

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Eric Carpenter, City Manager
DATE: February 3, 2025
TITLE: DISCUSS A POTENTIAL PARTNERSHIP WITH BEACH BOX FOR THE INSTALLATION OF BEACH BOX KIOSKS AND/OR PORTABLE LOCK BOXES ON THE CITY'S BEACHES.

RECOMMENDATION

The Administration recommends discussion of this item and consideration of the benefits and alternatives. If the recommendation of the City Commission is to pursue the expansion of portable lockable devices available for rent on the Beach, then the Administration would recommend preparing a formal competitive solicitation

BACKGROUND/HISTORY

On July 24, 2024, at the request of Vice Mayor Laura Dominguez, the Mayor and City Commission approved the dual referral of item C4 N, to the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC") and the Finance and Economic Resiliency Committee ("FERC") to discuss a potential partnership with Beach Box for installation of Beach Box kiosks and/or portable lockboxes on the City's beaches.

ANALYSIS

Beach Box Safe Inc., a for-profit corporation, ("Beach Box" or the "Proposer") partners with various hotels on Miami Beach, including the Marseilles Hotel, the Sagamore Hotel and the SLS Hotels to provide portable lockable safes ("Beach Box Safes" or lockboxes) for beachgoers to secure their valuables.

On October 18, 2024, Beach Box presented before the FERC their proposal to provide kiosks and lockboxes on the City's Beach. Each lockbox measures approximately 12" x 8" x 8" and is equipped with security features, including GPS tracking, built-in cameras, and alarm systems. Each kiosk measures approximately 10' x 2' x 6' and is designed to store up to forty (40) lockboxes. While the FERC did not recommend in favor of moving forward with this concept, they did proffer feedback on the proposal originally presented by Beach Box.

Consequently, Beach Box provided a revised proposal, attached hereto as Exhibit A, which was presented for discussion at the December 13, 2024, PSNQLC meeting. The Proposer is planning to install two (2) kiosks at South Beach locations, specifically at the 6th Street restroom, and at the Art Deco Welcome Center on 10th Street, and intended to be affixed to the buildings' walls. Pursuant to their proposal, the standard rental fee of the Beach Box Safes range from \$20 to \$40 per day for patrons with a 20% discount being offered to City residents.

Beach Box is proposing to cover costs associated with the installation, operations, and staffing of its kiosks. They would need to comply with any regulatory approvals required for its implementation, including applicable building permitting and zoning requisites. Given the proposed locations, ensuring the kiosks' installation does not interfere with existing building

lighting, elements, and are not visible from Ocean Drive will also be required. Coordination and installation of electrical additional infrastructure may also be required for the kiosks.

Other Considerations

Beach Box could potentially generate some revenue with the installation of its Beach Box Safes and has proposed 10% of revenue towards the City. However, Beach Box should conduct a market study to ascertain or support the potential demand for the use of Beach Box Safes.

Conversely, while Beach Box Safes can be an amenity for beachgoers, lockers and vaults similar to these have been and continue to be provided on the Beach today. For instance, City concessionaire Boucher Brothers, currently provides AquaVaults at a rental rate of \$10 per safe for resort properties and \$6 per safe on the Lummus Park's concession areas. However, these are not in high demand. Beach Box's concept has potential and should be refined further to include a thorough fiscal analysis and additional benefits to the City.

On December 13, 2024, the PSNQLC discussed the Beach Box item. Upon deliberation, the Public Safety and Neighborhood Quality of Life Committee made a favorable recommendation to bring this item before the City Commission for discussion.

FISCAL IMPACT STATEMENT

TBD

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-notices/>

FINANCIAL INFORMATION

CONCLUSION

The foregoing information is provided for the City Commission's consideration and review. If the City Commission determines the Beach Box kiosks and lockboxes are beneficial to the City's economic interest, the Administration recommends preparing a formal competitive solicitation

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

Facilities and Fleet Management

Sponsor(s)

Commissioner Laura Dominguez

Co-sponsor(s)

Condensed Title

Discuss Partnership w/ Beach Box, Installation of Beach Box Kiosks City's Beaches.
(Dominguez) FF

Previous Action (For City Clerk Use Only)