

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: City Attorney Ricardo J. Dopico

DATE: February 26, 2025

TITLE: 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.

### **RECOMMENDATION**

### **BACKGROUND/HISTORY**

### **ANALYSIS**

The attached Resolution was prepared at the request of the sponsor, Commissioner Alex Fernandez.

### **FISCAL IMPACT STATEMENT**

The sponsor of this item requests that the Administration be prepared to address the fiscal impact of this proposed measure, if any, at the City Commission meeting.

### **Does this Ordinance require a Business Impact Estimate?**

(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

### **FINANCIAL INFORMATION**

### **CONCLUSION**

**Applicable Area**

Citywide

**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**

City Attorney

**Sponsor(s)**

Commissioner Alex Fernandez

**Co-sponsor(s)**

Commissioner Laura Dominguez

**Condensed Title**

Direct Administration to Extend "Find Your Wave Campaign." (Fenandez/Dominguez) CA

**Previous Action (For City Clerk Use Only)**