

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE ADMINISTRATION TO CREATE A MARKETING CAMPAIGN THAT PROMOTES MIAMI BEACH'S COMMERCIAL ZONES, ENCOURAGING LOCAL AND REGIONAL RESIDENTS TO RETURN TO LOCAL DINING AND SHOPPING OPTIONS, AND RE-ESTABLISHING MIAMI BEACH AS A TRENDY, VIBRANT DESTINATION.**

**WHEREAS**, Miami Beach has long been a premier destination for dining, shopping, arts, and culture, attracting both residents and visitors from around the world; and

**WHEREAS**, in the face of increasing competition from neighboring areas such as Coral Gables, Wynwood, and Brickell, it is important for Miami Beach to enhance its identity as a dynamic, vibrant, and competitive destination, while nurturing a sense of community connection; and

**WHEREAS**, Miami Beach's unique commercial corridors, including Lincoln Road, Ocean Drive, Collins Avenue, Washington Avenue, 41st Street, and North Beach, offer distinct character and opportunities for residents and visitors alike to rediscover local dining, shopping, and cultural experiences; and

**WHEREAS**, fostering a sense of community pride and supporting local businesses are essential to sustaining the City's economy, especially in these critical times when many businesses are looking for new ways to engage customers and reinvigorate local commerce; and

**WHEREAS**, "*Find Your Wave*" campaign (the "Campaign"), created by the City's Office of Marketing and Communications in close collaboration with the Greater Miami Convention and Visitors Bureau (GMCVB) and its agency of record, VML, won the Ragan Daily PR Award and was shortlisted for the Multichannel Campaign Award; and

**WHEREAS**, showcasing vibrant beaches, lively bars, world-class resorts, and iconic landmarks, the Campaign offered a captivating preview of Miami Beach's unique lifestyle and culture through stunning cinematic visuals, highlighting the City's most alluring attractions and points of interest; and

**WHEREAS**, a focused, coordinated marketing campaign, in a similar vein as the Campaign, that highlights the appeal and diversity of the City's commercial zones could strengthen the city's position as a leading destination for local residents, both within the city and the tri-county region (i.e. Miami-Dade, Broward and Palm Beach), while reinforcing the importance of "keeping it local"; and

**WHEREAS**, such a marketing effort would foster community engagement and ensure Miami Beach remains competitive with other cities, by promoting the distinctive offerings of each commercial zone, creating a sense of place, and encouraging residents to support their local businesses, ensuring that Miami Beach thrives as a vibrant local destination.

**NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the Mayor and City Commission hereby direct the Administration to create a marketing campaign that promotes Miami Beach's commercial zones, encouraging local and regional residents to return to local dining and shopping options, and re-establishing Miami Beach as a trendy, vibrant destination.

**PASSED and ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 2024.

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

**ATTEST:**

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

(Sponsored by Mayor Steven Meiner)

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

\_\_\_\_\_  
City Attorney

11/13/2024  
\_\_\_\_\_  
Date