

NB 12. DISCUSS ACTIVATIONS AT LUMMUS PARK BEACHFRONT DURING THE
FORMULA 1 WEEKEND 2025
Applicable Area:



Miami Beach
MAY 2/4

WE BRING RACING SPIRIT TO MIAMI BEACH

MIAMI BEACH RACE WEEKEND IS BRINGING THE SPIRIT AND EXCITEMENT OF RACING TO THE SOUTH BEACH.



F1 Fans



Global Influencers



X



EXPERIENCE THE INTERSECTION OF RACE
CULTURE AND MIAMI STYLE THROUGH...

**Music, Fashion, Food,
Art and Esports.**

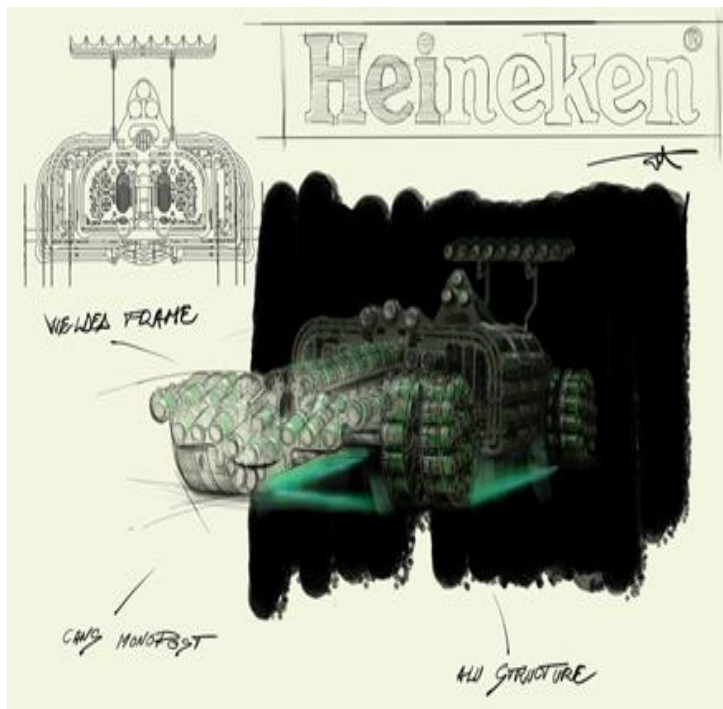
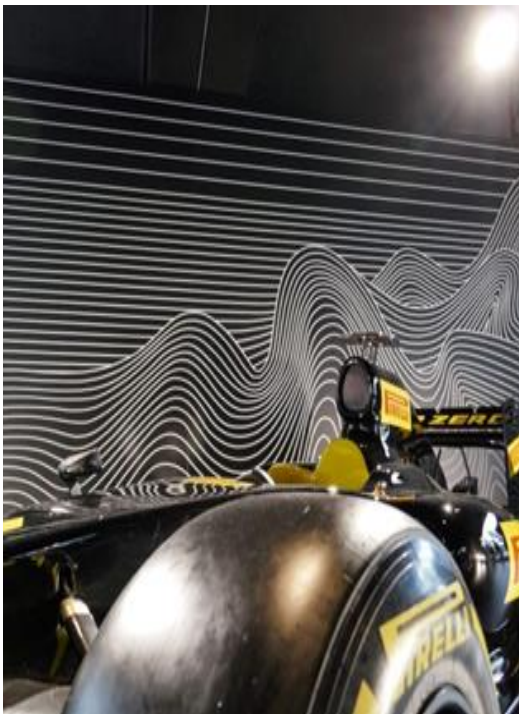


EXHIBITION OF ART & CULTURE

EXAMPLE EXPERIENCES:

From Wynwood to Art Basel, Miami has become a hub of artistic energy. Whether you're looking to be inspired or inspire others, the Miami Beach Race Weekend will be sure to captivate.

- Artist in residence to curate spaces and environments that offer limited time, exclusive experiences
- Epic vehicle installation from vintage to modern to futuristic concepts
- Interactive displays powered by the latest technologies
- History of Motorsports in South Florida Exhibition





EXCLUSIVE PERFORMANCES BY LOCAL AND INTERNATIONAL ARTISTS



INNOVATION THROUGH ESPORTS

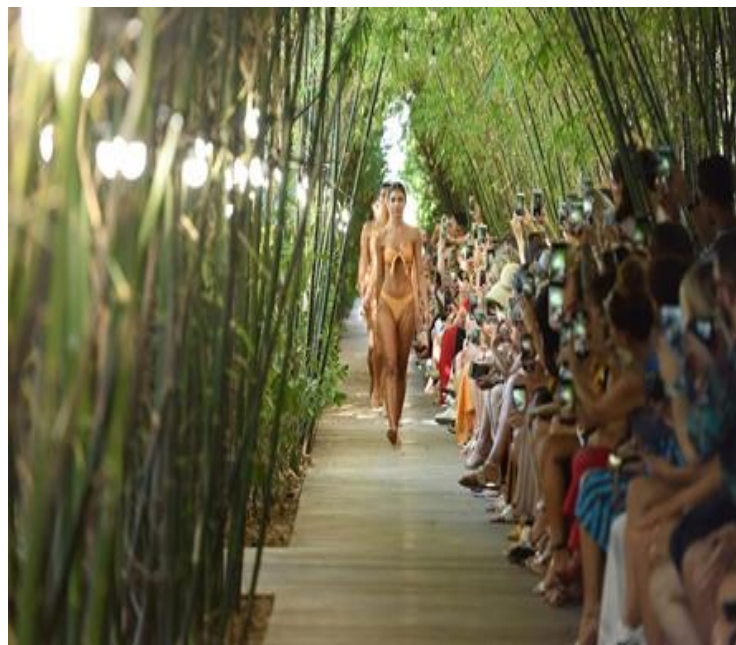
EXAMPLE EXPERIENCES:

From competition to meet-ups, esports athletes and streamers will be invited to put their gaming pedal to the metal.

- Onsite esports competitions hosted by streamers and F1 talent
- Meet-and-greets with elite esports athletes
- Exclusive gaming gear customization stations



SWIMWEAR fashion show



EXAMPLE EXPERIENCES:

- Unforgettable fashion show taking place against the backdrop of unique music collaborations and art installations
- Interactive display of limited-edition styles
- Merchandise display and product sales
- Pop-up designer studio for fans to customize merchandise and/or gear



MIAMI INFUSED FOOD & BEVERAGE

Fusing international cuisine with the flair of Miami, food and beverage will underpin every aspect of the Miami Beach Race Weekend. Ownable experiences can include:

- A private dining experience with a celebrity chef
- Multi-sensory beverage experience, enhancing flavor profiles with scent, touch and sound
- Mixology competition with industry-leading bartenders

SAMPLE SCHEDULE

THE START

Thursday

12pm to 6pm

- Open to the public
- Motorsports History of South Florida Exhibition Opening
- Partner activations

8pm to Midnight

- Ticketed event
- Live music
- Local and international artists
- Celebrity appearances
- VIP packages
- Cinco de Mayo celebration

FASHION SHOW

Friday

12pm to 6pm

- Open to the public
- Esports competition
- Culinary experiences
- History of racing
- Art gallery
- Concours d'Grand Prix
- Partner activations

8pm to Midnight

- Ticketed event
- Live music
- Local and international artists
- Celebrity appearances
- VIP packages
- Fashion Show w/ concert

HEADLINE ARTIST

Saturday

12pm to 6pm

- Open to the public
- Esports competition
- Culinary experiences
- History of racing
- Art gallery
- Concours d'Grand Prix
- Partner activations

8pm to Midnight

- Ticketed event
- Live music
- Local and international artists
- Celebrity appearances
- VIP packages
- Headline artist

F1 MIAMI GP

Sunday

12pm to 6pm

- Open to the public
- Esports competition
- Culinary experiences
- History of racing
- Art gallery
- Concours d'Grand Prix
- Partner activations
- Live music
- VIP packages
- Stage and screen entertainment
- F1 Miami Grand Prix screening

VENUE SOUTH BEACH

LOCATION:

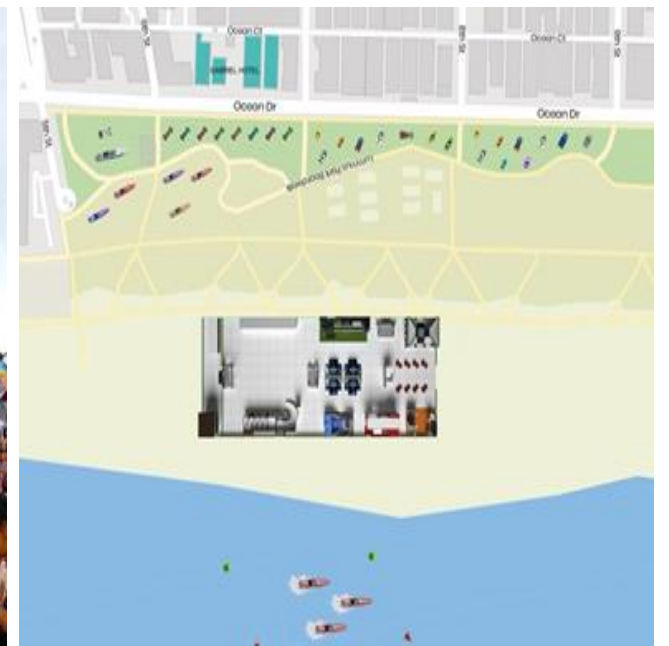
- Beach area between 6th and 8th Street

OVERVIEW:

- Beyond the iconic, pastel-hued Art Deco buildings lining Ocean Drive lies a legendary shoreline with aquamarine water and fine sand.
- Famed for its prestige among international celebrities, South Beach is where you'll find beautiful people soaking up the sun and the scene.
- South Beach annually hosts Miami's most cultural events including Art Deco Weekend, South Beach Wine and Food Festival and Miami Swim Week.
- South Beach is also host to the city's official Air and Sea Show, which draws hundreds of thousands of people every year to the beach.









VENUE SIZE: Approximately 100,000 sq/ft (fully scalable)

CAPACITY: Approximately 12,000+ people



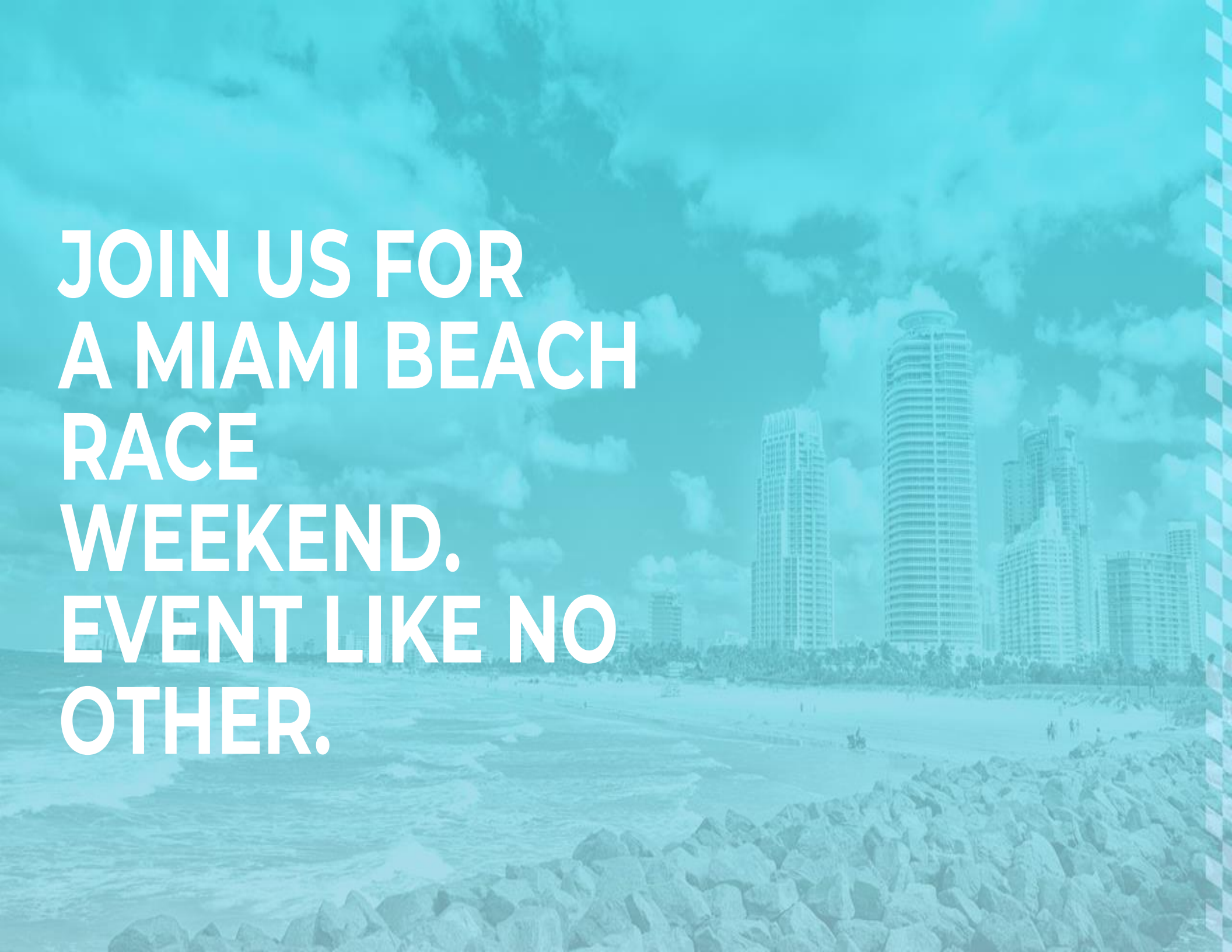


ATLANTIC OCEAN

- | | | | |
|--|-----------------------------------|---|---|
|  | (1) MAIN STAGE |  | (7, 8) SPONSOR, Ocean Drive |
|  | (2) BACKSTAGE |  | (9, 10) STAGES |
|  | (3) FOOD & BEVERAGE |  | (11, 12, 13) SPONSOR, Atlantic Ocean View |
|  | (4, 5, 6) TITLE SPONSOR VIP AREAS |  | (14) MIX USE AUDIENCE |

- | | |
|---|---------------------|
|  | (15) ESports |
|  | (16) F1 CAR DISPLAY |
|  | (17) ENTRANCE |

**JOIN US FOR
A MIAMI BEACH
RACE
WEEKEND.
EVENT LIKE NO
OTHER.**



MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Alex Fernandez

DATE: October 30, 2024

TITLE: REFERRAL TO FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS ACTIVATIONS AT LUMMUS PARK BEACHFRONT DURING FORMULA 1 WEEKEND 2025.

RECOMMENDATION

Please place on the September 11, 2024, agenda a referral to the Finance and Economic Resiliency Committee (FERC) September 20, 2024, meeting to discuss activations at Lummus Park Beachfront during Formula 1 Weekend in 2025.

Recommendations should then be forwarded to the October 30, 2024, City Commission meeting for approval of activations to take place.

BACKGROUND/HISTORY

ANALYSIS

FISCAL IMPACT STATEMENT

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 Alex Fernandez

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Commissioner Joseph Magazine

Condensed Title

Ref: FERC - Activations at Lummus Park Beachfront During Formula 1 Weekend.
(Fernandez/Magazine)