

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: City Attorney Ricardo J. Dopico

DATE: May 21, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO WORK WITH THE GREATER MIAMI CONVENTION AND VISITORS BUREAU (GMCVB), ALONG WITH OTHER STAKEHOLDERS, TO DEVELOP AND LAUNCH THE "LET ME REINTRODUCE MYSELF" MARKETING CAMPAIGN FOR FISCAL YEAR 2026, A LOCALLY INSPIRED INITIATIVE TO REDEFINE MIAMI BEACH AS A SOPHISTICATED, FAMILY-FRIENDLY, WELLNESS-CENTRIC DESTINATION THAT EMBRACES ITS MODERN IDENTITY WHILE HONORING ITS HISTORIC LEGACY.

RECOMMENDATION

BACKGROUND/HISTORY

ANALYSIS

The attached Resolution was prepared at the request of the sponsor, Mayor Steven Meiner.

FISCAL IMPACT STATEMENT

N/A

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?

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):

Department

City Attorney

Sponsor(s)

Mayor Steven Meiner

Co-sponsor(s)

Condensed Title

Let Me Reintroduce Myself Marketing Campaign. (Meiner) CA

Previous Action (For City Clerk Use Only)