

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, AT ITS MAY 7, 2025 MEETING, TO IMPLEMENT A PARKING HOLIDAY DURING SLOWER MONTHS OF THE YEAR.

WHEREAS, at the February 3, 2025 City Commission meeting, at the request of Commissioner Alex Fernandez, the City Commission referred an agenda item (C4 AK) to the Finance and Economic Resiliency Committee ("FERC" or "Committee") to discuss the possibility of implementing a parking holiday during slower months of the year; and

WHEREAS, at the May 7, 2025 FERC meeting, the Administration presented this item and, during the discussion, the Parking Department staff provided input on operational considerations and proposed two alternatives: 1) Discounted Rates with Proof of Purchase; 2) Promotional Codes through Mobile Apps; and

WHEREAS, following discussion, the Committee issued a favorable recommendation for Option 2 – Promotional Codes through Mobile Applications; and

WHEREAS, the goal of implementing a parking holiday program is to enhance economic activity during slower months by incentivizing visits to local businesses through modified parking discounts; and

WHEREAS, due to existing bond covenants, the Parking Department cannot directly waive parking fees and, therefore, proposed alternative options that meet the intent of supporting local commerce without violating fiscal obligations; and

WHEREAS, the Committee endorsed Option 2, providing after the fact promotional codes through mobile apps; and

WHEREAS, during the last calendar year, July and August experienced approximately 700,000 paid parking sessions, generating approximately \$2.8 million in revenue; and

WHEREAS, assuming participation rates between 10% and 50% at a discount rate of 50%, the estimated loss of parking revenue would range from approximately \$140,000 to \$1.4 million; and

WHEREAS, the proposed Parking Holiday initiative represents an effort to stimulate local economic activity during traditionally slower months by offering parking incentives; and

WHEREAS, by utilizing after the fact promotional codes through existing mobile applications, the City can provide a modest level of support to local businesses while maintaining compliance with its fiscal responsibilities.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the recommendation of the Finance and Economic Resiliency Committee, at its May 7, 2025 meeting, to implement a parking holiday during slower months of the year.

PASSED AND ADOPTED this _____ day of _____ 2024.

ATTEST:

RAFAEL E. GRANADO, CITY CLERK

STEVEN MEINER, MAYOR

EC/RW/JRG

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney *SH* Date 5-19/2025