

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Eric Carpenter, City Manager

DATE: January 24, 2025

TITLE: DISCUSS A CITY PARTNERSHIP WITH BEACHFRONT CONCESSIONAIRES FOR EVENT SPECIFIC UMBRELLA PROGRAM

RECOMMENDATION

The Administration recommends the Finance and Economic Resiliency Committee ("FERC") consider cost of implementing the umbrella program in the FY 2026 budget process.

BACKGROUND/HISTORY

On October 30, 2024, the Mayor and City Commission approved the referral of item C4 Z, sponsored by Commissioner Joseph Magazine and co-sponsored by Commissioner Alex Fernandez, to the FERC to discuss a City partnership with beachfront concessionaires for event specific umbrella program.

ANALYSIS

The proposed program would feature specially themed umbrellas throughout the City's beaches in support of various events and awareness campaigns throughout the year. By way of this item, this initiative seeks to partner and collaborate with beachfront concessionaires to implement specifically colored or multicolored umbrellas. Throughout the month of October, pink beach umbrellas would be displayed in support of Breast Cancer Awareness Month. Similarly, rainbow umbrellas would be displayed at 13th Street Beach each year during Pride Month to show the commitment to the community.

In considering the implementation of this initiative, the Administration sought pricing and specifications for standard beach umbrellas vastly used throughout the Beach.

Specifications:

- Height: 94"
- Weight: 14 lbs.
- Canopy length: 7.5'
- Canopy width: 7.5'

Pricing:

- Pink umbrellas: \$350 / unit
- Multi-colored, rainbow umbrellas: \$500 / unit

Additionally, consideration should also be given to the storage of the umbrellas when these are not in display. The Administration has allocated 5% for the cost of storage boxes.

Accordingly, in preparing a cost allocation for this initiative, the FERC should also evaluate the number of umbrellas to be displayed. As a point of reference, City-contracted concessionaire, Boucher Brothers ("Boucher") deploys on Lummus Park alone, an average of 300 umbrellas on

a regular basis, and as many as 650 umbrellas during busier periods. Hence, cost for implementing this program can range as follows:

- Rainbow umbrellas (13th St. only): 100 x \$500: \$ 50,000
- Pink umbrellas (Min): 300 x \$350: \$105,000
- Pink umbrellas (Max): 650 x \$350: \$227,500
- Storage boxes (5% of cost of any of the above options)

The Administration recommends discussion of this item and consideration of the benefits and costs of implementing a themed umbrella program. The proposed cost can be reduced based on number of umbrellas deployed and if beachfront concessionaires would partner for cost-sharing.

FISCAL IMPACT STATEMENT

Fiscal impact will vary depending on the number of umbrellas to be deployed on the City's beaches and if there would be cost-sharing with partnering beachfront concessionaires.

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-notices/>

FINANCIAL INFORMATION

CONCLUSION

The foregoing information is provided for the FERC's consideration and review. Should the FERC recommend moving forward with this initiative, it is recommended that this be considered as part of the Fiscal Year 2026 budget process.

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?

Yes

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

Facilities and Fleet Management

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Commissioner Alex Fernandez

Condensed Title

Discuss a City Partnership with Beachfront Concessionaires for Event Specific Umbrella Program