

COMMITTEE MEMORANDUM

TO: Land Use and Sustainability Committee Members

FROM: Eric Carpenter, City Manager

DATE: May 8, 2025

TITLE: DISCUSS A COMPREHENSIVE BRANDING CAMPAIGN FOR THE ART DECO HISTORIC DISTRICT OF SOUTH BEACH.

RECOMMENDATION

The Administration recommends developing an Art Deco District branding initiative aimed at increasing visibility for the historic district. This initiative will support the district's unique identity that resonates with both residents and visitors. It will also enhance the district's visibility in a competitive tourism market, contribute to local economic growth and strengthen the preservation of South Beach's historical and architectural heritage.

BACKGROUND/HISTORY

At the February 3, 2025 City Commission meeting, item C4 V was referred to the Land Use and Sustainability Committee to consider developing a comprehensive branding initiative aimed at increasing visibility for the Art Deco District in South Beach. The item was sponsored by Commissioner Fernandez and co-sponsored by Commissioner Rosen Gonzalez.

ANALYSIS

The Art Deco District, stretching from 5 Street to 23 Street and encompassing Ocean Drive, Collins Avenue and Washington Avenue, stands as one of the most architecturally significant and culturally rich areas in Miami Beach. Recognized on the National Register of Historic Places since 1979, the district boasts approximately 800 contributing properties. These structures not only showcase classic Art Deco style, but also include examples of other significant architectural movements, reflecting the layered history of Miami Beach.

Despite its iconic status, the district faces growing competition for attention from newer tourist attractions and evolving urban development. A branding initiative presents an opportunity to reassert the district's prominence and align its image with Miami Beach's broader cultural and economic development goals.

Strategic Rationale:

1. Cultural and Historical Value:

- The district embodies Miami Beach's architectural identity and cultural narrative.
- Enhancing public awareness of its historic significance can increase community pride and encourage preservation efforts.

2. Tourism and Economic Development:

- A targeted branding campaign can position the Art Deco District as a central heritage tourism attraction.

- Increased foot traffic and visibility will support local businesses, hospitality and service industries.
- Tourism revenue driven by cultural and heritage experiences tends to be more sustainable and economically impactful over time.

3. Marketing and Brand Recognition:

- Creating a unified, recognizable visual and narrative identity will enhance outreach efforts both locally and globally.
- Strategic use of digital platforms and print collaterals can generate sustained engagement with both tourists and residents.

4. Community Engagement and Education:

- Branding can incorporate educational components to engage residents and visitors.
- Celebrating the district through stories, exhibitions and media campaigns deepens collective appreciation and stewardship.

FISCAL IMPACT STATEMENT

\$0. Budget will come from Greater Miami Convention & Visitors Bureau.

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 proposed branding initiative represents a timely and strategic investment in Miami Beach's cultural future. By amplifying the unique identity of the Art Deco District, the city has the opportunity to elevate its global reputation, preserve its historical assets and stimulate sustainable economic growth. The Administration fully supports proceeding with the development and implementation of this initiative.

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

Marketing and Communications

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Commissioner Kristen Rosen Gonzalez

Condensed Title

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