

C4 AQ REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS THE VIABILITY, FINANCIAL IMPLICATIONS, AND EXPECTED OUTCOMES REGARDING THE POTENTIAL DEPLOYMENT OF PRIVATE SECURITY OFFICERS ON LINCOLN ROAD AND WASHINGTON AVENUE.  
Applicable Area:



**COMMISSION MEMORANDUM**

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner David Suarez

DATE: February 3, 2025

TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS THE VIABILITY, FINANCIAL IMPLICATIONS, AND EXPECTED OUTCOMES REGARDING THE POTENTIAL DEPLOYMENT OF PRIVATE SECURITY OFFICERS ON LINCOLN ROAD AND WASHINGTON AVENUE.

**RECOMMENDATION**

N/A

**BACKGROUND/HISTORY**

N/A

**ANALYSIS**

Please place on the February 3, 2025 City Commission agenda a referral to the Finance and Economic Resiliency Committee ("FERC") to discuss the viability, financial implications, and expected outcomes regarding the potential deployment of private security officers on Lincoln Road and Washington Avenue.

As set forth in Exhibit "A" (attached hereto), the proposed initiative seeks to contract private security officers for heavily-touristed business districts, particularly Lincoln Road and Washington Avenue. The private security officers would serve as a visible crime deterrent and provide additional support for the Police Department, while simultaneously serving as a force multiplier to optimize police resources and improve public safety. The City of Hollywood, which implemented a similar program, has been highly successful with no major incidents reported since the program's inception.

Accordingly, I would request that the Administration be prepared to discuss the proposal as set forth in Exhibit "A," address any foreseeable issues or concerns, and provide the Committee with its recommendation, so that my colleagues and I may discuss, analyze, and take any action we deem appropriate.

**FISCAL IMPACT STATEMENT**

N/A

**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**

N/A

**CONCLUSION**

N/A

**Applicable Area**

South 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): N/A

**Department**

Office of Commissioner David Suarez

**Sponsor(s)**

Commissioner David Suarez

**Co-sponsor(s)****Condensed Title**

Ref: FERC - Private Security Officers for Lincoln Road and Washington Avenue. (Suarez)

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

## **Contracting Private Security Officers for Lincoln Road and Washington Avenue**

### **Proposal Overview**

The proposed initiative seeks to contract private security officers for Miami Beach's heavily-touristed business districts, including Lincoln Road and Washington Avenue. The program's goals are to enhance public safety, serve as a deterrent to crime, provide additional support to the Miami Beach Police Department (MBPD), and create a welcoming environment for residents and visitors. By leveraging private security as a force multiplier, the City aims to improve safety while optimizing police resources.

### **Background and Precedent**

The City of Hollywood implemented a similar program following the May 2023 Broadwalk shooting. The initiative, which integrates private security as a visible deterrent and auxiliary support for law enforcement, has demonstrated success, with no major incidents reported since its launch. Hollywood's model includes close oversight by local police and internal quality control by the security company to maintain consistent, high-quality services.

In Miami Beach, contract security services have already proven effective in other settings, such as City Hall, where similar coordination and oversight mechanisms are in place.

### **Key Benefits**

1. **Enhanced Public Safety:** Private security officers would provide additional "eyes and ears" on the streets, acting as a visible deterrent to potential criminal activity.
2. **Force Multiplier:** By supplementing MBPD efforts, private security can free up police officers for high-priority tasks, increasing the overall efficiency of public safety operations.
3. **Community Ambassadors:** Security personnel would also serve as approachable ambassadors, assisting visitors, providing directions, and fostering a sense of safety in the business districts.
4. **Cost Efficiency:** Contracting private security is a cost-effective alternative to increasing full-time police staffing for non-emergency functions.
5. **Proven Track Record:** The success of Hollywood's program and the effectiveness of contract security at City Hall provide a foundation of evidence to support this approach.

### **Implementation and Oversight**

Private security personnel will operate under the supervision of MBPD and their company's internal quality control. Coordination will ensure adherence to contract terms, service consistency, and alignment with MBPD standards. This dual oversight structure mirrors the model used at City Hall, ensuring quality service delivery and contract compliance.

## Considerations

- **Budget Impact:** The cost of contracting security officers should be analyzed to ensure alignment with the City's financial priorities and budget constraints.
- **Integration with MBPD:** Clear protocols for communication and coordination between private security and MBPD are essential to maintain a seamless public safety network.
- **Performance Metrics:** Establishing key performance indicators (KPIs) to evaluate the program's effectiveness over time will help ensure accountability and continued improvement.

## Recommendation

Refer this item to the Finance and Economic Resiliency Committee (FERC) for discussion and analysis. The committee should evaluate the financial implications, operational feasibility, and expected outcomes of implementing contracted private security in Lincoln Road and Washington Avenue.

By addressing these considerations, the City can ensure a strategic, impactful approach to enhancing safety and economic resilience in its iconic business districts.