

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: March 19, 2025

TITLE: 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.

RECOMMENDATION

The Administration recommends adopting the Resolution.

BACKGROUND/HISTORY

On October 30, 2024, the Mayor and City Commission approved the referral of item C4 Z, sponsored by Commissioner Joseph Magazine and co-sponsored by Commissioner Alex Fernandez, to the Finance and Economic Resiliency Committee ("FERC" or the "Committee") to discuss a City partnership with beachfront concessionaires for event specific umbrella program.

ANALYSIS

The proposed program would feature specially themed umbrellas throughout the City's beaches in support of various events and awareness campaigns throughout the year. By way of this item, this initiative seeks to partner and collaborate with beachfront concessionaires to implement specifically colored or multicolored umbrellas. Throughout the month of October, pink beach umbrellas would be displayed in support of Breast Cancer Awareness Month. Similarly, rainbow umbrellas would be displayed at 13th Street Beach each year during Pride Month to show the commitment to the community.

In considering the implementation of this initiative, the Administration sought pricing and specifications for standard beach umbrellas vastly used throughout the Beach.

Specifications:

- Height: 94"
- Weight: 14 lbs.
- Canopy length: 7.5'
- Canopy width: 7.5'

Pricing:

- Pink umbrellas: \$350 / unit
- Multi-colored, rainbow umbrellas: \$500 / unit

Additionally, consideration was given to the storage of the umbrellas when these are not in display. The Administration has allocated 5% for the cost for storage boxes.

On January 24, 2025, the FERC discussed this initiative and the options presented by the Administration for purchasing specialty themed umbrellas. Upon deliberation of this item, the Committee motioned to have this item discussed in City Commission, with a favorable recommendation directing the Administration to explore sponsorship opportunities for specialty umbrella program and to develop a budget enhancement to be considered during the FY 2026 budget process. This budget enhancement contemplates the purchase of approximately 100 rainbow umbrellas, including storage boxes for 13th Street, for a total of \$55,000.

Based on the FERC's recommendation, the proposed budget enhancement for FY 2026 is approximately \$55,000.

Does this Ordinance require a Business Impact Estimate?
(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:
See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

FINANCIAL INFORMATION

CONCLUSION

The Administration recommends the Mayor and City Commission discuss the specialty themed umbrella program and accept the Committee's recommendation made at its January 24, 2025, meeting.

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?

Yes

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?

If so, specify the name of lobbyist(s) and principal(s):

Department

Facilities and Fleet Management

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Commissioner Alex Fernandez

Condensed Title

Accept Rec, Explore Sponsorship Opportunities for Specialty Umbrella Program. (JM/AF) FF

Previous Action (For City Clerk Use Only)