

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Public Safety and Neighborhood Quality of Life Committee Members

FROM: Eric Carpenter, City Manager

DATE: March 12, 2025

TITLE: DISCUSS ESTABLISHING A FRENCH MARKET AT THE SOUTH POINTE PARK WASHINGTON AVENUE ENTRY PLAZA.

RECOMMENDATION

The Administration recommends that the monthly French Market at the South Pointe Park Washington Avenue entry plaza, hosted by the French American Association of Crafts and Trades Corp., be approved for a six-month pilot with all rental fees waived, and further authorizing the City Manager to approve a permanent monthly market, along with the waiver of any fees associated with the rental of the event space, if desired.

BACKGROUND/HISTORY

During the February 3, 2025 City Commission meeting, at the request of Commissioner Kristen Rosen Gonzalez, the Mayor and City Commission referred a discussion item to the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC"), to discuss establishing a French Market at the South Pointe Park Washington Avenue entry plaza as a six-month pilot program. (Exhibit A)

ANALYSIS

The proposed French Market would be hosted by the French American Association of Crafts and Trades Corp. ("FAACT FL Chapter"), a Florida not for profit corporation. The French Market would feature a wide range of local and French artisans, showcasing their unique creations such as French pastries, jewelry, accessories, and other services. Additionally, the market would proudly support women artisans, many of whom rely on markets like these for their livelihood.

The French Market would offer a vibrant cultural experience that not only highlights French craftsmanship but also promotes local businesses and encourages community engagement. Given the potential benefits, a waiver of the requirement to issue a competitive solicitation would be desirable to ensure a smooth and timely implementation of the event.

In the past, the FAACT FL Chapter held a Thanksgiving French Market at Sunset Harbour in November 2023. The event offered a little slice of France in Miami Beach as visitors strolled through the stalls, met the artisans, and enjoyed a day of French culture and charm. Their most recent market was hosted by the City of Coral Gables on February 23, 2025 at 150 Miracle Mile.

The FAACT FL Chapter has met with the Parks and Recreation Department (the "Department") and with the South of Fifth Neighborhood Association (SOFNA). During the February 20, 2025 SOFNA meeting, the idea of hosting a French Market at the South Pointe Park Washington Avenue entry plaza gained full support from the association.

The Parks and Recreation Department is proposing the French Market be held on the first Sunday of every month beginning on Sunday, April 6, 2025. The market will have a maximum of 30 10'x10'

tents organized at the South Pointe Park Washington Avenue entry plaza. The rental does not go against any of the Operational Guidelines for South Pointe Park, as approved via Resolution No. 2010-27375 (Exhibit B) and will not interfere with normal park operations.

As per Resolution No. 2022-24731(Exhibit C), if the pilot is approved, the Department will waive the first three (3) rental fees as the FAACT FL Chapter is a non-profit organization, and is requesting that the fees be waived for the remaining months of the pilot as well.

Upon the execution of a successful pilot program, the City Manager will have the authority to approve a permanent monthly market, along with the waiver of any fees associated with the rental of the event space, if desired.

FISCAL IMPACT STATEMENT

The Parks and Recreation Department will waive the first three (3) rental fees as the FAACT FL Chapter is a non-profit organization, and is requesting that the fees be waived for the remaining months of the pilot as well.

Does this Ordinance require a Business Impact Estimate? (FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on .

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

FINANCIAL INFORMATION

N/A

CONCLUSION

If the pilot program for the monthly French Market is approved, the Administration will work with the FAACT FL Chapter ensure the event is organized and marketed to the public.

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

Parks and Recreation

Sponsor(s)

Commissioner Kristen Rosen Gonzalez

Co-sponsor(s)

Condensed Title

French Market at South Pointe Park Washington Ave Entry Plaza (Rosen Gonzalez)