

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Eric Carpenter, City Manager

DATE: September 20, 2024

TITLE: DISCUSS THE CREATION OF AN ARTISTIC RECYCLING PROGRAM ON MIAMI BEACH THAT ACCENTUATES THE SIGNATURE STYLE OF THE AREAS OF MIAMI BEACH (SOUTH, MID, NORTH ETC.) AND CAN POTENTIALLY DOUBLE AS USE FOR BRAND AWARENESS AND PROMOTION OPPORTUNITIES.

RECOMMENDATION

The Administration recommends the Finance and Economic Resiliency Committee discuss the potential creation of an artistic recycling program and provide a policy recommendation as to funding.

BACKGROUND/HISTORY

At the request of Commissioner Joseph Magazine, the Mayor and City Commission referred an item (C4 B) to the Finance and Economic Resiliency Committee and Art in Public Places Committee during the June 26, 2024 City Commission meeting to discuss the creation of an artistic recycling program on Miami Beach that accentuates the signature style of the areas of Miami Beach (South, Mid, North, etc.) and can potentially double as use for brand awareness and promotion opportunities.

ANALYSIS

Current City Recycling Initiatives

The City's Public Works Department Sanitation Division, in partnership with the Environment and Sustainability and Marketing and Communications Departments have collaborated through the "We Heart Biscayne Bay" campaign to promote the protection of Biscayne Bay as a valued ecosystem. This campaign includes messaging on "Don't be Trashy," which encourages both residents and visitors to do their part to minimize the amount of pollution that enters the City's vast system of streets, interconnected waterways, and sensitive marine habitats. The Public Works Department is working on a plan to deploy recycling receptacles wrapped with the "Don't be Trashy" collateral.

Artistic Recycling Bins

Artistic recycling bins are uniquely shaped and designed to bring awareness and encourage residents and visitors to contribute to recycling efforts. Municipalities around the world have participated in engaging artists to redesign existing recycling receptacles, while others have encouraged the creation of new bins with a creative flair.

Art in Public Places Review

To engage artists, a Call to Artists should take place via the Art in Public Places (AiPP) Committee. Pursuant to the Art in Public Places Ordinance (Chapter 82, Article VII), the AiPP

Committee would review and advise on the proposed artistic recycling receptacle program, with consideration to the Call to Artist timeline, feasibility, and funding identification.

A Call to Artist would involve the selection of artists, sculptors, craftsmen; professional advisory committee's review of designs; and choice and acceptance of works of art shall be by the AiPP Committee and must have approval of the City Commission.

In selecting/approving works of art, the AiPP Committee and/or professional advisory committee and City Commission shall consider the following criteria:

- (1) Appropriateness to the city construction project or existing site.
- (2) Maintenance requirements.
- (3) Quality of the work.
- (4) Likelihood that the artist can complete the work within available funding.
- (5) Reflection of enduring artistic concepts, rather than transitory ones.
- (6) History of the artist in terms of completion of works on time.

The next AiPP Committee meeting is scheduled for Tuesday, October 15, 2024, at which time the artistic recycling proposal can be discussed.

FISCAL IMPACT STATEMENT

Funding for the creation of an artistic recycling program would need to be identified as it pertains to the receptacles, materials, artist fees, etc. Currently, existing AiPP funds are tied to capital improvement projects including the upcoming Bayshore Park.

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 Administration recommends that the Finance and Economic Resiliency Committee discuss the potential creation of an artistic recycling program and provide a policy recommendation as to funding.

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?

Is this item related to a G.O. Bond Project?

No

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): N/A

Department

Tourism and Culture

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Condensed Title

Ref: FERC/AIPP - Artistic Recycling Program on Miami Beach. (Magazine)