

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

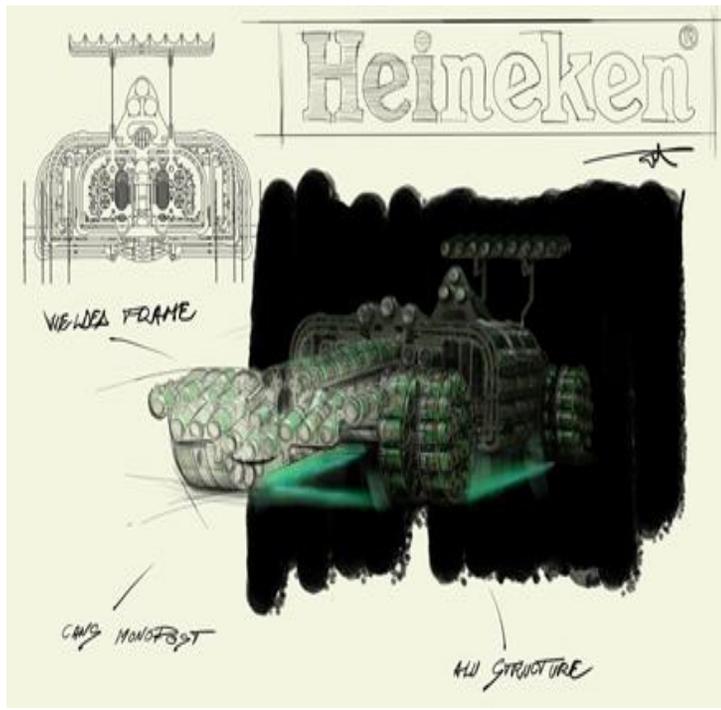
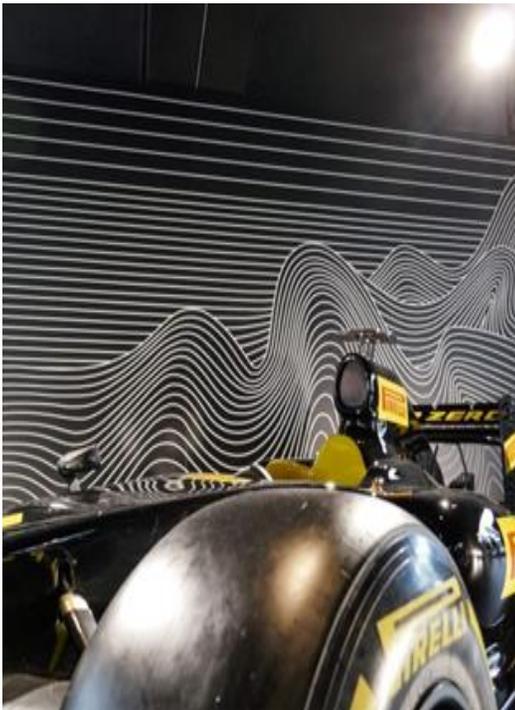


Global Influencers



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:

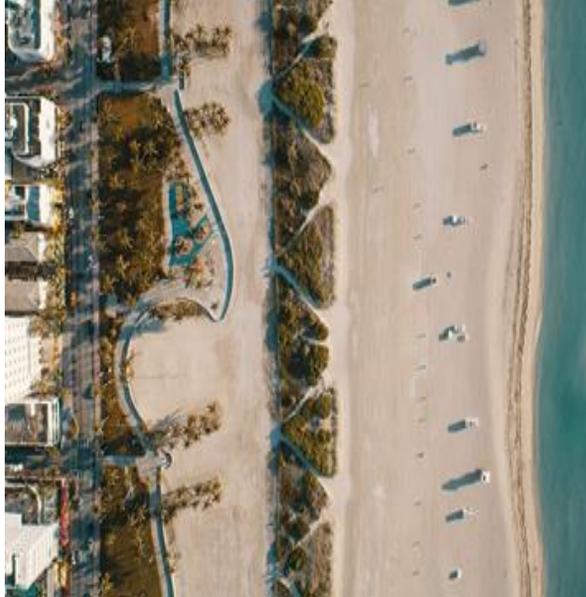
- Beach area between 6th and 8th Street

## 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



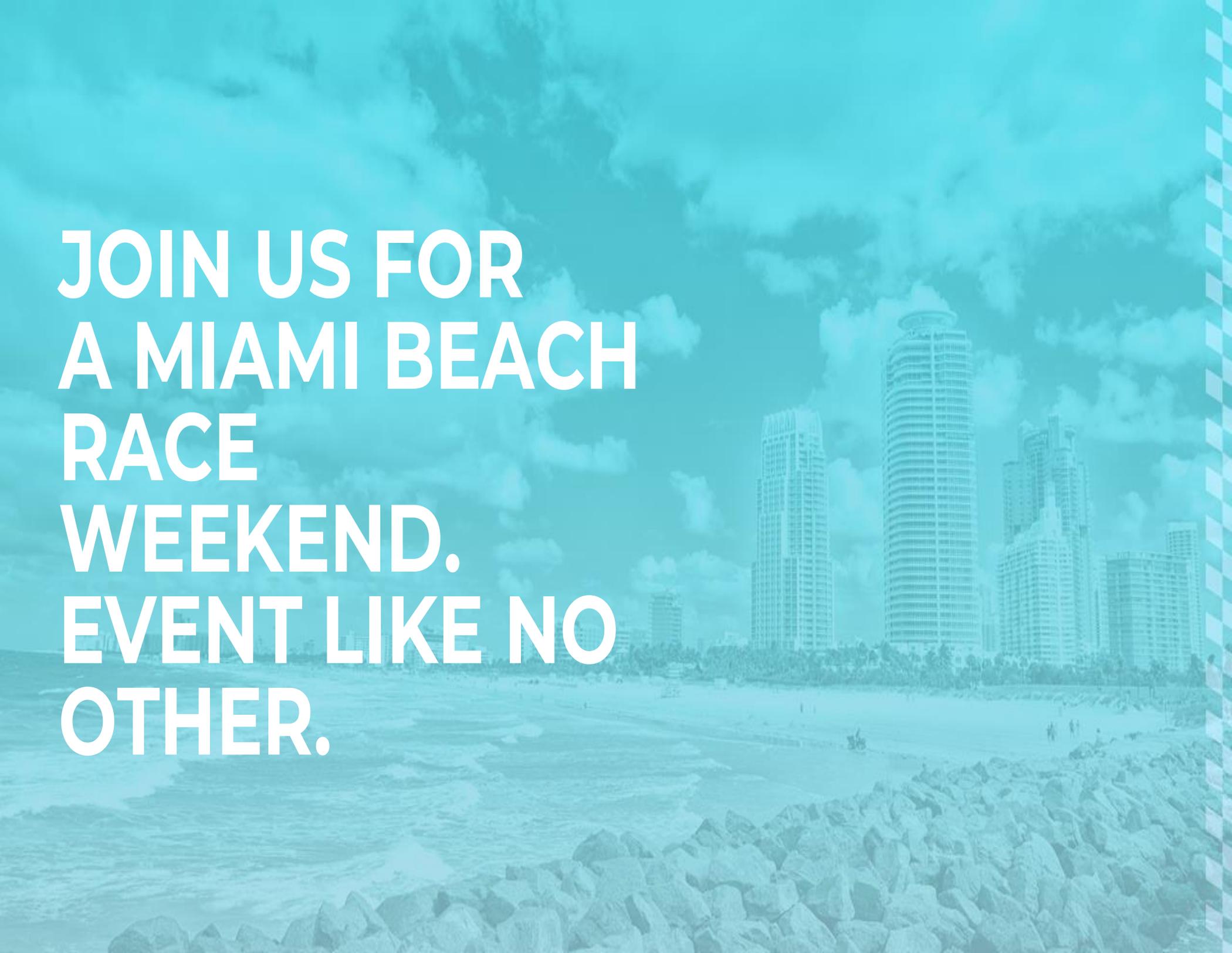
## OCEAN DRIVE



## ATLANTIC OCEAN

- |  |                                   |   |   |   |                     |
|--|-----------------------------------|---|---|---|---------------------|
|  | (1) MAIN STAGE                    |  | (7, 8) SPONSOR, Ocean Drive               |  | (15) ESports        |
|  | (2) BACKSTAGE                     |  | (9, 10) STAGES                            |  | (16) F1 CAR DISPLAY |
|  | (3) FOOD & BEVERAGE               |  | (11, 12, 13) SPONSOR, Atlantic Ocean View |  | (17) ENTRANCE       |
|  | (4, 5, 6) TITLE SPONSOR VIP AREAS |  | (14) MIX USE AUDIENCE                     |   |                     |

**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)