

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee
FROM: Eric Carpenter, City Manager
DATE: May 7, 2025
SUBJECT: **ECONOMIC DEVELOPMENT DEPARTMENT UPDATE: STEPS TAKEN TO IMPROVE BUSINESS RETENTION AND ATTRACT NEW BUSINESS**

HISTORY

The Economic Development Department (the “Department”) focuses on attracting and retaining businesses, as well as entry-level and experienced talent, to drive economic growth and innovation. By fostering balanced development, we ensure sustainable progress that meets the needs of businesses and residents alike. Our commitment is to create a vibrant, welcoming community where businesses can prosper, individuals can build fulfilling careers, and visitors can experience the best Miami Beach has to offer.

Providing periodic updates on efforts to retain and attract businesses, as well as key initiatives that contribute to a prosperous and sustainable community, is essential for transparency, engagement, and long-term success. Regular communication ensures that stakeholders—including residents, business owners, and investors—are informed about progress, challenges, and opportunities.

These updates highlight ongoing strategies to support business growth, workforce development, and balanced infrastructure improvements. They also reinforce confidence in the community’s vision, encourage collaboration, and demonstrate a commitment to fostering a thriving local economy that benefits everyone. By keeping the community informed, we strengthen engagement, attract investment, and create a more resilient, dynamic, and prosperous future.

ANALYSIS

I. Revitalize Targeted Areas and Increase Investment

a. 41st Street Streetscape Revitalization Project

This G.O. Bond Program initiative aims to enhance the streetscape corridor with improved hardscape, landscape, lighting, pedestrian furniture, and public art. The Office of Capital Improvement Projects (CIP) manages the project, with the Department assisting in community engagement.

Recent Developments:

- City Commission approved additional infrastructure for License Plate Readers (LPRs) and uplighting for palm trees (December 2024).
- 60% design documents were submitted to FDOT and City Commission authorization of a consultant contract amendment (February 2025).
- Traffic recirculation pilot program has been extended to September 2025, to gather additional data before making long-term recommendations.
- Collaborating with FDOT on traffic congestion mitigation, including studying dedicated left-turn lanes and a reversible lane on 41st Street.

b. Mayor’s 41st Street Blue Ribbon Committee

Established in 2018, the Committee is focusing on:

- Providing ongoing input on the 41st Street Streetscape Project.
- Supporting business development to combat vacant storefronts.
- Advocating for extended fee waivers for businesses in the 41st Street Business Improvement District.
- Proposing solutions for traffic congestion, including flashing traffic lights at key intersections.

The Committee’s term to April 2026.

c. Business Improvement Districts (BIDs)

(i) 41st Street Business Improvement District (41st Street BID)

The 41st Street BID is focusing on:

- Vision Plan Development: A strategy for commercial revitalization, residential enhancement, and infrastructure improvements.
- Zoning Overlay Development: Addressing outdated parking requirements and advocating for increased building height to attract new development.
- Commercial Leasing Success: Vacancy rates declined from 8.6% (Q2 2024) to 5.4%, with new tenants including:
 - Bagel Boss (740 W 41 Street)
 - Royal Veterinary Center (930 W 41 Street)
 - Bagel Time (525 W 41 Street)
 - The UPS Store (529 W 41 Street)
 - SAB BIO (777 W 41 Street)

The Department’s January 2025 Business E-Newsletter spotlighted the BID’s 1-Year Anniversary, featuring an interview with Executive Director Amy Mehu: <https://www.miamibeachfl.gov/41st-street-business-improvement-district-anniversary-miami-beach/>.

(ii) Lincoln Road Business Improvement District (LRBID) Renewal

In December 2024, LRBID property owners overwhelmingly voted to renew the district’s term for 10 years. The City Commission will hold a public hearing on May 21, 2025, to discuss the renewal and finalize the assessment roll for the renewal term.

Key LRBID initiatives to increase foot traffic and support businesses include:

- Business attraction efforts
- Streetscape enhancements
- Cultural programming
- Expanded marketing initiatives



(iii) Washington Avenue Business Improvement District (WABID)

WABID continues to focus on making the district visually appealing, attracting new boutique dining and accommodations, infusing the district with music series, and celebrating and commemorating the history of the district including:

- Installing beautification and safety lighting on the median of Washington Avenue
- Grand opening of Denny’s South Beach
- Tributes to George Foreman who was a part of the historical Muhammad Ali Exhibition on 5th Street and trained with iconic Miami Beach boxing legend Angelo Dundee.
- Upcoming openings: Bonchon—opening on April 10, 2025—and Taco Bell.

(iv) South Beach Business Improvement District (BID) Formation

Following authorization from the City Commission in November 2024, a property owner election is underway from March 1 – April 30, 2025, to determine property owner approval of BID formation. The Administration is providing guidance to the BID Steering Committee regarding voter outreach and planning efforts.

If approved by member property owners, the BID will focus on priorities that include:

- Strengthening business activity
- Enhancing public safety
- Improving pedestrian experiences



d. Art Deco Painting Incentive Program

Established in November 2024 to promote the Leonard Horowitz Art Deco pastel color palette, now a part of the DNA of Miami Beach, the incentive initiative provides matching grant funds, up to 50% of eligible project expenses, with a maximum award of \$20,000 per application, to property owners interested in preserving the design of their Art Deco buildings. Ten (10) applications have been received.

- Open to multifamily residential and mixed-use commercial properties located in the Miami Beach Architectural District (map on program flyer below).
- Reimbursement-based program requiring completed work and approved expenses before payment.
- British designer Barbara Hulanicki is assisting property owners with historically authentic color selections.

ART DECO PAINTING INCENTIVE PROGRAM

Preserve the city's historic charm by stimulating private investment and revitalization efforts within the district!



- ◆ Matching grants of up to 50% of eligible project costs
- ◆ Maximum city contribution of \$20,000 per property
- ◆ Open to building owners and tenants in the Miami Beach Architectural District

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ELIGIBILITY

- ◆ Building owners or commercial tenants of contributing buildings within the Program Boundary can apply
- ◆ Property's contributing status within the historic district must be confirmed
- ◆ Tenants must provide written consent from the building owner to apply

Renowned British designer Barbara Hulanicki will provide expertise in architectural revitalization, assisting with color selections and design to maintain authenticity and preserve the Leonard Horowitz pastel palette from the 1980s Art Deco revival.

SCAN HERE TO LEARN MORE



305.673.7572
MBbiz@miamibeachfl.gov
www.MBbiz.com

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For more information and to apply:

<https://www.miamibeachfl.gov/business/doing-business-with-mb/business-incentives/art-deco-painting-incentive-program/>.

e. Small Business Grant Program

Launched in February 2025, this program provides \$5,000 grants to support eligible small businesses with a physical presence in the city, particularly those facing rising commercial rents and seasonal slowdowns. The Department hosted a March 17, 2025 webinar to inform applicants about the application process, which remains open until funding is expended.

As of April 2025, 25 applications have been received.

For program details, please visit:

<https://www.miamibeachfl.gov/business/doing-business-with-mb/business-incentives/small-business-grant/>.



CITY OF MIAMI BEACH
**SMALL BUSINESS
GRANT PROGRAM**

Up to \$5,000 in reimbursable grant funding available.

Supporting small businesses in Miami Beach during the summer season, to enhance operations, sustain jobs and achieve year-round success.

WHO CAN APPLY?



Businesses physically located in Miami Beach with an active Business Tax Receipt (BTR) for the last two (2) years.



Independent businesses (not affiliated with a national chain or franchise).



Businesses in good standing with the City of Miami Beach and Miami-Dade County (e.g., no outstanding taxes, debt or compliance issues).

Application Period:
Completed online applications will be accepted from
February 14 - April 14, 2025

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f. Commercial Lease Subsidy (CLS) Pilot Program

Created to enhance the commercial character of retail properties in the Art Deco/Miami Modern Commercial Character Overlay District, the CLS is a pilot program that provides up to \$20,000 per year for three (3) years to qualifying businesses for leasing-related expenses, including lease or mortgage payments, insurance costs, and real estate taxes. Additionally, participants are reimbursed for the cost of the City's annual business tax receipt (BTR).

Approved applications: The Charly's Group d/b/a Charly's (345 Lincoln Road) opened its doors in February 2025, and South Beach Brewing Company (210 11th Street). Two additional businesses are currently preparing applications.

For more information, please visit:

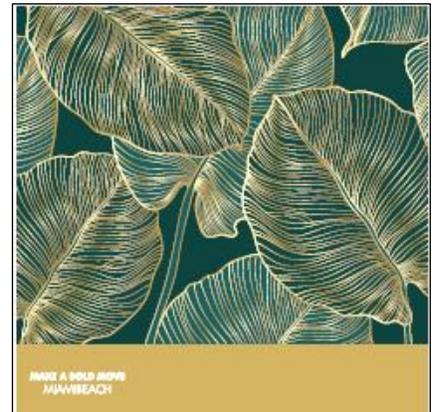
<https://www.miamibeachfl.gov/business/doing-business-with-mb/business-incentives/commerical-lease-subsidy-program/>.



g. Vacant Storefront Cover Program

This initiative enlivens commercial corridors by transforming vacant storefronts with vibrant, pre-approved artistic designs. Participation is entirely voluntary and fully funded by the City.

Due to its success, the program expanded in FY 2024 to include 69 new participants— 24 located in North Beach—helping to revitalize neighborhoods and create a more welcoming and attractive streetscape.



h. North Beach Community Redevelopment Agency

The North Beach Community Redevelopment Agency (North Beach CRA or NBCRA) experienced another year of significant growth in its FY 2025 Operating Budget, which reflects a 6.6% increase compared to the previous year.

Following approval by both the North Beach CRA Board and the City Commission in September 2024—and subsequent amendment by both bodies in November 2024—the FY 2025 NBCRA Budget is currently pending review by the Miami-Dade County Airport and Economic Development Committee, as well as the Miami-Dade County Board of County Commissioners.

The Administration was represented at the County budget approval hearings by both the Economic Development and Finance Departments.



(i) North Beach CRA District Office

The North Beach CRA District Office, located at 962 Normandy Drive, serves as a dedicated informational resource for residents, entrepreneurs, businesses, and other stakeholders seeking guidance on economic development, community redevelopment, and Miami Beach-related initiatives.

Services are available, in person, on Tuesdays and Thursdays from 9:30 AM to 3:30 PM, and by appointment. The District Office may be reached at 305-673-7090 or via email at nbcra@miamibeachfl.gov.

CRA staff actively engage with the community by attending events, canvassing commercial corridors to share grant opportunities, and building connections. From November 2024 to January 2025, they joined Commissioner-led monthly district walkthroughs on Collins Avenue to assess conditions and identify improvement opportunities.



(ii) North Beach CRA Advisory Committee

The NBCRA Advisory Committee plays an important role in advising on redevelopment priorities, grant programs, and community initiatives. Recent discussion and action by the Advisory Committee include:

- Advocating for funding support for local businesses (Taste of Normandy Fountain, Collins Avenue Crawl, etc.)
- Reviewing the 72nd Street Community Center project design
- Proposing enhanced signage for North Shore Park
- Supporting cultural art exhibitions, including a North Beach artistic recycling initiative.

(iii) NBCRA Commercial Façade Improvement Program



In 2024, the North Beach CRA Board expanded the Commercial Façade Improvement Program to include Collins Avenue within the CRA Redevelopment Area. This expansion broadens access to revitalization efforts, helping more aging commercial properties enhance their appearance and sustainability.

At present, five (5) additional businesses near Normandy Fountain have expressed interest in the program and have submitted preliminary eligibility documentation. To increase program participation, the Department plans to supplement existing outreach efforts with



(iv) CRA Funding Initiatives

The North Beach CRA is committed to a bold, long-term vision for revitalization—one that ensures sustained growth and lasting community impact. By securing automatic reserve funding for future projects and housing initiatives, the CRA is laying the foundation for meaningful transformation.

At the same time, immediate action is already making a difference. Investments in infrastructure, such as improved signage at North Shore Park, small business support through the Commercial Façade Improvement Program, and enhancements to public spaces—like artistic installations at Normandy Fountain and Altos del Mar—are bringing new energy to the area.

The CRA also strengthens essential City services, including community policing, sanitation, and code enforcement, reinforcing a safer and more vibrant neighborhood. To drive long-term success, the CRA is developing a 5-Year Strategic Plan, ensuring a coordinated and visionary path forward for North Beach.

additional marketing initiatives. Concurrently, the Department is in the process of filling a vacant redevelopment specialist position to provide dedicated management of the program.

The adjacent image highlights façade improvements made to multiple retail storefronts under common ownership by program award recipient Normandy Isle Investment, LLC, located at 1193 71st Street. These modest upgrades illustrate how targeted enhancements—supported by CRA funding—can significantly improve the visual character and vibrancy of commercial districts.



II. Public-Private Partnerships / Joint Development of Real Estate Assets

The City remains committed to addressing housing affordability through strategic initiatives and policy measures that cater to the diverse housing needs of Miami Beach residents while contributing to the city's socioeconomic stability.

a. Collins Park Artist Workforce Housing Project

This innovative workforce housing complex is designed to support the Miami City Ballet's dance education program while prioritizing income-eligible artists, educators, first responders, veterans, and City employees as residential tenants. The Department continues to oversee the development agreement in collaboration with CIP and other City departments.



Construction was 94% complete as of March 2024. Leasing is well underway, with applications accepted starting in March 2025. Multiple tenants have been pre-qualified, and lease execution will commence upon issuance of the Temporary Certificate of Occupancy (TCO), which is expected in the coming weeks.

- ***Future Activation of First-Floor Space***

In February 2022, the City Commission authorized the lease of a 2,248-square-foot first-floor retail unit within the property. In October

2024, the City Commission accepted a recommendation from the Public Safety & Neighborhood Quality of Life Committee (PSNQLC) and authorized the issuance of a competitive solicitation for programming and activation of the space.

In February 2025, the Evaluation Committee reviewed the single proposal received in response. The City Commission is expected to review the proposal and discuss the future use of the space soon, as the City will gain possession of the premises upon TCO issuance, with buildout required for its intended use.

b. Request for Proposals (RFP) No. 2023-118-KB (Barclay Plaza Apartments)

In 2022, following two prior solicitations (FY 2018 and FY 2019) that failed to secure a development agreement, the City Commission authorized the issuance of RFP 2023-118-KB for the redevelopment of the City-owned property at 1940 Park Avenue. The three-story contributing structure, built in 1935, has remained vacant since its acquisition by the City in 2015. In September 2023, the City Commission directed negotiations with the sole RFP proposer, 1940 Barclay Partners LLC.

Since that time, the Administration met with the developer, on a regular basis, to discuss terms and conditions in the best interest of the City, most recently presenting an update to the FERC in September 2024.

The developer recently requested a pause on its land use board application for necessary text amendments while reassessing the project's financial feasibility and addressing feedback from the City Commission and community stakeholders.



c. Request for Qualifications (RFQ) 2024-005-ND (Economic Development Consultant Services)

On May 15, 2024, the City Commission, NBCRA Board, and RDA Board authorized the issuance of a RFQ to establish a prequalified pool of multidisciplinary consultants available to provide economic development services to the City, NBCRA, and RDA on an as-needed basis. The Department assisted the Procurement Department in issuing the RFQ in May 2024. Responses were due in July 2024 and

the Administration has executed agreements with ten firms:

- Daedalus Capital, LLC,
- Accenture LLP,
- Hunden Strategic Partners, Inc.,
- Jones Lang Lasalle Americas, Inc.,
- Willdan Financial Services, Inc.,
- L.M. Genuine Solutions LLC,
- Accenture LLP,
- Goman York Property Advisers LLC,
- National Council for Community Development, Inc.,
- Cambridge Econometrics, Inc., and
- Econsult Solutions, Inc.

d. Collins Park Cultural Arts Facility (Miami New Drama)

In November 2024, Miami New Drama (MiND) requested the City transfer construction management responsibilities for the project to MiND.

The Administration is evaluating this request and is expected to provide further direction on the business terms to be included in the lease amendment.



III. Business Assistance, Business Attraction, and Market Research

The Department is driving innovation and redefining Miami Beach as a dynamic hub for business growth, with a bold focus on technology, financial services, and creative industries. By forging strategic partnerships with organizations like the Miami-Dade Beacon Council, Miami-Dade Economic Advocacy Trust, Miami Beach Chamber of Commerce, and local Business Improvement Districts (BIDs), we are actively shaping a future where businesses thrive.

Through cutting-edge programs like the Job Creation Incentive Program (JCIP), Expedited Plan Review, and Commercial Lease Subsidy (CLS) Program, we provide businesses with the financial and operational support they need to scale and succeed. Beyond these, we fuel growth with innovative incentives for parking, small business grants, and historic building enhancements—creating a more resilient, opportunity-rich economic landscape for Miami Beach.

a. GoSmart Business Grant Application Process

Since transitioning grant programs to the GoSmart platform, the Department and the North Beach CRA have expanded from three (3) to nine (9) programs. With over 270 community applicants actively using the platform, its success as a streamlined, user-friendly resource is clear. This growth reflects the Department's dedication to accessible, impactful business assistance—reinforcing Miami Beach's leadership in economic development and innovation. To explore these grant offerings, visit MBbiz.GoSmart.org.

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GRANT, SUBSIDY & SUPPORT PROGRAM APPLICATION PORTAL
Gateway to programs designed to foster economic growth in Miami Beach

Our department offers a range of targeted programs aimed at promoting business development, job creation, and strategic investments. Through our user-friendly portal, you can easily access and apply for these programs, gaining valuable resources and support to start, operate, and expand your business. We understand the unique needs of entrepreneurs and businesses in Miami Beach, and our dedicated programs are tailored to provide the assistance and guidance required for success.

Please use this portal to:

- Create a New Account;
- Apply, save or resume an application;
- Upload requirements and/or supporting documents;
- Manage your awards; and
- Submit reports and/or payment requests.

Details on each program available under "Additional Resources" tab

Active Programs include:

- Art Deco Painting Incentive Program
- Commercial Lease Subsidy Program
- Expedited Permit Review Program (EPRP) (visit mbbiz.com)
- Job Creation Incentive Program (JCIP)
- Miami Beach Convention Center Rental Waiver
- NBCRA Commercial Façade Improvement Program
- NBCRA Residential Façade Improvement Program
- Parking Incentive Program
- Small Business Grant
- Vacant Storefront Program (visit mbbiz.com)

QUESTIONS?
Contact the Miami Beach Economic Development Department at 305-673-7572 or by emailing mbbiz@miamibeachfl.gov

b. Expedited Plan Review and Permitting Incentive Program (EPRP)

The Expedited Plan Review and Permitting Incentive Program helps attract top-tier businesses by fast-tracking eligible office-use permits within 10 business days. Through this program, EDGLRD, a visionary designer collective, relocated its headquarters to 230 Lincoln Road and received a Temporary Certificate of Occupancy (TCO) and Business Tax Receipt (BTR) in December 2024. The company is also an applicant of the Job Creation Incentive (JCIP) and Commercial Lease Subsidy (CLS) programs.

EDGLRD blends film, fashion, music, and digital art using AI and advanced technology to create groundbreaking, cross-disciplinary experiences. Their success exemplifies how Miami Beach's cohesive business incentives are attracting innovative companies and fostering a thriving creative and business ecosystem.

As the Building Department undergoes an overhaul to improve efficiency, the Expedited Plan Review remains a key tool for reducing permitting friction and supporting business growth. The Department works closely with the Building Department to ensure business needs remain a priority as procedural improvements are implemented.

c. Job Creation Incentive Program (JCIP)

The Job Creation Incentive Program (JCIP) is designed to attract top-tier businesses and create skilled, well-compensated jobs. To qualify, businesses must establish or transfer at least 10 new full-time positions with wages exceeding 125% of the average wage in Miami-Dade County or the State of Florida, whichever is higher.

EDGLRD relocated its headquarters from the City of Miami with existing staff and created four new positions in Q1 2025 — a testament to JCIP's impact on business growth and job creation. EDGLRD, a new business to Miami Beach, has adopted an innovative approach to integrating AI and advanced technology into creative industries, reinforcing Miami Beach's status as a hub for tech-driven businesses.

d. Monthly Commercial Business Engagements / Spring Break 2025

The Department is dedicated to providing personalized service to the community, regularly engaging with business owners, staff, and customers across Miami Beach. Through monthly business visits and active participation in business association meetings, the team builds strong relationships with businesses, guiding them to available City resources like concierge services, the Vacant Storefront Cover Program, and small business grants.

The Department stays connected by conducting surveys, sending welcome certificates to new businesses, attending stakeholder workshops, and collaborating with the Miami Beach Chamber on ribbon-cutting ceremonies and events for new and growing businesses.

In 2024, the Department worked closely with the Finance Committee to create the Business Tax Receipt Taskforce (BTR Taskforce), which has already visited over 300 businesses in South and Mid Beach.

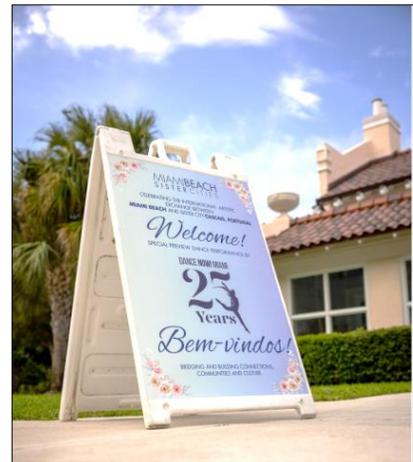
In February and March 2025, the Department, in collaboration with Code Compliance, the Neighborhood Affairs Division, and the Environment & Sustainability Department, visited over 347 businesses to inform them of Spring Break measures and discuss potential impacts. Similar outreach will continue for Memorial Day 2025, ensuring businesses are well-informed and supported.



e. Sister Cities Program

In 2024, the City resumed administration of the Sister Cities Program, fostering long-term international partnerships. The program supports cultural exchange, tourism, educational initiatives, and collaborative projects.

The program has achieved several milestones, including welcoming representatives from Fujisawa, Japan, donating an ambulance to Nahariya, Israel, and participating in the Shanan Fujisawa City Marathon. Additionally, Miami Beach sponsored the Portugal Dance NOW! Launch Event to commemorate Cascais, Portugal, as a new Sister City.



f. FIU Small Business Incubator and Accelerator Program

The Department is in the final stage of launching, with Florida International University (FIU), a small business incubator/accelerator program in Spring 2025. This initiative will provide mentoring, peer learning, and business support services to new and existing entrepreneurs.

The incubator will feature a “Beach Biz” Pitch Competition, inviting startups and small business owners to participate in capacity-building workshops. Participants will gain access to grants, mentorship, networking opportunities, and potential investor exposure. Workshops will cover business planning, financial management, business law, marketing, and venture capital pitches.

g. Business Attraction Marketing and Public Relations

i. Media Campaign

The Department leverages the award-winning Make a Bold Move campaign to enhance business attraction. In Q1 2025, in collaboration with the Marketing and Communications Department and the Greater Miami Convention and Visitors Bureau (GMCVB), the City launched the Miami Beach By The Numbers campaign, generating 2.9 million impressions, 885,000 video views, and 23,700 click-throughs to MBBiz.com.



Short Video: <https://youtu.be/GTMkQPefXDw>

Long Video: <https://www.youtube.com/watch?v=O6sFKha0YvM&t=7s>

Make A Bold Move Campaign Data (2022-to-Present Day)

RESULTS



15,708,920 impressions across all channels.



1,352,072 web page views with an average of 2.77 sessions per user.



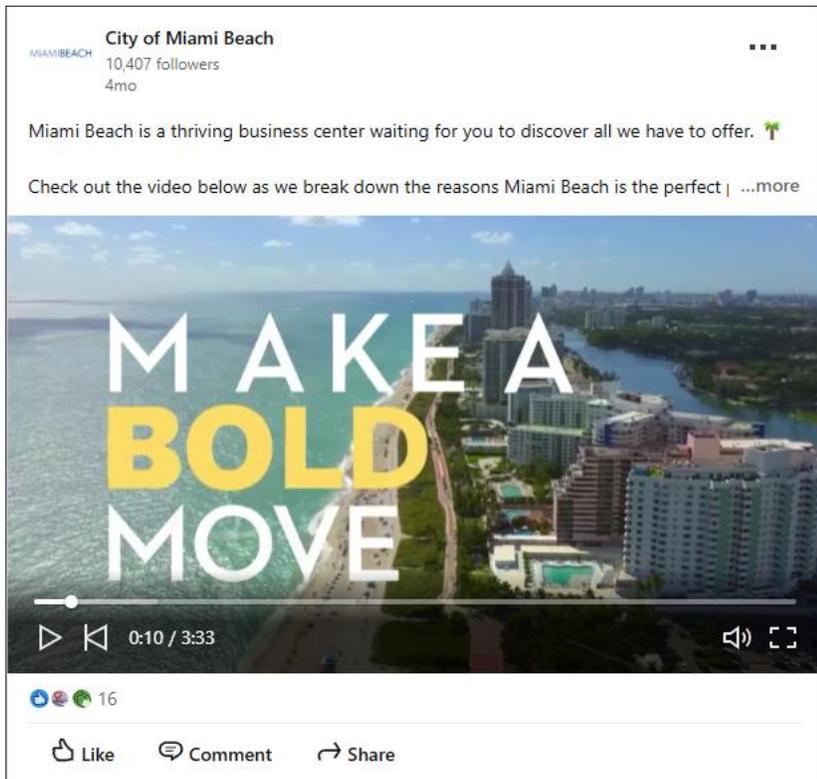
133,369 clicks from digital and social media collateral directly to MB Biz.



1,879,632 views of the video PSAs via social media ads, YouTube and Connected TVs.

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A targeted LinkedIn campaign in Q2 generated over 12,000 impressions and an impressive 2.08% click-through rate, well above industry benchmarks. To put this into context, a common benchmark for LinkedIn ads typically ranges from 0.5% to 1%.



Q4 2024

October 2024:

<https://conta.cc/4dBJHCv>

November 2024:

<https://conta.cc/48thook>

December 2024:

<https://conta.cc/4eQj9Od>

Q1 2025

January 2025:

<https://conta.cc/409GM0o>

February 2025:

<https://conta.cc/3EtAiAT>

March 2025:

<https://conta.cc/43JxYAe>

ii. Press Coverage and Monthly Business Newsletter

Media Coverage. A selection of recent City of Miami Beach press releases and pertinent media articles are attached as **Exhibit A.**

E-Newsletter. The Department's monthly business e-newsletter has grown to 1,012 subscribers—more than quadrupling its reach since its launch. In March 2025, the newsletter was sent to 5,809 recipients, achieving a 46.6% open rate (well above the 28% industry average). A *Community Spotlight* section has been added to highlight business success stories and quality-of-life enhancements.



Website. The redesigned MBbiz.com now provides comprehensive business resources, including incentive details, permitting assistance, market data, and business concierge services.

iii. Community Programming, Events, Conferences, and Tradeshows

October 2024

- **eMerge Americas presents ¡CELEBRAR!** – Hispanic Heritage Month (Sponsor)
- **STRIVE305 Small Business Saturday** at Miami Beach Regional Library (Co-Host)
- **The Future of the Miami Beaches Event x Bisnow** at the Lincoln Road Eatery (Sponsor)
- **Florida Redevelopment Association (FRA) Annual Conference** Tampa, FL (Participants)



November 2024

- **Miami Beach Police Department's 4th Annual Block Party**
Economic Development Department hosted a table and presence.

December 2024

- **Love is Love Conference**, Normandy Plaza (North Beach CRA – Sponsor)
- **10th Annual Black Professionals Network (BPN) Summit** at the Seminole Hard Rock Hotel & Casino (Sponsor & Speaker)
- **Motek Ribbon Cutting Event** - Economic Development Department supported new business development
- **Sodexo Live! Farm to Table Event** – Orlando, FL (Representative)

January 2025

- **iConnections: Global Alts Miami** – MBCC Booth
- **Cosmoprof 2025** – MBCC Booth



- **Art Deco Painting Incentive Program Launch at Art Deco Weekend** – Economic Development Department attended the launch event.
- **Economic Development Department in Fujisawa, Japan** - Cultural exchange and marathon participation



February 2025

- **eMerge Americas presents CELEBRATE! Black History Month** (Sponsor and Pitch Competition Judge)
- **Miami International Boat Show** Ribbon Cutting and MBCC Booth
- **Blue Zones Windshield Tour** Economic Development Department provided a tour within Miami Beach
- **Sister Cities Dance NOW! Miami Performance** Celebration of collaboration with Sister City Cascais
- **Vacant Storefront Registry Webinar** Economic Development led discussion on the Vacant Storefront Registry



March 2025

- **Spring Break Canvassing**
- **Small Business Grant Webinar**
- **eMerge Americas 2025** - Global Tech Conference & Expo



IV. Miami Beach Convention Center (MBCC) and Miami Beach Redevelopment Agency (RDA)



The Department oversees the management and food & beverage agreements for the Miami Beach Convention Center (MBCC) campus, ensuring alignment with the City's operational plan and best practices for securing events that generate significant hotel revenue and community benefits.

The Department serves as a liaison to the Convention Center Advisory Board (CCAB), ensuring a balance between MBCC operations and community needs. The newly renovated, world-class venue is a major economic driver for the City, supporting a wide range of small and large businesses. The Department also manages the City's partnership with the Greater Miami Convention and Visitors Bureau (GMCVB), focusing on convention center sales and hotel bookings.

In 2024, the MBCC hosted 98 regional, national, and international events, welcoming approximately 613,543 guests and generating significant economic impact. The MBCC is currently projected to host 71 events in FY 2025.

2024 MBCC Awards & Accolades

- "Reader's Choice Award" (Convention South)
- "Silver Stella 2024" (Northstar Meetings Group/3rd year in a row)
- "Hidden Gem of The Year 2024" (Lux Life Magazine)
- "Centers of Excellence Award" (Exhibitor Magazine)
- "Distinctive Achievement Award" (Association Conventions & Facilities),
- "Prime Site Award" (Facilities & Destinations)
- "Best Convention Center Award" (Skift Meetings)
- "Best Convention Center Award" (Smart Stars)



Additional certifications and recognitions include:

- Global Biorisk Advisory Council (GBAC) STAR accreditation
- LEED Silver Certification by the U.S. Green Building Council (USGBC)
- Certified Autism Center (CAC) designation by the International Board of Credentialing and Continuing Education Standards (IBCCES)
- Ranked #13 on Cvent's 2024 Top Meeting Destinations in North America
- Top 20 ranking in Northstar Meetings Group's Convention Cities Index



With future development of the Convention Center hotel, the MBCC is expected to attract additional high-profile clientele.



CONCLUSION

The Department is committed to nurturing long-term economic growth, supporting business development, and enhancing the overall quality of life in Miami Beach. With patience and purpose, we will continue to provide meaningful programs, funding, and services that empower our business community, while reinforcing Miami Beach as a thriving destination for commerce and tourism.

As we move forward, the Department will focus on balanced economic investments, fostering a sustainable future. This includes overseeing the operations of the City's two Community Redevelopment Areas (CRAs) and managing the MBCC campus, where community engagement and operational excellence will drive impactful results. With a steady commitment to progress, we are shaping a prosperous future for both residents and businesses alike.

Attachments:

- A Press & Media Coverage
- B Economic Development Department E-Newsletter

ECONOMIC DEVELOPMENT
305.673.7572

MBBIZ@MIAMIBEACHFL.GOV
MBBIZ.COM

Applicable Area

Citywide

Is this a “Residents Right to Know” item, pursuant to City Code Section 2-17? No

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

Economic Development

Sponsor(s)

Commissioner Kristen Rosen Gonzalez

Co-sponsor(s)

Commissioner Joseph Magazine

Condensed Title

ECONOMIC DEVELOPMENT DEPARTMENT UPDATE: STEPS TAKEN TO IMPROVE BUSINESS RETENTION AND ATTRACT NEW BUSINESS