



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Rickelle Williams, Interim City Manager

DATE: July 24, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE ENGAGEMENT OF A CONSULTANT TO UPDATE THE MIXED-USE ENTERTAINMENT DISTRICT REVENUE AND EXPENDITURE REPORT, AT AN AMOUNT NOT TO EXCEED \$75,000, AND SUBJECT TO BUDGET APPROPRIATION BY THE CITY COMMISSION.

RECOMMENDATION

The Administration recommends the Mayor and City Commission adopt the resolution to engage a consultant to update the 2020 Mixed-Use Entertainment District (MXE) Revenue and Expenditure Report, in an amount not to exceed \$75,000, and that such engagement be subject to budget appropriation by the City Commission.

BACKGROUND/HISTORY

In July 2018, the Administration provided a Letter to Commission (see attachment 2018 LTC), summarizing the calculated costs of a variety of core City services dedicated to the Mixed-Use Entertainment District (MXE) throughout the year, as well as estimates for property tax and resort tax revenues generated. (See attachment A).

Thereafter, in October 2018, the Mayor created the Mayor's Panel on Ocean Drive to provide targeted recommendations on safety, security and infrastructure, and business and culture. This panel, in April 2019, recommended that the data on the revenues generated and the cost of services in the MXE be updated, and the City Commission agreement. Accordingly, the Administration issued a solicitation and engaged Lambert Advisory to reevaluate the 2018 Letter to Commissioners.

In May 2020, the City provided a Letter to Commission (see attachment 2020 LTC) updating the revenue and expenditure report for the MXE and included portions of Washington Avenue (zoned CD2 from 5-16 streets). The cost for Lambert Advisory consulting services was approximately \$22,000.

During the May 20, 2024, Commission Budget Retreat, Commissioner Bhatt inquired into engaging consultants to update the MXE revenue and expenditure report.

ANALYSIS

An update of the MXE revenue and expenditure study would include, but may not be limited to, review prior studies and task force recommendations for the area from Washington to Ocean Drive and 5th Street to 17th Street; coordination with ongoing County transportation plans and review of County studies; analysis of current neighborhood conditions and potential impacts of City approved and proposed development projects; and engagement city officials and staff, business and civic leaders and other community stakeholders to develop another high-level

evaluation and position strategies for the MXE including: Land use recommendations; economic development strategies; branding strategies; traffic impact analysis of proposed mobility recommendations including circulation analysis on each of the three major corridors, side streets and local streets west of Washington avenue; mobility recommendations for each street, including connectivity citywide and beyond; and review of safety and security measures and impact.

FISCAL IMPACT STATEMENT

\$75,000 (not to exceed)

Does this Ordinance require a Business Impact Estimate? (FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on . See BIE at:
<https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

FINANCIAL INFORMATION

TBD

CONCLUSION

The Administration recommends approving the resolution for engagement of a consultant to update the 2020 Mixed-Use Entertainment District (MXE) Revenue and Expenditure Report, at an amount not to exceed \$75,000, and that such engagement be subject to budget appropriation by the City Commission.

Applicable Area

South Beach

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 Tanya K. Bhatt

Co-sponsor(s)