

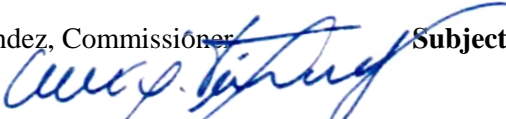


ALEX J. FERNANDEZ
COMMISSIONER

MEMORANDUM

To: Honorable Mayor and Members of the Miami Beach City Commission **Date:** March 24, 2022

From: Alex J. Fernandez, Commissioner **Subject:** **PRIVATE EVENT
ACTIVATIONS FOR MARCH
2024**



Since prior to my election, I have advocated for positive programming within a secured and controlled environment to help deter and stop the spring break chaos. Shortly after being elected, I start working proactively with the City Administration to secure a private event to occur in the Ocean Drive/Lummus Park area during the month of March 2024. The most important element I was looking for in supporting any effort was ensuring a secured, controlled, and ticketed perimeter.

In early 2022, representatives from Goodwood Festival of Speed visited City of Miami Beach and met with the Greater Miami Convention and Visitors Bureau, for which I am the City's appointed representative. The GMCVB meeting led to site visits to Ocean Drive and Lummus Park.

Last year, the City Commission approved my referral to the Finance and Economic Resiliency Committee to discuss the Goodwood Festival of Speed and their interest in launching the International Festival of Speed in Miami Beach.

Throughout 2022, representatives from Goodwood visited the City of Miami Beach to hold several meetings including briefings with all the Police, Fire, Public Works, and Transportation Departments. Meetings were also held with the Mayor, Commissioners, and stakeholders. These meetings led to the development of their proposed site plan.

In November 2022, the Finance and Economic Resiliency Committee considered my proposal to begin agreement negotiations with Goodwood Festival of Speed for the International Festival of Speed in Miami Beach. Subsequently, the City Commission adopted Resolution 2022-3234 authorizing the City Administration to engage in negotiations to launch the Goodwood International Festival of Speed in Miami Beach.

Last year, the Miami Herald published an article about my initiative title, **“Festival of Speed’ could bring British motor event to South Beach for spring break”** which states:

During spring break, the city has sought to implement programming tailored more to an over-40 crowd than to spring breakers. Earlier this year, the city rolled out a monthlong music festival lineup in March that featured Alanis Morissette as a headliner.



ALEX J. FERNANDEZ
COMMISSIONER

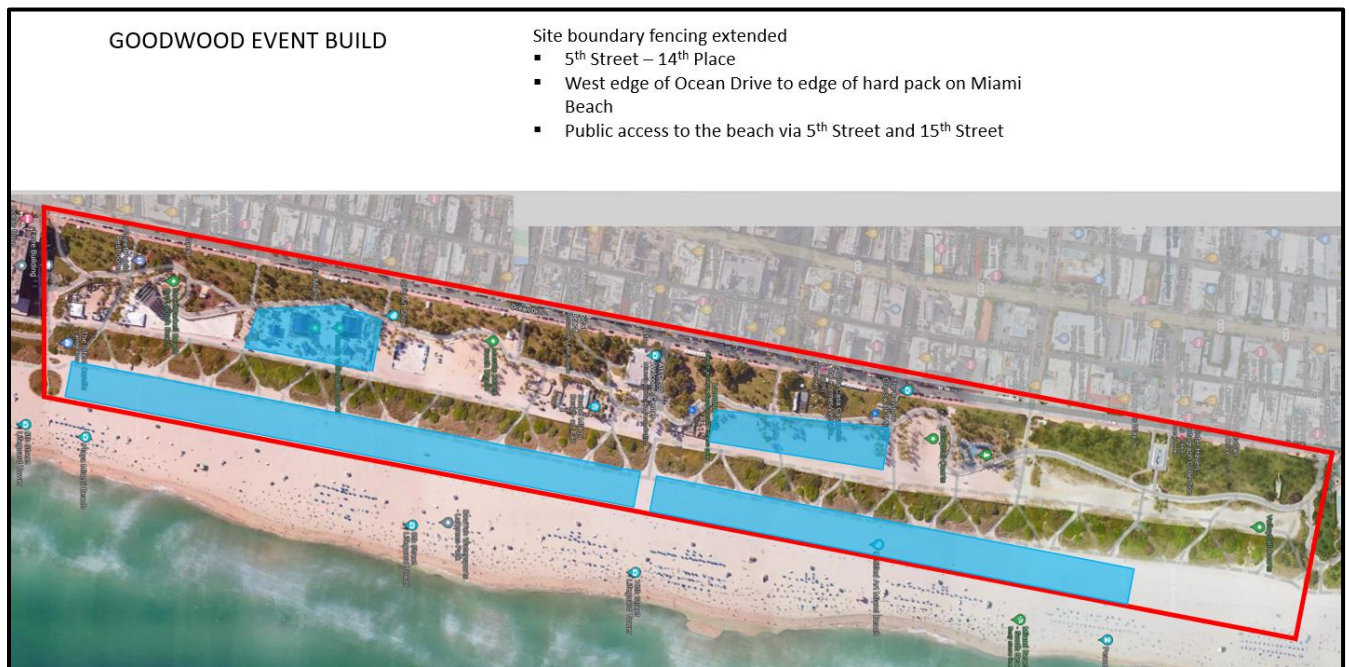
Critics have accused the city of taking heavy-handed measures in response to Black spring break crowds, and of trying to deter Black and low-income tourists from visiting.

Fernandez, the city commissioner, said his goal is simply to keep people safe.

“Whether it’s Goodwood or something else, I envision an activity that makes sure all of South Beach is safe and programmed with positive activations,” he said, “and also provides a controlled environment on Ocean Drive.”

The image below indicates the fenced-in site boundary for the Goodwood Festival of Speed which I am championing for the transformation of spring break.

PROPOSED FENCED PERIMETER FOR GOODWOOD FESTIVAL OF SPEED



The accompanying resolution directs the City Administration to explore attracting a private entity to plan and produce a private event activation on Ocean Drive and surrounding areas during select weekends of Spring Break 2024, with such event activation to feature, at a minimum, a secured perimeter, entertainment, and ticketed admissions, with appropriate security provisions to ensure the safety of event attendees inside the secured safe-zone perimeter. **I have sponsored this resolution as it in fact directs the City Administration to do exactly what the City Administration and I have been working-on and legislatively advancing since last year.**

Thank you.