



**COMMISSION MEMORANDUM**

TO: Honorable Chair and Members of the Board of Directors

FROM: Eric Carpenter, Executive Director

DATE: February 26, 2025

TITLE: A RESOLUTION OF THE CHAIRPERSON AND MEMBERS OF THE BOARD OF THE NORTH BEACH COMMUNITY REDEVELOPMENT AGENCY (NORTH BEACH CRA) ACCEPTING THE RECOMMENDATION OF THE NORTH BEACH CRA ADVISORY COMMITTEE AT ITS NOVEMBER 12, 2024 MEETING, AND APPROVING, PURSUANT TO CITY COMMISSION RESOLUTION NO. 2024-33373, THE USE OF CRA FUNDS FOR THE NORTH BEACH ARTISTIC RECYCLING PILOT PROGRAM.

**RECOMMENDATION**

The CRA Administration recommends approval of the CRA funding allocation for creation of the North Beach Artistic Recycling Pilot Program, estimated at \$10,000, as recommended by the North Beach CRA Advisory Committee, and the City Commission via Resolution No. 2024-33373.

**BACKGROUND/HISTORY**

On June 26, 2024, the Mayor and City Commission referred an item (C4 B), sponsored by Commissioner Joseph Magazine, to the Finance and Economic Resiliency Committee (FERC) and the Art in Public Places Committee (AiPP), to discuss creating an artistic recycling program (the "Program"). The referral envisioned a program highlighting three Miami Beach districts (South Beach, Mid-Beach, and North Beach) and serve as a branding and promotional tool.

On November 8, 2024, the FERC discussed the initiative, including potential funding and locations, identifying North Beach as the ideal site for initial implementation. The FERC suggested that the North Beach CRA consider supporting the Program and referred the item to the City Commission, which subsequently referred it to the North Beach CRA Board.

On November 12, 2024, Vice Mayor Tanya Bhatt introduced the initiative to the North Beach CRA Advisory Committee (NBCRA Advisory Committee), which unanimously recommended that the North Beach CRA Board pursue an artistic recycling program tailored to North Beach's identity.

On November 20, 2024, the Mayor and City Commission adopted Resolution No. 2024-33373, formally referring the Program to the North Beach CRA Board to explore potential funding options.

**ANALYSIS**

**Alignment with North Beach CRA Redevelopment Plan**

The North Beach CRA Redevelopment Plan prioritizes investments in climate resiliency, sustainability, and infrastructure improvements to enhance commercial areas and neighborhoods. The Program aligns with Redevelopment Goal 2: Invest in Climate Resiliency, Sustainability & Infrastructure by integrating public art with recycling infrastructure to promote sustainable behaviors among residents and visitors.

## **Program Basis & Community Engagement**

The Program leverages adaptive recycling infrastructure, incorporating creative design and artistic elements to raise awareness and encourage recycling. Similar initiatives nationwide have successfully engaged local artists in reimagining recycling receptacles as both functional infrastructure and public art.

To ensure meaningful community input, the North Beach CRA Administration will conduct a virtual community webinar, in collaboration with the Neighborhood Affairs Division and the Environment and Sustainability Department, to gather feedback on program details and initial installation sites.

## **Artistic Theme: “Don’t Be Trashy” Environmental Campaign**

The Public Works Sanitation Division, Environment and Sustainability Department, and Marketing and Communications Department have proposed integrating the recycling receptacles with the “Don’t Be Trashy” branding—part of the Miami Beach “We Heart Biscayne Bay” campaign. This initiative reinforces efforts to reduce pollution and protect the Miami Beach interconnected waterways and marine ecosystems.

## **Nonprofit Collaboration**

Two Miami Beach-based nonprofit organizations have expressed interest in supporting the program:

- Moonlighter FabLab – A fabrication lab, makerspace, and STEAM learning center equipped with laser cutters and 3D printers to assist in the design and production of artistic recycling receptacles.
- Clean Miami Beach – A nonprofit dedicated to marine conservation and sustainability efforts, well-known for its volunteer-based beach cleanups and environmental awareness campaigns.

## **Implementation Timeline & Permitting Considerations**

On November 8, 2024, FERC identified North Beach as the preferred launch site for the pilot program. If funding is approved promptly, the City aims to implement the program in April 2025, coinciding with Earth Month and Earth Day (April 22).

Depending on the location of recycling receptacle installations, additional permitting may be required:

- Florida Department of Environmental Protection (FDEP) – If installations are near the beachfront, potential impacts to sea turtle nesting sites or areas east of the Coastal Construction Control Line (CCCL) may require regulatory approval.
- Miami-Dade County Department of Transportation and Public Works (DTPW) – Will be consulted for installations on County-controlled rights-of-way.

## **FISCAL IMPACT STATEMENT**

City Commission Resolution No. 2024-33373 estimated a \$10,000 program budget, covering:

- Recycling receptacles and materials
- Artist design fees

- Permitting costs

The Program represents a one-time expense, fully funded by the North Beach CRA, with no direct financial impact on the City of Miami Beach. The \$10,000 budget will be allocated from the FY 2025 North Beach CRA Operating Budget under the Beautification category, which has sufficient funds for this initiative.

As required by the CRA Interlocal Agreement with Miami-Dade County, expenditures will be subject to CRA financial oversight to ensure compliance with redevelopment objectives and budgetary constraints. Approval of this item will allow CRA staff (or City Administration) to move forward with procurement and implementation without affecting other planned projects or requiring additional appropriations.

**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**

The North Beach Artistic Recycling Pilot Program represents an opportunity to integrate sustainability, public art, and community engagement while aligning with the North Beach CRA Redevelopment Plan. By leveraging existing City branding efforts, collaborating with nonprofits, and engaging the community, the program aims to increase awareness and participation in recycling efforts.

The Administration recommends approval of \$10,000 in CRA funding to support program implementation.

**Applicable Area**

North 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 Joseph Magazine

**Co-sponsor(s)**

Commissioner Tanya K. Bhatt

**Condensed Title**

Accept NBCRAAC Rec, Use CRA Funds to Create NB Artistic Recycling Program.  
(Magazine/Bhatt) ED

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