

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Alex Fernandez
DATE: February 3, 2025
TITLE: REFERRAL TO THE LAND USE AND SUSTAINABILITY COMMITTEE TO DISCUSS A COMPREHENSIVE BRANDING CAMPAIGN FOR THE ART DECO HISTORIC DISTRICT OF SOUTH BEACH.

RECOMMENDATION

Please place on the February 3, 2025, City Commission agenda a referral to the Land Use and Sustainability Committee to consider developing a comprehensive branding initiative aimed at increasing visibility for the Art Deco Historic District of South Beach. This initiative would not only highlight the unique architectural beauty and cultural significance of the district, but also help promote heritage tourism, drawing visitors and further solidifying Miami Beach as a premier cultural destination.

The Art Deco Historic District, located between 5th and 23rd Street, along Ocean Drive, Collins Avenue, and Washington Avenue is a cornerstone of our city's identity and history. The district, which has been listed on the National Register of Historic Places since 1979, contains some 800 designated historic buildings, including some that represent other modern architectural styles from different eras of Miami's history.

A strategic branding campaign can raise public awareness, highlight the district's architectural treasures, and attract global visitors eager to experience its heritage. A unified and recognizable brand for the Art Deco District will deepen appreciation for this iconic area while boosting economic activity in surrounding businesses.

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-notice/>

FINANCIAL INFORMATION

CONCLUSION

Applicable Area

South Beach

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 Kristen Rosen Gonzalez

Condensed Title

Ref: LUSC - Branding Campaign for Art Deco District of South Beach. (Fernandez/Rosen Gonzalez)

Previous Action (For City Clerk Use Only)