

C7 AC A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO WORK WITH THE GREATER MIAMI CONVENTION AND VISITORS BUREAU (GMCVB), ALONG WITH OTHER STAKEHOLDERS, TO DEVELOP AND LAUNCH THE “LET ME REINTRODUCE MYSELF” MARKETING CAMPAIGN FOR FISCAL YEAR 2026, A LOCALLY INSPIRED INITIATIVE TO REDEFINE MIAMI BEACH AS A SOPHISTICATED, FAMILY-FRIENDLY, WELLNESS-CENTRIC DESTINATION THAT EMBRACES ITS MODERN IDENTITY WHILE HONORING ITS HISTORIC LEGACY.

Applicable Area: