

**From:** [Rosenwald, Rob](#)  
**To:** [Suarez, David](#); [Marquez, Manny](#); [Greene, Jason](#); [Cardeno, Hernan](#); [Lloyd, Brandon](#); [Fishman, Mark](#)  
**Cc:** [Arrogante, Lissette](#); [Carpenter, Eric](#); [Taxis, Mark](#); [Williams, Rickelle](#)  
**Subject:** RE: Artist Vendor Fees CODE COMPLIANCE PROGRAM COST ESTIMATES  
**Date:** Friday, October 18, 2024 6:06:00 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image004.png](#)  
[image005.png](#)  
[image007.png](#)  
[image008.png](#)  
[2024-10-30 Ordinance -1st Rda Amending Sec 18-903 Artist vendor certificate requirements and rules \(12\)\(RJD\) \(CLEAN\).docx](#)

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Good evening Commissioner Suarez,

For your review and approval.

Annually, we expend \$106,763 in staff time and cash resources to administer the Artist Vendor Program:

Code Compliance: \$64,883

Education Division Audit (secret shopper program): \$10,665

Finance Department: \$21,215

City Attorney's Office: \$10,000

In FY24, the City collected \$53,905 in various fees from Artist Vendors.

Therefore, the City is spending almost exactly double what we are taking in, so I doubled each of the fees going forward in the attached ordinance, in addition to limiting the total number of "non-art" artist vendors (bead stringers/jewelry/etc.) to five (5) at any one time Citywide.

Please review the attached proposed ordinance and let me know if you approve it for placement on the October 30, 2024 City Commission agenda.

Have a great weekend!

Best,

Rob

Robert Rosenwald  
Chief Deputy City Attorney  
(305) 790-8449

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**From:** Suarez, David <David@miamibeachfl.gov>  
**Sent:** Friday, October 18, 2024 5:22 PM  
**To:** Marquez, Manny <MannyMarquez@miamibeachfl.gov>; Greene, Jason <JasonGreene@miamibeachfl.gov>; Cardeno, Hernan <HernanCardeno@miamibeachfl.gov>;

Rosenwald, Rob <RobertRosenwald@miamibeachfl.gov>  
**Cc:** Arrogante, Lissette <LissetteArrogante@miamibeachfl.gov>; Carpenter, Eric <EricCarpenter@miamibeachfl.gov>; Taxis, Mark <MarkTaxis@miamibeachfl.gov>; Williams, Rickelle <RickelleWilliams@miamibeachfl.gov>  
**Subject:** Re: Artist Vendor Fees CODE COMPLIANCE PROGRAM COST ESTIMATES

waiting on rob for final estimate

David Suarez  
Miami Beach City Commissioner

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**From:** Marquez, Manny <MannyMarquez@miamibeachfl.gov>  
**Sent:** Friday, October 18, 2024 4:44:59 PM  
**To:** Greene, Jason <JasonGreene@miamibeachfl.gov>; Suarez, David <David@miamibeachfl.gov>; Cardeno, Hernan <HernanCardeno@miamibeachfl.gov>; Rosenwald, Rob <RobertRosenwald@miamibeachfl.gov>  
**Cc:** Arrogante, Lissette <LissetteArrogante@miamibeachfl.gov>; Carpenter, Eric <EricCarpenter@miamibeachfl.gov>; Taxis, Mark <MarkTaxis@miamibeachfl.gov>; Williams, Rickelle <RickelleWilliams@miamibeachfl.gov>  
**Subject:** RE: Artist Vendor Fees CODE COMPLIANCE PROGRAM COST ESTIMATES

Attached are the annual estimates for Code Compliance and Finance. We are pending Tourism and Culture figures for their Certifications.

Artist Vendor Analysis	
FY 2024	
Revenues	53,905.00
Code Compliance Costs	(64,882.53)
Finance Department Costs	(10,237.62)
Tourism & Culture Costs	
Net Income (Loss)	<u><u>\$(21,215.15)</u></u>

Best regards,



**Manny Marquez**, Assistant Director  
FINANCE DEPARTMENT  
1700 Convention Center Drive, Miami Beach, FL 33139  
Tel: 305-673-7000, extension 6704 Fax: 786-394-4736 [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

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**From:** Greene, Jason <JasonGreene@miamibeachfl.gov>  
**Sent:** Thursday, October 17, 2024 8:55 AM

**To:** Suarez, David <[David@miamibeachfl.gov](mailto:David@miamibeachfl.gov)>; Cardeno, Hernan <[HernanCardeno@miamibeachfl.gov](mailto:HernanCardeno@miamibeachfl.gov)>; Rosenwald, Rob <[RobertRosenwald@miamibeachfl.gov](mailto:RobertRosenwald@miamibeachfl.gov)>  
**Cc:** Arrogante, Lissette <[LissetteArrogante@miamibeachfl.gov](mailto:LissetteArrogante@miamibeachfl.gov)>; Carpenter, Eric <[EricCarpenter@miamibeachfl.gov](mailto:EricCarpenter@miamibeachfl.gov)>; Taxis, Mark <[MarkTaxis@miamibeachfl.gov](mailto:MarkTaxis@miamibeachfl.gov)>; Williams, Rickelle <[RickelleWilliams@miamibeachfl.gov](mailto:RickelleWilliams@miamibeachfl.gov)>; Marquez, Manny <[MannyMarquez@miamibeachfl.gov](mailto:MannyMarquez@miamibeachfl.gov)>  
**Subject:** RE: Artist Vendor Fees CODE COMPLIANCE PROGRAM COST ESTIMATES

I dropped the information in excel and added it up. \$64,882.53



**Jason D. Greene, CPFIM, CGFO, CFE, Chief Financial Officer**  
City of Miami Beach  
1700 Convention Center Drive, Miami Beach, FL 33139  
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**From:** Suarez, David <[David@miamibeachfl.gov](mailto:David@miamibeachfl.gov)>  
**Sent:** Thursday, October 17, 2024 1:28 AM  
**To:** Cardeno, Hernan <[HernanCardeno@miamibeachfl.gov](mailto:HernanCardeno@miamibeachfl.gov)>; Rosenwald, Rob <[RobertRosenwald@miamibeachfl.gov](mailto:RobertRosenwald@miamibeachfl.gov)>  
**Cc:** Greene, Jason <[JasonGreene@miamibeachfl.gov](mailto:JasonGreene@miamibeachfl.gov)>; Arrogante, Lissette <[LissetteArrogante@miamibeachfl.gov](mailto:LissetteArrogante@miamibeachfl.gov)>; Carpenter, Eric <[EricCarpenter@miamibeachfl.gov](mailto:EricCarpenter@miamibeachfl.gov)>; Taxis, Mark <[MarkTaxis@miamibeachfl.gov](mailto:MarkTaxis@miamibeachfl.gov)>; Williams, Rickelle <[RickelleWilliams@miamibeachfl.gov](mailto:RickelleWilliams@miamibeachfl.gov)>; Marquez, Manny <[MannyMarquez@miamibeachfl.gov](mailto:MannyMarquez@miamibeachfl.gov)>  
**Subject:** Re: Artist Vendor Fees CODE COMPLIANCE PROGRAM COST ESTIMATES

Rob,

please work through the details to get me a total estimate

David Suarez  
Miami Beach City Commissioner

---

**From:** Cardeno, Hernan <[HernanCardeno@miamibeachfl.gov](mailto:HernanCardeno@miamibeachfl.gov)>  
**Sent:** Wednesday, October 16, 2024 6:15:07 PM  
**To:** Rosenwald, Rob <[RobertRosenwald@miamibeachfl.gov](mailto:RobertRosenwald@miamibeachfl.gov)>  
**Cc:** Greene, Jason <[JasonGreene@miamibeachfl.gov](mailto:JasonGreene@miamibeachfl.gov)>; Arrogante, Lissette <[LissetteArrogante@miamibeachfl.gov](mailto:LissetteArrogante@miamibeachfl.gov)>; Carpenter, Eric <[EricCarpenter@miamibeachfl.gov](mailto:EricCarpenter@miamibeachfl.gov)>; Taxis, Mark <[MarkTaxis@miamibeachfl.gov](mailto:MarkTaxis@miamibeachfl.gov)>; Williams, Rickelle <[RickelleWilliams@miamibeachfl.gov](mailto:RickelleWilliams@miamibeachfl.gov)>; Marquez, Manny <[MannyMarquez@miamibeachfl.gov](mailto:MannyMarquez@miamibeachfl.gov)>; Suarez, David <[David@miamibeachfl.gov](mailto:David@miamibeachfl.gov)>  
**Subject:** RE: Artist Vendor Fees CODE COMPLIANCE PROGRAM COST ESTIMATES

Hi Rob,

Here's an estimate on where Code Compliance numbers shake out to enforce and administer this program (please see below). Thanks.

HC

## MIAMI BEACH

**Hernan D. Cardeno, Esq.,** Director

CODE COMPLIANCE DEPARTMENT, ISO9001 Certified  
1680 Meridian Avenue Suite 602, Miami Beach, FL 33139

**Lobby Hours:** Tuesday – Friday, 8:30AM – 12:00PM and 1:00PM – 3:30PM (Closed Monday)

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**From:** Escobar, Silvia [SilviaEscobar@miamibeachfl.gov](mailto:SilviaEscobar@miamibeachfl.gov)

**Sent:** Wednesday, October 16, 2024 4:34 PM

**To:** Cardeno, Hernan [HernanCardeno@miamibeachfl.gov](mailto:HernanCardeno@miamibeachfl.gov)

**Cc:** Thomas, Rianne [RianneThomas@miamibeachfl.gov](mailto:RianneThomas@miamibeachfl.gov); Varela, Kenneth [KennethVarela@miamibeachfl.gov](mailto:KennethVarela@miamibeachfl.gov); Noa, Stephanie [StephanieNoa@miamibeachfl.gov](mailto:StephanieNoa@miamibeachfl.gov);

**Subject:** RE: Artist Vendor Fees

Good Afternoon Sir:

Code Compliance plays a role in the quarterly lottery process for Artist Vendors and Street Performers. CCA Varela prepares for these meetings by organizing available spots and maps, ensuring a smooth and efficient process. An officer also accompanies CCA Varela to these quarterly lotteries, providing support and assistance. In addition to the quarterly lottery, CCA Varela is responsible for handling the monthly supplemental lottery on behalf of the department. In addition, CCA Varela conducts his inspections to ensure everything is running smoothly.

Code Compliance officers conduct inspections as part of their regular duties, with an average inspection time of one hour for both day and night shifts. Some inspections may be shorter, lasting between 10 minutes to an hour, depending on the circumstances. These inspections primarily focus on Artist Vendors and Street Performers, with the majority being artist vendors.

Below are the average time and cost estimates for Code Supervisors and Code Officers, providing an

overview of the resources dedicated to maintaining compliance. I have listed the spots in each location.

### **Quarterly Lottery**

- 1 CCA and 1 CCO
- 2 Hours prep for the lottery
- 4 Hours at the lottery
  - CCA Cost:  $\$42.4052 \text{ (avg.)} \times 6 \text{ hours} = \$254.43$
  - CCO Cost:  $\$32.8428 \text{ (avg.)} \times 6 \text{ hours} = \$197.06$

### **Monthly Supplementary Lottery**

- 1 CCA
- 1 Hour prep for the lottery
- 1 Hour at the lottery
  - CCA Cost:  $\$42.4052 \text{ (avg.)} \times 2 \text{ hours} = \$84.81$

### **Biweekly CCA Inspection (Lincoln Road Only)**

- 1 CCA
- 1 Hour
  - CCA Cost:  $\$42.4052 \text{ (avg.)} \times 1 \text{ hours} = \$42.41$

### **Monthly CCA Inspection (Remainder Artist Vendor and Street Performer Locations)**

- 1 CCA
- 2 Hour
  - CCA Cost:  $\$42.4052 \text{ (avg.)} \times 2 \text{ hours} = \$84.81$

### **Lincoln Road and Washington Avenue**

- 30 Locations
- 1 Officer is assigned on Lincoln Road
  - CCO Cost:  $\$32.8428 \text{ (avg.)} \times 1 \text{ hour} \times 7 \text{ days} = \$229.90$

### **Ocean Drive**

- 12 Locations
  - CCO Cost:  $\$32.8428 \text{ (avg.)} \times 1 \text{ hour} \times 7 \text{ days} = \$229.90$

### **South of 5<sup>th</sup>**

- 2 Locations
  - CCO Cost:  $\$32.8428 \text{ (avg.)} \times 1 \text{ hour} \times 7 \text{ days} = \$229.90$

### **Collins Avenue**

- 8 Locations
  - CCO Cost: \$32.8428 (avg.) x 1 hour x 7 days = \$229.90

### **Beachwalk**

- 22 Locations
  - CCO Cost: \$32.8428 (avg.) x 1 hour x 7 days = \$229.90

Let me know if you need anything else.

## MIAMIBEACH

**Silvia M. Escobar**, *Administrative Services Manager*

Code Compliance Department, ISO 9001 Certified

1680 Meridian Avenue , Suite 602, Miami Beach, Florida 33139

**Lobby Hours:** Tuesday – Friday, 8:30AM – 12:00PM and 1:00PM – 3:30PM (Closed Monday)

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**From:** Rosenwald, Rob <[RobertRosenwald@miamibeachfl.gov](mailto:RobertRosenwald@miamibeachfl.gov)>

**Sent:** Tuesday, October 15, 2024 5:56 PM

**To:** Marquez, Manny <[MannyMarquez@miamibeachfl.gov](mailto:MannyMarquez@miamibeachfl.gov)>; Suarez, David <[David@miamibeachfl.gov](mailto:David@miamibeachfl.gov)>

**Cc:** Greene, Jason <[JasonGreene@miamibeachfl.gov](mailto:JasonGreene@miamibeachfl.gov)>; Cardeno, Hernan <[HernanCardeno@miamibeachfl.gov](mailto:HernanCardeno@miamibeachfl.gov)>; Arrogante, Lissette <[LissetteArrogante@miamibeachfl.gov](mailto:LissetteArrogante@miamibeachfl.gov)>; Carpenter, Eric <[EricCarpenter@miamibeachfl.gov](mailto:EricCarpenter@miamibeachfl.gov)>; Taxis, Mark <[MarkTaxis@miamibeachfl.gov](mailto:MarkTaxis@miamibeachfl.gov)>; Williams, Rickelle <[RickelleWilliams@miamibeachfl.gov](mailto:RickelleWilliams@miamibeachfl.gov)>

**Subject:** RE: Artist Vendor Fees

Thanks Manny.

Let me know a defensible number for how much we are spending to administer and enforce this program.

Robert Rosenwald  
Chief Deputy City Attorney  
(305) 790-8449

**From:** Marquez, Manny <[MannyMarquez@miamibeachfl.gov](mailto:MannyMarquez@miamibeachfl.gov)>  
**Sent:** Tuesday, October 15, 2024 4:35 PM  
**To:** Rosenwald, Rob <[RobertRosenwald@miamibeachfl.gov](mailto:RobertRosenwald@miamibeachfl.gov)>; Suarez, David <[David@miamibeachfl.gov](mailto:David@miamibeachfl.gov)>  
**Cc:** Greene, Jason <[JasonGreene@miamibeachfl.gov](mailto:JasonGreene@miamibeachfl.gov)>; Cardeno, Hernan <[HernanCardeno@miamibeachfl.gov](mailto:HernanCardeno@miamibeachfl.gov)>; Arrogante, Lissette <[LissetteArrogante@miamibeachfl.gov](mailto:LissetteArrogante@miamibeachfl.gov)>; Carpenter, Eric <[EricCarpenter@miamibeachfl.gov](mailto:EricCarpenter@miamibeachfl.gov)>; Taxis, Mark <[MarkTaxis@miamibeachfl.gov](mailto:MarkTaxis@miamibeachfl.gov)>; Williams, Rickelle <[RickelleWilliams@miamibeachfl.gov](mailto:RickelleWilliams@miamibeachfl.gov)>  
**Subject:** Artist Vendor Fees

Rob,

Per our discussion, listed below are the current fees from “Appendix A” charged to Artist Vendors:

	Chapter 18. Businesses	
	Article XV. Street Performers and Vendors	
18-903(3)f	Artist Vendor Certificate Fees:	
	For a three-month certificate	35.00
	For a six-month certificate	65.00
	For a nine-month certificate	92.00
	For a one-year certificate	115.00
	Artist vendor and street performer lottery application	69.00
	Artist vendor and street performer lottery winner	136.00

In summary, an Artist Vendor purchasing a quarterly certificate and applying for the quarterly lottery, would pay \$240 per quarter, or approximately \$2.67 per day, for one of the City’s 58 designated artist vendor locations in the heart of South Beach.

Quarterly Artist Vendor Fees	
Three-Month Artist Vendor Certificate	35.00
Artist Vendor Lottery Application	69.00
Artist Vendor Lottery Winner	136.00
<b>Total</b>	<b>\$ 240.00</b>

Prior to participating in the lottery, the artist vendor pays \$15 to be certified by a reviewer in Tourism & Culture.

As discussed, I will reach out to Code Compliance and Tourism and Culture to capture an estimate of what it costs the City to administer the Artist Vendor’s Program per quarter.

Best regards,

**MIAMIBEACH**

**Manny Marquez**, Assistant Director  
FINANCE DEPARTMENT

1700 Convention Center Drive, Miami Beach, FL 33139

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**From:** [Rosenfeld, Leslie](#)  
**To:** [Rosenwald, Rob](#)  
**Cc:** [Greene, Jason](#)  
**Subject:** FW: estimate of costs  
**Date:** Thursday, October 17, 2024 1:13:17 PM  
**Attachments:** [image002.png](#)

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FYI as requested

Category	Description	Cost
<b>Manpower Costs</b>		
Rate	4-hour shift @ \$20/hour (per assessor)	\$80
# of Assessors	3	
# of shifts	16	
<b>Total Manpower*</b>		<b>\$3,840</b>
<b>Cash Costs</b>		
Item Costs	Up to \$175 for up to 39 vendors	\$175
# of Vendors	39	
<b>Total Cash Costs</b>		<b>\$6,825</b>
<b>Grand Total</b>		<b><u>\$10,665</u></b>

\* Excludes support from Management Analyst and Chief Education Officer

**Dr. Leslie Rosenfeld**, Chief Education and Performance Officer  
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**From:** Rosenwald, Rob <[RobertRosenwald@miamibeachfl.gov](mailto:RobertRosenwald@miamibeachfl.gov)>  
**Sent:** Thursday, October 17, 2024 12:04 PM  
**To:** Rosenfeld, Leslie <[LeslieRosenfeld@miamibeachfl.gov](mailto:LeslieRosenfeld@miamibeachfl.gov)>  
**Subject:** estimate of costs

Leslie – I need an itemized (simple, not overly detailed) breakdown of your manpower and cash

costs for the artist vendor investigation. Thanks.

# MIAMIBEACH

**Robert Rosenwald**, *Chief Deputy City Attorney*

OFFICE OF THE CITY ATTORNEY

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