



**COMMISSION MEMORANDUM**

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Alex Fernandez

DATE: February 3, 2025

TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCE COMMITTEE TO CONSIDER IMPLEMENTING A PARKING HOLIDAY DURING SLOWER MONTHS OF THE YEAR.

**RECOMMENDATION**

Please place on the February 3, 2025, City Commission agenda a referral to the Finance and Economic Resilience Committee to consider implementing a parking holiday during the slower summer months of the year. This would temporarily waive parking fees in certain areas to help boost activity at local businesses and make the city more accessible for residents and visitors during off-peak times.

This initiative could bring more people from across South Florida to visit Miami Beach, boosting spending in local businesses and supporting economic growth. It would also improve the overall experience of our city, similar to how Miami Spice and Miami Spa Month promote local commerce and tourism.

As part of this referral, the Administration should be prepared to present potential strategies for implementing the parking holiday, as well as explore options for a targeted promotional campaign to ensure that residents and visitors are aware of the initiative.

**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-notices/>

**FINANCIAL INFORMATION**

## **CONCLUSION**

### **Applicable Area**

Citywide

**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)**

### **Condensed Title**

Ref: FERC - Parking Holiday During Slower Months of the Year. (Fernandez)

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