



**COMMISSION MEMORANDUM**

TO: Honorable Mayor and Members of the City Commission  
FROM: Commissioner Kristen Rosen Gonzalez  
DATE: February 26, 2025  
TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCE COMMITTEE TO DISCUSS THE MANAGEMENT AND OPERATION OF PUBLIC BEACHFRONT CONCESSION AGREEMENT(S) AS IT PERTAINS TO THE SALE OF ALCOHOLIC BEVERAGES AND ADVERTISING / SPONSORSHIP OPPORTUNITIES.

**RECOMMENDATION**

**BACKGROUND/HISTORY**

Please place on the February 26, 2025, City Commission consent agenda a referral to the Finance and Economic Resilience Committee (FERC) to discuss the management and operation of public beachfront concession agreement(s) as it pertains to the sale of alcoholic beverages and advertising/sponsorship opportunities. I would also like to discuss what steps the City can take to enforce and prevent illegal alcoholic beverage and food sales currently occurring on the public beachfront.

**ANALYSIS**

**FISCAL IMPACT STATEMENT**

NA

**Does this Ordinance require a Business Impact Estimate?**

(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

**FINANCIAL INFORMATION**

**CONCLUSION**

**Applicable Area**

Citywide

**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?** Yes

If so, specify the name of lobbyist(s) and principal(s): Rafael E. Andrade

**Department**

Office of Commissioner Kristen Rosen Gonzalez

**Sponsor(s)**

Commissioner Kristen Rosen Gonzalez

**Co-sponsor(s)**

**Condensed Title**

Ref: FERC - Public Beachfront Concession Agmts - Alcohol Sales/Ads/Sponsorships. (KRG)

**Previous Action (For City Clerk Use Only)**