

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING AND DIRECTING THE CITY ADMINISTRATION TO WORK WITH THE SPONSOR AND BOUCHER BROTHERS, THE CITY'S BEACH CONCESSIONAIRE, ON THE DEVELOPMENT OF A "FREE BEACH DAY" PROGRAM TO BENEFIT MIAMI BEACH RESIDENTS AND RESIDENTS FROM THROUGHOUT MIAMI-DADE COUNTY TO HELP SUPPORT SMALL LOCAL BUSINESSES DURING THE SLOWER SUMMER MONTHS.

WHEREAS, the City of Miami Beach is committed to enhancing the quality of life for its residents and visitors and to supporting its local businesses; and

WHEREAS, Boucher Brothers Miami Beach, LLC, operates public beachfront concessions at various locations, including Lummus Park, Ocean Terrace, North Beach Oceanside Park, South Pointe Park Beach, and Allison Park, as well as additional areas at 21st Street and 46th Street, to enhance the beach experience for residents and visitors; and

WHEREAS, these concession areas provide essential amenities such as beach equipment rentals, food and beverage services, and watersports activities, contributing to the overall enjoyment and safety of the beach experience; and

WHEREAS, the City Administration, in collaboration with the sponsor of this item, are hereby authorized and directed to engage in discussions with Boucher Brothers, the City's beach concessionaire, to develop a "Free Beach Day" program for Miami Beach residents and residents from Miami-Dade County; and

WHEREAS, this initiative involves collaboration with County Commissioners throughout Miami-Dade County to designate specific weekends where residents from different communities are invited to enjoy complimentary beach chairs and umbrellas at designated beach locations near commercial corridors; and

WHEREAS, each weekend will spotlight a different district within the County and its cities, fostering a sense of community and inclusivity; and

WHEREAS, coupled with the City's \$1 hourly parking promotion during the months of July and August and other summer initiatives that have been developed, this program is part of a broader effort to drive local South Florida traffic into Miami Beach to support small businesses during the off-season; and

WHEREAS, this welcoming approach aims to boost economic activity while sharing the beautiful beaches of Miami Beach with neighboring communities.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the City Administration is hereby authorized and directed to work with the sponsor of this item and Boucher Brothers on the development

of a "Free Beach Day" program, to benefit Miami Beach residents and residents from throughout Miami-Dade County to help support small local businesses during the slower summer months.

PASSED AND ADOPTED this ____ day of _____, 2025.

ATTEST:

Steven Meiner, Mayor

Rafael E. Granado, City Clerk

(Sponsored by Commissioner Alex J. Fernandez)

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

6/20/2025

Date