

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO COLLABORATE WITH THE GREATER MIAMI CONVENTION AND VISITORS BUREAU (GMCVB) TO DEVELOP AND LAUNCH A SAVOR MIAMI BEACH MARKETING CAMPAIGN TO HELP PROMOTE MIAMI BEACH BUSINESSES DURING THE MONTH OF JULY 2025 THROUGH A DEDICATED WEBPAGE, THE CITY'S SOCIAL MEDIA PLATFORMS, AND PRESS OUTREACH.**

**WHEREAS**, the City of Miami Beach recognizes the importance of supporting local businesses, especially during the slower summer months; and

**WHEREAS**, the City Administration, in collaboration with the Greater Miami Convention and Visitors Bureau (GMCVB), aims to develop and launch a Savor Miami Beach marketing campaign to promote local dining specials during the month of July; and

**WHEREAS**, the City Commission believes that this initiative will enhance the visibility of local businesses and attract more local visitors to Miami Beach businesses during the slow summer months; and

**WHEREAS**, the City of Miami Beach is committed to fostering a vibrant and thriving business community that contributes to the overall economic health and quality of life for its residents and visitors; and

**WHEREAS**, the collaboration with the GMCVB will leverage the organization's expertise in marketing and tourism to ensure the success of the Savor Summer campaign, thereby maximizing the reach and impact of the promotional efforts; and

**WHEREAS**, the Savor Summer marketing campaign is intended to enhance community engagement and economic activity during the slower summer months and will include targeted online and social media outreach, with the goal of encouraging Miami-Dade County residents to support local businesses; and

**WHEREAS**, as part of the program, restaurants will offer a special incentive — such as a prix-fixe menu or limited-time discount for the month of July — and the city will publicize the program via a dedicated webpage, social media postings, email communication, and press outreach; and

**WHEREAS**, the City Commission is dedicated to exploring innovative and effective strategies to support local businesses and enhance the economic vitality of Miami Beach.

**NOW, THEREFORE, BE IT 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 the Greater Miami

Convention and Visitors Bureau (GMCVB) to develop and launch a Savor Miami Beach marketing campaign to help promote Miami Beach businesses during the month of July 2025 through a dedicated webpage, the City's social media platforms, and press outreach.

**PASSED** and **ADOPTED THIS** \_\_\_\_ day of \_\_\_\_\_ 2025.

**ATTEST:**

\_\_\_\_\_  
Steven Meiner, Mayor

\_\_\_\_\_  
Rafael E. Granado, City Clerk

(Sponsored by Commissioner Kristen Rosen Gonzalez)

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION



\_\_\_\_\_  
City Attorney

6/17/2025

\_\_\_\_\_  
Date