



**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)**