

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO COLLABORATE WITH THE GREATER MIAMI CONVENTION AND VISITOR'S BUREAU TO DEVELOP AN IN-HOUSE MARKETING CAMPAIGN ENCOURAGING MIAMI-DADE COUNTY RESIDENTS TO RETURN TO OCEAN DRIVE.

WHEREAS, Ocean Drive is an essential cultural and economic asset that contributes significantly to the vibrancy and identity of the City of Miami Beach (the "City"); and

WHEREAS, recent trends indicate a decline in visits by Miami-Dade County residents to Ocean Drive, adversely affecting local businesses and community engagement; and

WHEREAS, promoting local tourism and increasing participation from our residents is integral to the economic prosperity and urban renewal of the area; and

WHEREAS, the Greater Miami Convention and Visitor's Bureau ("GMCVB") possesses the expertise and resources to effectively market and promote destinations within Miami-Dade County through innovative campaigns; and

WHEREAS, the Mayor and City Commission wish to direct the City Administration to collaborate with the GMCVB with the goal of developing a comprehensive marketing campaign aimed at encouraging Miami-Dade County residents to return to and support Ocean Drive, with emphasis on the unique attractions, historical significance, dining, entertainment, and community events available on Ocean Drive.

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 direct the City Administration to collaborate with the Greater Miami Convention and Visitor's Bureau to develop an in-house marketing campaign encouraging Miami-Dade County residents to return to Ocean Drive.

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

6/17/2025
Date