

C7 Y A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE ADMINISTRATION TO COLLABORATE WITH THE GREATER MIAMI CONVENTION AND VISITORS BUREAU (GMCVB) ON EXTENDING THE CITY'S 'FIND YOUR WAVE' CAMPAIGN WITH A FOCUS ON FAMILIES AND THE LGBTQ AUDIENCE; AND FURTHER, DIRECTING THE ADMINISTRATION, IN ORDER TO SUPPORT LOCAL BUSINESSES, TO COMMENCE THIS CAMPAIGN IN APRIL 2025 AND RUN IT THROUGH SEPTEMBER 2025 TO PROMOTE MIAMI BEACH AS A VIBRANT, DIVERSE, AND WELCOMING DESTINATION.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: City Attorney Ricardo J. Dopico

DATE: February 26, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE ADMINISTRATION TO COLLABORATE WITH THE GREATER MIAMI CONVENTION AND VISITORS BUREAU (GMCVB) ON EXTENDING THE CITY'S 'FIND YOUR WAVE' CAMPAIGN WITH A FOCUS ON FAMILIES AND THE LGBTQ AUDIENCE; AND FURTHER, DIRECTING THE ADMINISTRATION, IN ORDER TO SUPPORT LOCAL BUSINESSES, TO COMMENCE THIS CAMPAIGN IN APRIL 2025 AND RUN IT THROUGH SEPTEMBER 2025 TO PROMOTE MIAMI BEACH AS A VIBRANT, DIVERSE, AND WELCOMING DESTINATION.

RECOMMENDATION

BACKGROUND/HISTORY

ANALYSIS

The attached Resolution was prepared at the request of the sponsor, Commissioner Alex Fernandez.

FISCAL IMPACT STATEMENT

The sponsor of this item requests that the Administration be prepared to address the fiscal impact of this proposed measure, if any, at the City Commission meeting.

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-notices/>

FINANCIAL INFORMATION

CONCLUSION

Applicable Area

Citywide

**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

City Attorney

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Commissioner Laura Dominguez

Condensed Title

Direct Administration to Extend "Find Your Wave Campaign." (Fenandez/Dominguez) CA

Previous Action (For City Clerk Use Only)

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE ADMINISTRATION TO COLLABORATE WITH THE GREATER MIAMI CONVENTION AND VISITORS BUREAU (GMCVB) ON EXTENDING THE CITY'S 'FIND YOUR WAVE' CAMPAIGN WITH A FOCUS ON FAMILIES AND THE LGBTQ AUDIENCE; AND FURTHER, DIRECTING THE ADMINISTRATION, IN ORDER TO SUPPORT LOCAL BUSINESSES, TO COMMENCE THIS CAMPAIGN IN APRIL 2025 AND RUN IT THROUGH SEPTEMBER 2025 TO PROMOTE MIAMI BEACH AS A VIBRANT, DIVERSE, AND WELCOMING DESTINATION.

WHEREAS, the City of Miami Beach is committed to promoting its diverse and inclusive offerings as a premier destination for visitors from around the world; and

WHEREAS, the "Find Your Wave" campaign has successfully showcased Miami Beach as a vibrant, culturally rich, and welcoming destination; and

WHEREAS, the Mayor and City Commission recognize the importance of engaging diverse audiences, including families and the LGBTQ community, to further establish Miami Beach as a year-round travel destination; and

WHEREAS, the City's continued collaboration with the Greater Miami Convention and Visitors Bureau (GMCVB) serves to enhance visibility and tourism in Miami Beach, benefiting both the local economy and the community at large; and

WHEREAS, the City seeks to extend the reach of the "Find Your Wave" campaign by focusing on the diverse experiences available in Miami Beach, including its beautiful beaches, outdoor activities, and cultural and luxurious experiences, while driving engagement through digital advertising, social media, and travel-focused platforms; and

WHEREAS, it is essential to place targeted advertisements on key travel sites, including Google and Expedia, as well as social media platforms like Facebook and Instagram, to reach potential visitors at various stages of their vacation planning process; and

WHEREAS, in addition to paid media efforts, it is crucial for the Administration to bolster public relations efforts to gain earned media and thereby amplify the campaign's reach; and

WHEREAS, it is also vital to develop organic social media content, including stories and user-generated content, in collaboration with influencers and community members, to further engage with audiences and create a sense of community and excitement among target audiences.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby direct the City Administration to collaborate with the Greater Miami Convention and Visitors Bureau (GMCVB) on extending the city's 'Find your Wave' campaign with a focus on families and the LGBTQ audience; and further, directing the administration, in order to support local businesses, to commence this campaign in April 2025 and run it through September 2025 to promote Miami Beach as a vibrant, diverse, and welcoming destination.

PASSED and ADOPTED THIS ____ day of _____ 2024.

ATTEST:

Steven Meiner, Mayor

Rafael E. Granado, City Clerk

(Sponsored by Commissioner Alex J. Fernandez)

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

2/10/2025

Date