

C7 AJ A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE ADMINISTRATION TO CREATE A MARKETING CAMPAIGN THAT PROMOTES MIAMI BEACH'S COMMERCIAL ZONES, ENCOURAGING LOCAL AND REGIONAL RESIDENTS TO RETURN TO LOCAL DINING AND SHOPPING OPTIONS, AND RE-ESTABLISHING MIAMI BEACH AS A TRENDY, VIBRANT DESTINATION.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: City Attorney Ricardo J. Dopico

DATE: November 20, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE ADMINISTRATION TO CREATE A MARKETING CAMPAIGN THAT PROMOTES MIAMI BEACH'S COMMERCIAL ZONES, ENCOURAGING LOCAL AND REGIONAL RESIDENTS TO RETURN TO LOCAL DINING AND SHOPPING OPTIONS, AND RE-ESTABLISHING MIAMI BEACH AS A TRENDY, VIBRANT DESTINATION.

RECOMMENDATION

BACKGROUND/HISTORY

ANALYSIS

The attached Resolution was prepared at the request of the sponsor, Mayor Steven Meiner.

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.

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)

Mayor Steven Meiner

Co-sponsor(s)

Condensed Title

Create Marketing Campaign to Promote CMB's Commercial Zones. (Meiner) CA

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE ADMINISTRATION TO CREATE A MARKETING CAMPAIGN THAT PROMOTES MIAMI BEACH'S COMMERCIAL ZONES, ENCOURAGING LOCAL AND REGIONAL RESIDENTS TO RETURN TO LOCAL DINING AND SHOPPING OPTIONS, AND RE-ESTABLISHING MIAMI BEACH AS A TRENDY, VIBRANT DESTINATION.

WHEREAS, Miami Beach has long been a premier destination for dining, shopping, arts, and culture, attracting both residents and visitors from around the world; and

WHEREAS, in the face of increasing competition from neighboring areas such as Coral Gables, Wynwood, and Brickell, it is important for Miami Beach to enhance its identity as a dynamic, vibrant, and competitive destination, while nurturing a sense of community connection; and

WHEREAS, Miami Beach's unique commercial corridors, including Lincoln Road, Ocean Drive, Collins Avenue, Washington Avenue, 41st Street, and North Beach, offer distinct character and opportunities for residents and visitors alike to rediscover local dining, shopping, and cultural experiences; and

WHEREAS, fostering a sense of community pride and supporting local businesses are essential to sustaining the City's economy, especially in these critical times when many businesses are looking for new ways to engage customers and reinvigorate local commerce; and

WHEREAS, "*Find Your Wave*" campaign (the "Campaign"), created by the City's Office of Marketing and Communications in close collaboration with the Greater Miami Convention and Visitors Bureau (GMCVB) and its agency of record, VML, won the Ragan Daily PR Award and was shortlisted for the Multichannel Campaign Award; and

WHEREAS, showcasing vibrant beaches, lively bars, world-class resorts, and iconic landmarks, the Campaign offered a captivating preview of Miami Beach's unique lifestyle and culture through stunning cinematic visuals, highlighting the City's most alluring attractions and points of interest; and

WHEREAS, a focused, coordinated marketing campaign, in a similar vein as the Campaign, that highlights the appeal and diversity of the City's commercial zones could strengthen the city's position as a leading destination for local residents, both within the city and the tri-county region (i.e. Miami-Dade, Broward and Palm Beach), while reinforcing the importance of "keeping it local"; and

WHEREAS, such a marketing effort would foster community engagement and ensure Miami Beach remains competitive with other cities, by promoting the distinctive offerings of each commercial zone, creating a sense of place, and encouraging residents to support their local businesses, ensuring that Miami Beach thrives as a vibrant local destination.

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 Administration to create a marketing campaign that promotes Miami Beach's commercial zones, encouraging local and regional residents to return to local dining and shopping options, and re-establishing Miami Beach as a trendy, vibrant destination.

PASSED and ADOPTED this ____ day of _____, 2024.

Steven Meiner, Mayor

ATTEST:

Rafael E. Granado, City Clerk

(Sponsored by Mayor Steven Meiner)

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

City Attorney

11/13/2024

Date