ACCOMMODATE AND RETAIN ADOBE MAX, A HIGH-VALUE CONVENTION CLIENT WITH AN ESTIMATED ECONOMIC IMPACT OF \$60 MILLION THROUGH 2027.

Applicable Area:

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: City Attorney Ricardo J. Dopico

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 CONVENTION CENTER ADVISORY BOARD (CCAB), AS SET FORTH IN THE LETTER TO COMMISSION (LTC) DATED JUNE 23, 2025, REQUESTING THAT THE CITY COMMISSION APPROVE A ONE-TIME EXTENSION OF THE PRIDE PARK ACTIVATION WINDOW BY THREE (3) ADDITIONAL DAYS - FROM SEVENTY-FIVE (75) DAYS TO SEVENTY-EIGHT (78) DAYS - FOR CALENDAR YEAR 2026 ONLY, IN ORDER TO ACCOMMODATE AND RETAIN ADOBE MAX, A HIGH-VALUE CONVENTION CLIENT WITH AN ESTIMATED ECONOMIC IMPACT OF \$60 MILLION THROUGH 2027.

### **RECOMMENDATION**

### **BACKGROUND/HISTORY**

### **ANALYSIS**

The attached resolution is presented at the request of the sponsor, Commissioner Joseph Magazine.

### **FISCAL IMPACT STATEMENT**

N/A

### **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?**

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**

City Attorney

**Sponsor(s)**

Commissioner Joseph Magazine

**Co-sponsor(s)**

Commissioner Alex Fernandez

**Condensed Title**

Increase Pride Park Activation Days From 75 to 78 for 2026 Only for Adobe Max.  
(Magazine/Fernandez) CA

**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 CONVENTION CENTER ADVISORY BOARD (CCAB), AS SET FORTH IN THE LETTER TO COMMISSION (LTC) DATED JUNE 23, 2025, REQUESTING THAT THE CITY COMMISSION APPROVE A ONE-TIME EXTENSION OF THE PRIDE PARK ACTIVATION WINDOW BY THREE (3) ADDITIONAL DAYS—FROM SEVENTY-FIVE (75) DAYS TO SEVENTY-EIGHT (78) DAYS—FOR CALENDAR YEAR 2026 ONLY, IN ORDER TO ACCOMMODATE AND RETAIN ADOBE MAX, A HIGH-VALUE CONVENTION CLIENT WITH AN ESTIMATED ECONOMIC IMPACT OF \$60 MILLION THROUGH 2027.**

**WHEREAS**, the Mayor and City Commission passed Resolution No. 2024-33112 on June 26, 2024, which approved the City’s Special Event Guidelines reducing the number of allowed activation days at Pride Park to seventy-five (75) per year; and

**WHEREAS**, at the June 23, 2025, meeting of the Convention Center Advisory Board (CCAB), a motion was unanimously approved recommending that the City Commission extend the Pride Park activation period by three (3) days—for a total of seventy-eight (78) days—for the calendar year 2026 only, in order to facilitate the return of Adobe MAX, a premier global conference that delivered an estimated \$30 million in economic impact during its 2024 event; and

**WHEREAS**, Adobe MAX has expressed strong interest in returning to Miami Beach in both 2026 and 2027, generating a projected combined economic impact of \$60 million for the City and its hospitality economy; and

**WHEREAS**, the requested three (3) day extension would be made possible by allocating six (6) days from the existing Pride Park activation “bank” and adding three (3) new days, subject to Commission approval, in a manner that also accommodates the operational needs of Design Miami; and

**WHEREAS**, the CCAB further recommends close coordination among the City Administration, Adobe MAX, Design Miami, the Convention Center, and the Palm View Neighborhood Association to ensure the successful execution of the proposed extension in a way that supports all stakeholders and minimizes neighborhood impacts; and

**WHEREAS**, the return of Adobe MAX to Miami Beach aligns with the City’s strategic goals of bolstering its convention portfolio, enhancing local economic activity, and positioning the Miami Beach Convention Center as a destination of choice for high-caliber events aligned with emerging technology, business, and creative industries.

**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 Convention Center Advisory Board (CCAB), as set forth in the Letter to Commission (LTC) dated June 23, 2025, requesting that the City Commission approve a one-time extension of the Pride Park activation window by three (3) additional days—for a total of seventy-eight (78) days—for calendar year 2026 only, to retain Adobe MAX and support the continued economic and cultural vitality of Miami Beach’s convention sector.

**PASSED AND ADOPTED** this \_\_\_\_\_ day of \_\_\_\_\_ 2025.

**ATTEST:**

\_\_\_\_\_  
Steven Meiner, Mayor

\_\_\_\_\_  
Rafael E. Granado, City Clerk

(Sponsored by Commissioner Joseph Magazine)

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

RA Rafael E. Granado 6/23/25  
City Attorney *RR* Date