

C4 U REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE -
DISCUSS THE PLACEMENT OF ADDITIONAL OR IMPROVED WAYFINDING
THAT WOULD DIRECT GUESTS/CUSTOMERS/RESIDENTS FROM THE MIAMI
BEACH CONVENTION CENTER TO THE LINCOLN ROAD MALL.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Joseph Magazine

DATE: April 23, 2025

TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE -
DISCUSS THE PLACEMENT OF ADDITIONAL OR IMPROVED WAYFINDING
THAT WOULD DIRECT GUESTS/CUSTOMERS/RESIDENTS FROM THE MIAMI
BEACH CONVENTION CENTER TO THE LINCOLN ROAD MALL.

RECOMMENDATION

Please place on the April 23, 2025 Commission Meeting a referral to the Finance and Economic Resiliency Committee ("FERC") to discuss the placement of additional or improved wayfinding to direct "convention-goers" from the Miami Beach Convention Center to the Lincoln Road Mall.

BACKGROUND/HISTORY

ANALYSIS

FISCAL IMPACT STATEMENT

TBD

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

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 Joseph Magazine

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Condensed Title

Ref: FERC - Place Additional/Improved Wayfinding from MBCC to Linc Rd Mall. (Magazine)

Previous Action (For City Clerk Use Only)