

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Rickelle Williams, Interim City Manager
DATE: May 15, 2024

SUBJECT: REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE
TO DISCUSS THE CONTINUATION OPTIONS FOR FLORIDA FRESH MARKETS.

BACKGROUND/HISTORY

On May 12, 2021, the Mayor and City Commission authorized the issuance of RFP 2021-151-ND, "the RFP," to solicit proposals for managing and operating an artisanal market in Lummus Park. The RFP was developed specifically for the Lummus Park market, which was likely to be the largest artisanal market within the City.

On July 30, 2021, the Administration provided a status update on the Request for Proposals (RFP 2021-151-ND) for the Management and Operation of an Artisanal Market in Lummus Park in LTC-315-2021. The Administration worked to identify other areas for potential artisanal markets to promote activations within specific neighborhoods or commercial districts and serve as informal social gatherings where residents and visitors could meet and interact with local artists and designers, stimulate community development, and provide family-friendly engagements.

The Administration released an addendum to the RFP to allow future additional markets in the resulting agreement by mutual agreement, subject to City Commission approval. On October 13, 2021, the Mayor and City Commission authorized the Administration to enter negotiations with Florida Fresh Market, the top-ranked proposer and the best-qualified firm to manage and operate the artisanal markets.

On July 20, 2022, through Resolution No. 2022-32259, the Mayor and City Commission approved the relocation of the Lummus Park Artisanal Market from 13 Street and 14 Place to 6 Street and 8 Streets. It also authorized the Administration to negotiate with Florida Fresh Markets (FFM) to activate artisanal markets in other Miami Beach locations.

FFM launched the Lummus Park Artisanal Market on September 10, 2022. After approximately six months of activation at Lummus Park, the City launched market locations in the 41st Street commercial corridor and the Collins Park Neighborhood by Amendment No. 1 made to the agreement via Resolution No. 2023-32465.

The market expansion faced challenges in the 41st Street corridor and Collins Park neighborhood. The 41st Street corridor had two separate market locations, yielding unsuccessful results since the addition in February 2023. Staff also received feedback from the Mayor's 41st Street Blue Ribbon Committee regarding concerns with the locations and vendors. The Collins Park location, respectively, witnessed reduced patron and vendor participation since its inception in March 2023.

FFM has demonstrated professionalism and responsiveness throughout their time of activation. However, since the inception of the FFM artisanal markets, staff has worked to address community concerns regarding the market activations. The Administration has received communications from the Ocean Drive Association, SOBESafe, and residents regarding the artisanal market activation in Lummus Park, in addition to some concerns shared by members of the Commission on behalf of constituents. Concerns at Lummus Park have ranged from activation overload at the park, space available for walkers and cyclists, and possible impact on businesses and the park.

On July 10, 2023, the Administration sent a Letter to the Mayor and City Commission updating them on the performance of Florida Fresh Market's activations throughout the City and its decision to exercise the termination for convenience clause in the agreement between the City and Florida Fresh Markets. Upon issuing a notice of termination, the last activation under the agreement took place on August 6, 2023.

On September 13, 2023, the Mayor and City Commission discussed an item regarding terminating the market operations and directed the Administration to explore potential changes and continuation options for the artisanal markets operated by Florida Fresh Markets.

On October 18, 2023, the Mayor and City Commission directed the Administration to negotiate a six-month pilot project with Florida Fresh Markets, with a three-month review contingent on various modifications to the market, including, but not limited to:

- limiting categories of offerings to natural products that align with the Lummus Park health-conscious theme,
- reducing the footprint of the market and
- replacing the tents with a more aesthetic covering

ANALYSIS

Based on the direction given at the October 18, 2023 Commission meeting, the Administration began the negotiations with Florida Fresh Markets on October 23, 2023.

Considering the terms and scope of the market were to be modified, the Tourism and Culture Department worked with the City Attorney's Office and Procurement Department to determine feasibility and the best steps forward. After various conversations and reviews, staff drafted a reinstated and amended management and operation agreement that was presented to Florida Fresh Markets on March 19, 2024.

Understanding the challenges brought by weather and seasonal residency changes to the outdoor activation in the summer months, the vendor has requested that the start date of the market activation be November 2024. Careful consideration has been given to the schedule during the negotiation process.

SUPPORTING SURVEY DATA

N/A

FINANCIAL INFORMATION

N/A

CONCLUSION

The Administration presents this timeline and the vendor's request to the Public Safety and Neighborhood Quality of Life Committee for consideration and direction.

Applicable Area

South Beach

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

Yes

Does this item utilize G.O. Bond Funds?

No

Strategic Connection

Non-Applicable

Legislative Tracking

Tourism and Culture

ATTACHMENTS:

Description

- ▣ [Resolution 2022-32259](#)
- ▣ [Resolution 2023-32465](#)
- ▣ [LTC 310-2023](#)