

C4 V REFERRAL TO THE LAND USE AND SUSTAINABILITY COMMITTEE TO  
DISCUSS A COMPREHENSIVE BRANDING CAMPAIGN FOR THE ART DECO  
HISTORIC DISTRICT OF SOUTH BEACH.

Applicable Area:

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Alex Fernandez

DATE: February 3, 2025

TITLE: REFERRAL TO THE LAND USE AND SUSTAINABILITY COMMITTEE TO DISCUSS A COMPREHENSIVE BRANDING CAMPAIGN FOR THE ART DECO HISTORIC DISTRICT OF SOUTH BEACH.

### **RECOMMENDATION**

Please place on the February 3, 2025, City Commission agenda a referral to the Land Use and Sustainability Committee to consider developing a comprehensive branding initiative aimed at increasing visibility for the Art Deco Historic District of South Beach. This initiative would not only highlight the unique architectural beauty and cultural significance of the district, but also help promote heritage tourism, drawing visitors and further solidifying Miami Beach as a premier cultural destination.

The Art Deco Historic District, located between 5th and 23rd Street, along Ocean Drive, Collins Avenue, and Washington Avenue is a cornerstone of our city's identity and history. The district, which has been listed on the National Register of Historic Places since 1979, contains some 800 designated historic buildings, including some that represent other modern architectural styles from different eras of Miami's history.

A strategic branding campaign can raise public awareness, highlight the district's architectural treasures, and attract global visitors eager to experience its heritage. A unified and recognizable brand for the Art Deco District will deepen appreciation for this iconic area while boosting economic activity in surrounding businesses.

### **BACKGROUND/HISTORY**

### **ANALYSIS**

### **FISCAL IMPACT STATEMENT**

**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**

### **Applicable Area**

South Beach

**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?** No

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

### **Department**

Office of Commissioner Alex Fernandez

### **Sponsor(s)**

Commissioner Alex Fernandez

### **Co-sponsor(s)**

Commissioner Kristen Rosen Gonzalez

### **Condensed Title**

Ref: LUSC - Branding Campaign for Art Deco District of South Beach. (Fernandez/Rosen Gonzalez)

### **Previous Action (For City Clerk Use Only)**

January 27, 2024

**Via Email**

Alex Fernandez, Commissioner  
Miami Beach City Hall

Re: Branding and Marketing for Art Deco Historic District, Miami Beach

Dear Commissioner Fernandez,

As a follow up to our last meeting, ADNA would like to formalize our request:

The Art Deco Historic Heritage that makes Miami Beach the unique and special place it is, needs to be celebrated and memorialized.

Right now, there is nothing out there for us like “The Big Apple” or “Motor City”, and Miami Beach needs an equally unique and emblematic brand/slogan/logo, that captures the essence of who we are, and is marketed to the entire world.

We need a branding and marketing campaign that will elevate our community to new heights, that will affect every aspect of our community and life in a positive way.

While ADNA has thoughts and ideas that we’d appreciate considered in the process, we would like the creative minds and experts in the City of Miami Beach to come together to embark on an exciting Branding Campaign to help make this vision become a reality.

We thank you in advance for your assistance,  
Irene Bigger  
ADNA President

cc: ADNA Board Members  
Monica Matteo-Salinas



December 2, 2024

**Via Email**

Alex Fernandez, Commissioner  
Miami Beach City Hall

Re: Heritage Tourism Initiative

Dear Commissioner Fernandez:

When we met several months ago, we discussed the need for a branding initiative for the Art Deco district of South Beach. On behalf of ADNA, I would like to continue that discussion about branding.

There is a terrific opportunity to create more visibility for the treasure that we have in the Art Deco community that we believe will help promote Heritage Tourism. I would welcome the opportunity to participate in that initiative.

How can we take this idea from initiative to reality so that every visitor to the Art Deco District, attendees at every event in the Art Deco District and every resident of the Art Deco community sees our brand on the streets, in social media, in the news and everywhere – one common visual that establishes the Art Deco community as a community for every member, for every visitor and for every business.

With dedication to the vibrancy of the art of community-

Anett Grant  
ADNA, Vice President

cc: Irene Biggers  
Anne Blume

