

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE, AT ITS MARCH 12, 2025 MEETING, AND AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE A CONCESSION AGREEMENT WITH THE FRENCH AMERICAN ASSOCIATION OF CRAFTS & TRADES CORP. (CONCESSIONAIRE) FOR THE MANAGEMENT AND OPERATION OF A MONTHLY FRENCH MARKET AT THE SOUTH POINTE PARK WASHINGTON AVENUE ENTRY PLAZA, DURING A SIX-MONTH PILOT PROGRAM, COMMENCING ON APRIL 6, 2025; SAID AGREEMENT PROVIDING FOR THE WAIVER OF CONCESSION FEES TO THE CITY DURING THE TERM OF THE PILOT PROGRAM; AND SHOULD THE PILOT PROGRAM BE SUCCESSFUL, THE CITY COMMISSION MAY APPROVE AN EXTENDED TERM WITH MODIFIED BUSINESS TERMS.

WHEREAS, at the February 3, 2025, City Commission meeting, at the request of Commissioner Kristen Rosen Gonzalez, the Mayor and City Commission referred a discussion item to the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC") to explore the feasibility of establishing a French Market at the South Pointe Park Washington Avenue entry plaza as a six-month pilot program; and

WHEREAS, the proposed French Market would be hosted by the Florida chapter of the French American Association of Crafts & Trades, Corp. ("FAACT"), a Florida not-for-profit corporation, and would feature a diverse selection of local and French artisans offering handmade goods, including French pastries, jewelry, accessories, and other artisanal products; and

WHEREAS, the market would support women artisans, many of whom depend on markets like these for their livelihood, while also providing a unique cultural experience that promotes local businesses and fosters community engagement; and

WHEREAS, the FAACT FL Chapter has previously demonstrated its ability to organize successful French Market events, including the Thanksgiving French Market at Sunset Harbour in November 2023 and its most recent market hosted by the City of Coral Gables on February 23, 2025, at 150 Miracle Mile; and

WHEREAS, the FAACT FL Chapter has engaged with the City's Parks and Recreation Department and the South of Fifth Neighborhood Association (SOFNA), receiving full support from SOFNA during its February 20, 2025, meeting for the establishment of a French Market at the South Pointe Park Washington Avenue entry plaza; and

WHEREAS, the French Market would be held on the first Sunday of each month, beginning on April 6, 2025, with a maximum of 30 10'x10' tents arranged at the plaza; and

WHEREAS, the proposed French Market is consistent with the Operational Guidelines for South Pointe Park, as approved via Resolution No. 2010-27375, and would not interfere with normal park operations; and

WHEREAS, at its March 12, 2025 meeting, PSNQLC members discussed and adopted a unanimous motion with favorable recommendation to the City Commission, recommending that the City Commission establish a six-month pilot program for a monthly French Market at the South Pointe Park Washington Avenue entry plaza, hosted by the FAACT FL Chapter, commencing on April 6, 2025, with all concessions fees waived; and

WHEREAS, the City Manager recommends executing a Concession Agreement for the six-month pilot program, including the waiver of Concession fees to the City during the term of the pilot program; and should the pilot program be successful, the City Commission may approve an extended term with modified business terms, pursuant to a waiver, by 5/7th vote, of the formal competitive bidding requirement, as authorized in Section 2-367(e) of the City Code..

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 accept the recommendation of the Public Safety and Neighborhood Quality of Life Committee, at its March 12, 2025 meeting, and authorize the City Manager to negotiate and execute a Concession Agreement with the French American Association of Crafts & Trades Corp. (Concessionaire) for the management and operation of a monthly French market at the South Pointe Park Washington Avenue entry plaza, during a six-month pilot program, commencing on April 6, 2025; said Agreement providing for the waiver of Concession fees to the City during term of the pilot program; and should the pilot program be successful, the City Commission may approve an extended term with modified business terms.

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

3/13/2025

Date