

C7 R A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO COLLABORATE WITH HOTEL OPERATORS ALONG OCEAN DRIVE, IN PARTNERSHIP WITH THE OCEAN DRIVE ASSOCIATION, TO FACILITATE THE INSTALLATION OF FLOWER BASKETS ON LIGHT POLES AT THE EXPENSE OF THE HOTEL OPERATORS, TO FURTHER BEAUTIFY THE STREET AT NO COST TO THE CITY OF MIAMI BEACH.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Laura Dominguez

DATE: December 11, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO COLLABORATE WITH HOTEL OPERATORS ALONG OCEAN DRIVE, IN PARTNERSHIP WITH THE OCEAN DRIVE ASSOCIATION, TO FACILITATE THE INSTALLATION OF FLOWER BASKETS ON LIGHT POLES AT THE EXPENSE OF THE HOTEL OPERATORS, TO FURTHER BEAUTIFY THE STREET AT NO COST TO THE CITY OF MIAMI BEACH.

RECOMMENDATION

BACKGROUND/HISTORY

ANALYSIS

The attached Resolution was prepared at the request of the sponsor, Commissioner Laura Dominguez.

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):

Department

City Attorney

Sponsor(s)

Commissioner Laura Dominguez

Co-sponsor(s)

Condensed Title

Installation of Flower Baskets on Light Poles Along Ocean Dr. at No Cost to City. (Dominguez)
CA

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO COLLABORATE WITH HOTEL OPERATORS ALONG OCEAN DRIVE, IN PARTNERSHIP WITH THE OCEAN DRIVE ASSOCIATION, TO FACILITATE THE INSTALLATION OF FLOWER BASKETS ON LIGHT POLES AT THE EXPENSE OF THE HOTEL OPERATORS, TO FURTHER BEAUTIFY THE STREET AT NO COST TO THE CITY OF MIAMI BEACH.

WHEREAS, Ocean Drive is a vital and iconic destination within the City, attracting residents and tourists alike, and contributing significantly to the local economy and cultural identity; and

WHEREAS, the aesthetic enhancement of Ocean Drive is in the public interest and aligns with the City's goals of fostering a vibrant, welcoming, and visually appealing streetscape; and

WHEREAS, certain hotel owners along Ocean Drive have expressed willingness to fund the installation of flower baskets on the light poles located along the street; and

WHEREAS, this initiative will improve the beautification of Ocean Drive without imposing any financial burden on the City or its taxpayers; and

WHEREAS, the Mayor and City Commission desire to direct the City Administration to collaborate with the hotel operators along Ocean Drive to facilitate the installation of the flower baskets on the light poles located along the street; and

WHEREAS, as part of this collaboration, the hotel owners shall consult with the City Administration on the selection of plants and flowers to ensure that they are suitable for the City's humid, hot climate and salt air; and

WHEREAS, the cost of purchasing, installing, and maintaining the grommets and flowers shall be borne entirely by the participating hotel operators, with no financial obligation to the City.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, hereby direct the Administration to collaborate with hotel operators along Ocean Drive, in partnership with the Ocean Drive Association, to facilitate the installation of flower baskets on light poles at the expense of the hotel operators, to further beautify the street at no cost to the City of Miami Beach.

PASSED and ADOPTED this ____ day of _____ 2024.

ATTEST:

Steven Meiner, Mayor

Rafael E. Granado, City Clerk

(Sponsored by Commissioner Laura Dominguez)

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

City Attorney

12/31/2024
Date