

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Joseph Magazine

DATE: April 23, 2025

TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE -  
DISCUSS THE PLACEMENT OF ADDITIONAL OR IMPROVED WAYFINDING  
THAT WOULD DIRECT GUESTS/CUSTOMERS/RESIDENTS FROM THE MIAMI  
BEACH CONVENTION CENTER TO THE LINCOLN ROAD MALL.

### **RECOMMENDATION**

Please place on the April 23, 2025 Commission Meeting a referral to the Finance and Economic Resiliency Committee ("FERC") to discuss the placement of additional or improved wayfinding to direct "convention-goers" from the Miami Beach Convention Center to the Lincoln Road Mall.

### **BACKGROUND/HISTORY**

### **ANALYSIS**

### **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**

### **Applicable Area**

South Beach

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?**

No

**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): N/A

**Department**

Office of Commissioner Joseph Magazine

**Sponsor(s)**

Commissioner Joseph Magazine

**Co-sponsor(s)**

**Condensed Title**

Ref: FERC - Place Additional/Improved Wayfinding from MBCC to Linc Rd Mall. (Magazine)

**Previous Action (For City Clerk Use Only)**