

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Public Safety and Neighborhood Quality of Life Committee Members

FROM: Eric Carpenter, City Manager

DATE: December 2, 2024

TITLE: DISCUSS A POTENTIAL PARTNERSHIP WITH BEACH BOX FOR THE INSTALLATION OF BEACH BOX KIOSKS AND/OR PORTABLE LOCK BOXES ON THE CITY'S BEACHES.

RECOMMENDATION

The Administration recommends discussion of this item and consideration of the benefits and alternatives. If the recommendation of the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC") is to pursue the expansion of portable lockable devices available for rent on the Beach, then the Administration would recommend preparing a formal competitive solicitation.

BACKGROUND/HISTORY

On July 24, 2024, at the request of Vice Mayor Laura Dominguez, the Mayor and City Commission approved the dual referral of item C4 N, to the PSNQLC and the Finance and Economic Resiliency Committee ("FERC") to discuss a potential partnership with Beach Box for installation of Beach Box kiosks and/or portable lockboxes on the City's beaches.

ANALYSIS

Beach Box Safe Inc., a for profit corporation, ("Beach Box" or the "Proposer") partners with various hotels on Miami Beach, including the Marseilles Hotel, the Sagamore Hotel and the SLS Hotels to provide portable lockable safes ("Beach Box Safes" or lockboxes) for beachgoers to secure their valuables.

On October 18, 2024, Beach Box presented before the FERC their proposal to provide kiosks and lockboxes on the City's Beach. Each lock-box measures approximately 12" x 8" x 8" and is equipped with security features, including GPS tracking, built-in cameras, and alarm systems. Each kiosk measures approximately 10' x 2' x 6' and is designed to store up to forty (40) lockboxes. While the FERC did not recommend in favor of moving forward with this concept, they did proffer feedback on the proposal originally presented by Beach Box.

Accordingly, Beach Box has provided an updated proposal, attached hereto as Exhibit A. The Proposer is planning to install two (2) kiosks at South Beach locations, specifically at the 6th Street restroom, and at the Art Deco Welcome Center on 10th Street, and intended to be affixed to the buildings' walls. Pursuant to their proposal, the standard rental fee of the Beach Box Safes range from \$20 to \$40 per day for patrons with a 20% discount being offered to City residents.

While Beach Box is proposing to cover costs associated with the installation, operations, and staffing of its kiosks, there are other regulatory approvals which would be required for its implementation, including applicable building permitting. Given the proposed locations, ensuring

the kiosks' installation does not interfere with existing building lighting, elements, and are not visible from Ocean Drive is also recommended. Coordination and installation of electrical additional infrastructure may also be required for the kiosks.

Other Considerations

Beach Box could potentially generate some revenue with the installation of its Beach Box Safes and has proposed 10% of revenue towards the City. However, Beach Box should conduct a market study to ascertain or support the potential demand for the use of Beach Box Safes.

Conversely, while Beach Box Safes can be an amenity for beachgoers, lockers and vaults similar to these have been and continue to be provided on the Beach today. For instance, City concessionaire Boucher Brothers, currently provides AquaVaults at a rental rate of \$10 per safe for resort properties and \$6 per safe on the Lummus Park's concession areas. However, these are not in high demand. Beach Box's concept has potential and should be refined further to include a thorough fiscal analysis and additional benefits to the City.

FISCAL IMPACT STATEMENT

TBD

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-notices/>

FINANCIAL INFORMATION

CONCLUSION

The foregoing information is provided for the PSNQLC's consideration and review. If the PSNQLC determines the Beach Box kiosks and lockboxes are beneficial to the City's economic interest, the Administration recommends preparing a formal competitive solicitation.

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

Facilities and Fleet Management

Sponsor(s)

Commissioner Laura Dominguez

Co-sponsor(s)

Condensed Title

Discuss Partnering with Beach Box for Installation of Beach Box Kiosks and/or Portable Lock Boxes on the City's Beaches