

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE ADMINISTRATION TO COLLABORATE WITH THE GREATER MIAMI CONVENTION AND VISITORS BUREAU (GMCVB) ON EXTENDING THE CITY'S 'FIND YOUR WAVE' CAMPAIGN WITH A FOCUS ON FAMILIES AND THE LGBTQ AUDIENCE; AND FURTHER, DIRECTING THE ADMINISTRATION, IN ORDER TO SUPPORT LOCAL BUSINESSES, TO COMMENCE THIS CAMPAIGN IN APRIL 2025 AND RUN IT THROUGH SEPTEMBER 2025 TO PROMOTE MIAMI BEACH AS A VIBRANT, DIVERSE, AND WELCOMING DESTINATION.**

**WHEREAS**, the City of Miami Beach is committed to promoting its diverse and inclusive offerings as a premier destination for visitors from around the world; and

**WHEREAS**, the "Find Your Wave" campaign has successfully showcased Miami Beach as a vibrant, culturally rich, and welcoming destination; and

**WHEREAS**, the Mayor and City Commission recognize the importance of engaging diverse audiences, including families and the LGBTQ community, to further establish Miami Beach as a year-round travel destination; and

**WHEREAS**, the City's continued collaboration with the Greater Miami Convention and Visitors Bureau (GMCVB) serves to enhance visibility and tourism in Miami Beach, benefiting both the local economy and the community at large; and

**WHEREAS**, the City seeks to extend the reach of the "Find Your Wave" campaign by focusing on the diverse experiences available in Miami Beach, including its beautiful beaches, outdoor activities, and cultural and luxurious experiences, while driving engagement through digital advertising, social media, and travel-focused platforms; and

**WHEREAS**, it is essential to place targeted advertisements on key travel sites, including Google and Expedia, as well as social media platforms like Facebook and Instagram, to reach potential visitors at various stages of their vacation planning process; and

**WHEREAS**, in addition to paid media efforts, it is crucial for the Administration to bolster public relations efforts to gain earned media and thereby amplify the campaign's reach; and

**WHEREAS**, it is also vital to develop organic social media content, including stories and user-generated content, in collaboration with influencers and community members, to further engage with audiences and create a sense of community and excitement among target audiences.

**NOW, THEREFORE, BE IT 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 Visitors Bureau (GMCVB) on extending the city's 'Find your Wave' campaign with a focus on families and the LGBTQ audience; and further, directing the administration, in order to support local businesses, to commence this campaign in April 2025 and run it through September 2025 to promote Miami Beach as a vibrant, diverse, and welcoming destination.

**PASSED and ADOPTED THIS** \_\_\_\_ day of \_\_\_\_\_ 2024.

**ATTEST:**

\_\_\_\_\_  
Steven Meiner, Mayor

\_\_\_\_\_  
Rafael E. Granado, City Clerk

(Sponsored by Commissioner Alex J. Fernandez)

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

  
\_\_\_\_\_  
City Attorney

2/10/2025  
\_\_\_\_\_  
Date