

# MIAMI BEACH

## COMMITTEE MEMORANDUM

TO: Public Safety and Neighborhood Quality of Life Committee Members

FROM: Eric Carpenter, City Manager

DATE: May 14, 2025

TITLE: CONSIDER A POTENTIAL "TASTE OF NORTH BEACH" RESTAURANT CRAWL ACTIVATION

### **RECOMMENDATION**

The Administration recommends exploring funding of the Taste of North Beach restaurant crawl activation.

### **BACKGROUND/HISTORY**

During the February 11, 2025 North Beach Community Redevelopment Agency (the "North Beach CRA") Advisory Committee (the "North Beach CRA Advisory Committee") meeting, the Advisory Committee motioned to engage, with the Normandy Fountain Business Association's Taste of Normandy restaurant crawl. Concurrently, the North Beach CRA Advisory Committee motioned to review the business community, specifically along Collins Avenue in the North Beach CRA district, to explore a potential success of a "Taste of North Beach" restaurant crawl. (see Exhibit A).

During the March 19, 2025 City Commission meeting, the Mayor and City Commission referred, at the request of Commissioner Fernandez and Commissioner Bhatt to the Neighborhoods and Quality of Life Committee (PSNQLC) a discussion on the potential activation of a Taste of North Beach restaurant crawl.

### **ANALYSIS**

#### **Taste of North Beach: A Catalyst for Economic Growth and Community Engagement**

A well-organized Taste of North Beach dining journey is more than just a restaurant crawl, it is a strategic initiative designed to strengthen local businesses, attract new investment, and cultivate a thriving economic and social ecosystem. By bringing together residents, visitors, and business leaders, this activation fosters meaningful engagement, supports entrepreneurship, and positions North Beach as a premier destination for dining, culture, and development.

#### **Economic and Community Benefits**

This initiative offers measurable advantages for businesses, residents, and the broader North Beach community:

- **Boosting Local Businesses:** increased foot traffic and patronage of restaurants, particularly small businesses, can drive long-term sustainability and job creation.
- **Circulating Local Revenue:** money spent at North Beach establishments often reinvests in the community, benefiting suppliers, service providers, and complementary industries.
- **Strengthening Social Bonds:** shared dining experiences foster deeper connections among attendees, strengthening neighborhood identity.
- **Preserving Cultural Diversity:** every restaurant tells a unique story, helping to preserve North Beach's distinct culinary heritage.

- Attracting Investment & Talent: positioning North Beach as an economic hub drives interest from developers, entrepreneurs, and professionals looking for opportunities in an evolving, high energy district.

### **Strategic Design for Long-Term Success**

To ensure sustainability and maximized impact, the North Beach Community Redevelopment Agency (CRA) and the Normandy Fountain Business Association (NFBA) propose the following best practices:

- Quarterly Dining Journeys: regular activations maintain engagement and provide ongoing economic benefits.
- Curated Experiences: thoughtfully planned routes respect restaurants' operations while offering a diverse and rewarding tasting experience.
- Walkable, Well Mixed Corridors: business clusters should be easily accessible and provide a mix of cuisines to attract a broad audience.
- Integrated Entertainment: by leveraging spaces like the Miami Beach Bandshell, participants can enjoy performances that complement the culinary journey.
- Advanced Business Communication: clear expectations ensure that restaurants can participate effectively.
- Dedicated Guides and Storytelling: incorporating neighborhood history and business narratives enhances the overall experience.
- Post-Event Economic Impact Tracking: measurable outcomes, including revenue increases and business sentiment, will inform future iterations of the event.

### **Activation Plan and Investment Strategy**

The NFBA, with input from the North Beach CRA Advisory Committee, suggests launching Taste of North Beach in late fall 2025 or early 2026 to maximize participation and capitalize on favorable weather.

To offset costs for participating businesses, a stipend budget of \$3,000 is proposed for marketing, promotions, and city services. By leveraging best practices from successful NFBA led restaurant crawls near Normandy Fountain, this initiative is expected to create a positive, lasting economic impact.

The combination of strategic planning, strong partnerships, and compelling community engagement makes Taste of North Beach a high value activation that promotes business growth while reinforcing North Beach's reputation as a dynamic, investment worthy destination.

### **FISCAL IMPACT STATEMENT**

Approximately \$3,000 plus undetermined city services.

### **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 Administration recommends exploring funding of the Taste of North Beach restaurant crawl activation.

**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 Alex Fernandez

**Co-sponsor(s)**

Commissioner Tanya Bhatt

**Condensed Title**

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