

C4 Z REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE - CITY
PARTNERSHIP WITH BEACHFRONT CONCESSIONAIRES FOR EVENT
SPECIFIC UMBRELLA PROGRAM.

Applicable Area:



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Joseph Magazine
DATE: October 30, 2024
TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE - CITY PARTNERSHIP WITH BEACHFRONT CONCESSIONAIRES FOR EVENT SPECIFIC UMBRELLA PROGRAM.

RECOMMENDATION

I wish to place a referral to the Finance and Economic Resiliency Committee of a discussion regarding partnering with our beachfront concessionaires on the implementation of an event specific/themed umbrella program starting in 2025. This program would feature specially designed umbrellas to align with various events and awareness periods throughout the year.

This program will have two distinct periods: 1. In light of Florida Tourism removing any references to LGBTQ from its travel section of the website and Miami Beach historically being a proud mecca for LGBTQ travelers we would like to purchase and display rainbow beach umbrellas that would be displayed during Pride Month at 13th Street Beach. 2. In a similar fashion, pink beach umbrellas would be used throughout October to promote breast cancer awareness.

This initiative would enhance our community's engagement with important events and causes while creating a visually dynamic and inclusive beachfront experience for residents and visitors alike, while underlining our city's commitment to fostering and inviting environment to any and all that wish to come to Miami Beach.

BACKGROUND/HISTORY

ANALYSIS

FISCAL IMPACT STATEMENT

N/A

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): N/A

Department

Office of Commissioner Joseph Magazine

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Commissioner Alex Fernandez

Condensed Title

Ref: FERC - Partner w/ Beachfront Concessionaires for Event-Specific Umbrella Prog.
(Magazine/Fernandez)