

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 JANUARY 24, 2025 MEETING TO DIRECT THE CITY ADMINISTRATION TO EXPLORE SPONSORSHIP OPPORTUNITIES FOR SPECIALTY UMBRELLA PROGRAM AND TO DEVELOP A BUDGET ENHANCEMENT IN THE AMOUNT OF \$55,000.00 TO BE CONSIDERED DURING THE FY 2026 BUDGET PROCESS.

WHEREAS, at the October 30, 2024, City Commission meeting, the City Commission referred an item by Commissioner Joseph Magazine, and co-sponsored by Commissioner Alex Fernandez (item C4 Z) to the Finance and Economic Resiliency Committee ("FERC") to discuss a City partnership with beachfront concessionaires for event specific umbrella program; and

WHEREAS, the program would feature specially themed umbrellas throughout the City's beaches in support of various events and awareness campaigns throughout the year; and

WHEREAS, the program would collaborate with beachfront concessionaires to implement specifically colored umbrellas, including pink umbrellas for Breast Cancer Awareness Month during the month of October, or multi-colored umbrellas on 13th Street during Pride Month; and

WHEREAS, the City wishes to promote and facilitate this initiative; and

WHEREAS, at the January 24, 2025, meeting of the Finance and Economic Resiliency Committee, the Facilities Management Division presented the costs and options for implementing specially themed umbrellas across the beaches; and

WHEREAS, the estimated cost for 100 multi-colored is \$50,000, and the estimated cost for storage containers is estimated at \$5,000.00; and

WHEREAS, FERC members unanimously voted to have this item heard by the full City Commission with a favorable recommendation directing the Administration to explore sponsorship opportunities and to include a funding enhancement request to be considered in the FY 2026 budget process for the umbrellas and storage containers; and

WHEREAS, the Facilities Management Division has requested funding in the estimated amount of fifty-five thousand dollars (\$55,000.00), reflecting the estimated costs associated with the purchase of multi-colored umbrellas and storage containers.

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 January 24, 2025 meeting to direct the City Administration to explore sponsorship opportunities and to develop budget enhancement to purchase umbrellas and storage containers currently estimated to be in the amount of \$55,000.00, to be considered during the FY 2026 budget process.

PASSED AND ADOPTED this 19th day of March 2025.

ATTEST:

Steven Meiner, Mayor

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

City Attorney *OK* Date 3/11/2025