

RESOLUTION NO. 2025 - _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO COLLABORATE WITH MIAMI-DADE COUNTY'S "STRIVE 305" TO CONSIDER THE POSSIBLE CO-PROMOTION OF ONE OR MORE "WALK AND GRUB" AND/OR "ALL ABOUT MIAMI BEACH" EVENTS IN DESIGNATED AREAS WITHIN THE CITY OF MIAMI BEACH TO HELP PROMOTE LOCAL BUSINESSES.

WHEREAS, small businesses are the backbone of the local economy and play a vital role in preserving the unique character and vibrancy of the City of Miami Beach; and

WHEREAS, the Mayor and City Commission remain committed to supporting the City's small business community through innovative and collaborative economic development initiatives; and

WHEREAS, "Strive 305," a program launched by Miami-Dade County, seeks to foster a countywide ecosystem of support for small businesses and startups through initiatives such as training programs, resource fairs, technical assistance, and community-building events; and

WHEREAS, two such events under the Strive 305 umbrella—"Walk and Grub" and "All About Miami Beach"—are designed to drive consumer traffic to local businesses, celebrate the unique identity of neighborhoods, and stimulate the local economy; and

WHEREAS, "Walk and Grub" is a small business walk and community crawl concept featuring a self-guided or guided exploration of local businesses in a walkable corridor, encouraging attendees to shop, dine, and experience what the area has to offer; and

WHEREAS, "All About Miami Beach" is a proposed event in which local restaurants and other businesses set up kiosks or booths in a tented venue located in a park or other appropriate outdoor location, providing residents and visitors the opportunity to sample a variety of offerings and engage directly with local business owners

WHEREAS, the collaboration between the City of Miami Beach and Miami-Dade County's Strive 305 program could leverage County resources, promotional platforms, and organizational expertise to support activation events that align with the City's goals of economic resiliency and neighborhood revitalization; and

WHEREAS, designated areas within the City—such as Lincoln Road, North Beach, Ocean Drive, Collins Avenue, Washington Avenue, Alton Road, Sunset Harbour, and the 41st Street corridor—could benefit from coordinated and well-promoted events that increase foot traffic and highlight local establishments; and

WHEREAS, the City Commission desires for the City Administration to explore such collaboration with Miami-Dade County, and to consider piloting one or more events during the 2025 calendar year in strategic areas of the City.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby direct the City Administration to collaborate with Miami-Dade County's "Strive 305" to consider the possible co-promotion of one or more "Walk and Grub" and/or "All About Miami Beach" events in designated areas within the City of Miami Beach to help promote local businesses.

PASSED AND ADOPTED this ____ day of _____, 2025.

ATTEST:

Steven Meiner, Mayor

Rafael E. Granado, City Clerk

(Sponsored by Commissioner David Suarez)

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

4/16/2025

Date