

32. DISCUSS DESIGNATING AN AREA AROUND THE NORMANDY FOUNTAIN TO
DISPLAY ART, NORMANDY FOUNTAIN BUSINESS ASSOCIATION TO CURATE
Applicable Area:

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Public Safety and Neighborhood Quality of Life Committee Members

FROM: Eric Carpenter, City Manager

DATE: April 9, 2025

TITLE: DISCUSS DESIGNATING AN AREA AROUND THE NORMANDY FOUNTAIN TO DISPLAY ART, NORMANDY FOUNTAIN BUSINESS ASSOCIATION TO CURATE

RECOMMENDATION

The Administration recommends the Public Safety and Neighborhood Quality of Life Committee discuss the designation of an area around the Normandy Fountain to display art, with the Normandy Fountain Business Association curating the art. Based on initial feedback from Public Safety and Neighborhood Quality of Life members, should the initiative receive a favorable recommendation, the Administration recommends that the Normandy Fountain Business Association be designated the ability to curate the art, with input from the Tourism and Culture Department, and include the artwork in the NFBA special event master permit.

BACKGROUND/HISTORY

At the February 3, 2025, City Commission Meeting, the Mayor and City Commission approved a referral sponsored by Commissioner Alex Fernandez and co-sponsored by Commissioner Tanya K. Bhatt to the Public Safety and Neighborhood Quality of Life Committee (PSNQLC) to discuss and recommend designating an area around the Normandy Fountain Plaza to display art organized by the Normandy Fountain Business Association (NFBA).

At the March 12, 2025 PSNQL meeting, staff presented the City's current sponsorship of the NFBA and possible process for the curation of art around the Normandy Fountain. The Committee members discussed current processes for art curation and requested staff to return to PSNQLC with language designating NFBA the ability to curate art and a map of the area for possible locations.

The NFBA was formed to stabilize and improve the Normandy Fountain Plaza community through promotion, activation, marketing, and similar services by representing and advocating for the property and business owners within the Normandy Fountain Plaza neighborhood. NFBA believes in developing the neighborhood through storytelling, community events, and building long-term community through culture to elevate quality of life.

The City provides an annual sponsorship for the cultural program planning of Normandy Fountain Plaza overseen by the NFBA. With the sponsorship, NFBA organizes, operates, and manages family-friendly cultural programming.

Currently, NFBA organizes diverse weekly programming at the Normandy Fountain Plaza, including live music, dance performances, farmers, and vintage markets. These activations are permitted through the NFBA Master special event permit and go through all city requirements for special events.

The NFBA also partners with organizations to host cultural events. On November 2, 2024, Sybarite Productions, Inc. presented the LoveisLove Miami event at the Normandy Fountain Plaza. The LoveisLove event celebrated Hip Hop culture, including DJ performances,

breakdancers, graffiti artists, and artistic installations. The graffiti artists included Marcus Blake, who created an installation of hats hung over the Normandy Fountain Plaza. In acknowledgment of the Normandy Fountain's 100th anniversary, an obelisk sculpture was installed in the Normandy Fountain Plaza with four (4) graffiti artists (Marcus Blake, Dister Rondon, UnCutt Art, and Stephen Arboite painting each side of the obelisk).

At the November 19, 2024, Art in Public Places (AiPP) Committee Meeting, the NFBA presented the extending the obelisk installation in the Normandy Fountain Plaza beyond their special permit and the potential for a second obelisk sculpture to be exhibited during Art Week Miami Beach. The AiPP Committee gave a favorable recommendation to extend the current temporary obelisk sculpture and the addition of a second sculpture through January 2, 2025. The temporary sculptures were included in the NFBA special event master permit.

ANALYSIS

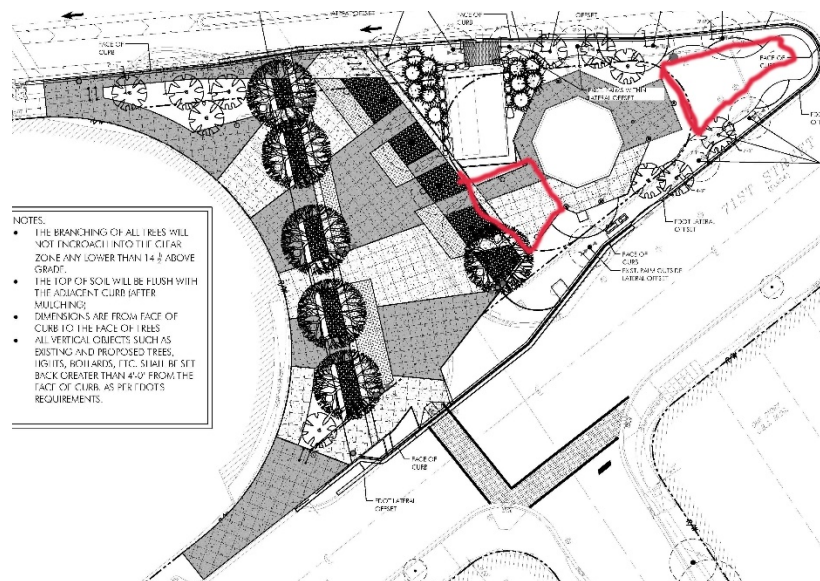
Public Art and community engagement can build community identity, promote cultural awareness, and support economic development.

Currently, the Tourism and Culture Department (TCD) regularly attends the Lincoln Road Business Improvement District Executive Committee meetings, where possible artwork for Lincoln Road is presented and discussed. TCD has an opportunity to provide feedback for appropriateness and locations. Other organizations, such as the Ocean Drive Association, have historically presented proposed works of art to AiPP for review and recommendation.

The Administration is prepared to work with the NFBA to identify an area to display art and guide them in the curation.

Possible Location for artwork

NFBA has identified two areas, east and west of the fountain, as possible locations for the addition of artworks.



FISCAL IMPACT STATEMENT

N/A

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

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 Public Safety and Neighborhood Quality of Life Committee discuss the designation of an area around the Normandy Fountain to display art, with the Normandy Fountain Business Association curating the art. Based on initial feedback from PSNQLC members, should the initiative receive a favorable recommendation, the Administration recommends that the NFBA be designated the ability to curate the art, with input from the Tourism and Culture Department, and include the artwork in the NFBA special event master permit.

Applicable Area

North 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):

Department

Tourism and Culture

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Commissioner Tanya K. Bhatt

Condensed Title

Discuss Designating an area around the Normandy Fountain to Display Art, Normandy Fountain Business Association to curate



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Alex Fernandez

DATE: February 3, 2025

TITLE: REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE TO DISCUSS DESIGNATING AN AREA AROUND THE NORMANDY FOUNTAIN TO DISPLAY ART, NORMANDY FOUNTAIN BUSINESS ASSOCIATION (NFBA) TO CURATE.

RECOMMENDATION

Please place on the February 3, 2025, City Commission agenda a referral to the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC") to discuss designating an area around the Normandy Fountain to display art with the Normandy Fountain Business Association (NFBA) to curate.

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-notices/>

FINANCIAL INFORMATION

CONCLUSION

Applicable Area

North 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 Tanya K. Bhatt

Condensed Title

Ref: PSNQLC - Designate Area by Normandy Fountain to Display Art, NFBA to Curate.
(Fernandez/Bhatt)

Previous Action (For City Clerk Use Only)