

C7 G 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.

Applicable Area:

# 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 13<sup>th</sup> 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 13<sup>th</sup> 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)**

RESOLUTION NO. \_\_\_\_\_

**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.**

**WHEREAS**, at the October 30, 2024, City Commission meeting, the City Commission referred an item by Commissioner Joseph Magazine, and co-sponsored by Commissioner Alex Fernandez (item C4 Z) to the Finance and Economic Resiliency Committee ("FERC") to discuss a City partnership with beachfront concessionaires for event specific umbrella program; and

**WHEREAS**, the program would feature specially themed umbrellas throughout the City's beaches in support of various events and awareness campaigns throughout the year; and

**WHEREAS**, the program would collaborate with beachfront concessionaires to implement specifically colored umbrellas, including pink umbrellas for Breast Cancer Awareness Month during the month of October, or multi-colored umbrellas on 13<sup>th</sup> Street during Pride Month; and

**WHEREAS**, the City wishes to promote and facilitate this initiative; and

**WHEREAS**, at the January 24, 2025, meeting of the Finance and Economic Resiliency Committee, the Facilities Management Division presented the costs and options for implementing specially themed umbrellas across the beaches; and

**WHEREAS**, the estimated cost for 100 multi-colored is \$50,000, and the estimated cost for storage containers is estimated at \$5,000.00; and

**WHEREAS**, FERC members unanimously voted to have this item heard by the full City Commission with a favorable recommendation directing the Administration to explore sponsorship opportunities and to include a funding enhancement request to be considered in the FY 2026 budget process for the umbrellas and storage containers; and

**WHEREAS**, the Facilities Management Division has requested funding in the estimated amount of fifty-five thousand dollars (\$55,000.00), reflecting the estimated costs associated with the purchase of multi-colored umbrellas and storage containers.

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA,** that the Mayor and City Commission hereby accept the recommendation of the Finance and Economic Resiliency Committee at its January 24, 2025 meeting to direct the City Administration to explore sponsorship opportunities and to develop budget enhancement to purchase umbrellas and storage containers currently estimated to be in the amount of \$55,000.00, to be considered during the FY 2026 budget process.

**PASSED AND ADOPTED** this 19<sup>th</sup> day of March 2025.

**ATTEST:**

\_\_\_\_\_  
Steven Meiner, Mayor

\_\_\_\_\_  
Rafael E. Granado, City Clerk

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

\_\_\_\_\_  
City Attorney *OK* Date 3/11/2025