

NB 29. DISCUSS THE CREATION OF A MIAMI BEACH HISTORICAL MUSEUM, AND IDENTIFY POTENTIAL SITES ON CITY-OWNED PROPERTY, INCLUDING WITHOUT LIMITATION AN UNDERUTILIZED OR VACANT STOREFRONT IN A CITY-OWNED BUILDING, IN ORDER TO COMPLEMENT THE CITY'S ROBUST CULTURAL OFFERINGS WITH A NEW INSTITUTION FOCUSED ON THE HISTORY OF MIAMI BEACH.

Applicable Area:

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Eric Carpenter, City Manager

DATE: May 7, 2025

TITLE: DISCUSS THE CREATION OF A MIAMI BEACH HISTORICAL MUSEUM, AND IDENTIFY POTENTIAL SITES ON CITY-OWNED PROPERTY, INCLUDING WITHOUT LIMITATION AN UNDERUTILIZED OR VACANT STOREFRONT IN A CITY-OWNED BUILDING, IN ORDER TO COMPLEMENT THE CITY'S ROBUST CULTURAL OFFERINGS WITH A NEW INSTITUTION FOCUSED ON THE HISTORY OF MIAMI BEACH.

RECOMMENDATION

The Administration recommends that Finance and Economic Resiliency Committee members discuss the creation of a Miami Beach Historical Museum and possible sites on city-owned property. There is currently no funding to potentially create a Miami Beach museum. Should the Finance and Economic Resiliency Committee discuss and provide a favorable recommendation to the City Commission to create a Miami Beach museum, funding would need to be identified during the FY 2026 budget process.

BACKGROUND/HISTORY

On February 26, 2025, the Mayor and City Commission approved a dual referral sponsored by Commissioner Tanya K. Bhatt to the Finance and Economic Resiliency Committee (FERC) and the Land Use and Sustainability Committee to discuss the creation of a Miami Beach Historical Museum, and identify a potential site on city-owned property, including without limitation an underutilized or vacant storefront in a city-owned building, in order to complement the City's robust cultural offerings with a new institution focused on the history of Miami Beach.

ANALYSIS

The referral item requests that "scope of issues" which the museum should focus us on should be:

- Educational institutions or cultural organizations that could partner with the City on such an endeavor.
- Potential sites on city-owned property, including without limitation an underutilized or vacant storefront.

Following discussion at FERC, the item would be discussed by Land Use and Sustainability Committee (LUSC).

A historical museum for a city preserves and showcases local history, fostering a sense of community identity, cultural understanding, and enriching the lives of residents and visitors by offering insights into the city's past. Museums act as custodians of a city's history, collecting, and persevering artifacts, documents and stories.

The desire to create a Miami Beach historical museum first surfaced in 2021. At the April 21, 2021, City Commission meeting, the Mayor and City Commission referred a discussion to

the Neighborhood Quality of Life Committee, later named the Public Safety and Neighborhood Quality of Life Committee (PSNQLC) to discuss creating a new museum and cultural center in the Entertainment District. The referral asked the Administration to study the Country Music Hall of Fame and Museum in Nashville, Tennessee, to get a perspective at the feasibility of creating a similar museum in Miami Beach. The memorandum provided cost analysis of funding new construction based on recent local museum expansions and construction costs.

Funding a Museum

On average, the startup costs for a museum can range from \$500,000 to \$2 million, depending on location, size, and the scope of the exhibitions. Based on the example of Country Music Hall of Fame and Museum, forty (40%) percent of their income came from contributions from sponsors. Twenty-five (25%) percent comes from admission into the museum, and eleven (11%) percent from the restaurant and catering events. The museum plays host to hundreds of events throughout the year. The rest of their income comes from retail and events.

Funding sources may include government or private sector funding, earned income, grants and community foundations.

Key Operating Expenses

To operate a museum, no matter the size, the following costs should be considered:

- Staffing
- Museum Certification Related Costs
- Utilities
- Exhibit Maintenance
- Marketing and Advertising
- Insurance
- Exhibitions
- Educational Programming
- Collection and Conservation Supplies
- Equipment
- Office Supplies

City-owned Property

The Facilities and Fleet Management Department has reported that all city-owned storefronts/buildings are currently leased, or in the process of being occupied.

Potential Locations

The Art Deco Welcome Center, located on 10th Street and Ocean Drive, is a city-owned property under a management agreement with the Miami Design Preservation League (MDPL). This facility's location, infrastructure, and staffing are appropriate for housing a space within the Art Deco Welcome Center dedicated to exhibiting the history of Miami Beach. The current management agreement is set for renewal at the end of 2025, and a term could be added with a potential for MDPL to dedicate a portion of the facility for historical exhibitions and content focused on Miami Beach.

The only other city-owned property is 7605 Collins Avenue. This location is also being considered for the Building Department offices. At the February 26, 2025, City Commission meeting, the Mayor and Commission approved a referral to the LUSC to “Discuss Possible Conversion of 7605 Collins Avenue into a Marine Science Education Center and Museum” (C4M).

If there is consideration for vacant city-owned land to build a museum, a list may be provided by the Facilities and Fleet Department, which could include the West Lots.

There is currently no funding to potentially create a Miami Beach museum. Should the Finance and Economic Resiliency Committee discuss and provide a favorable recommendation to the City Commission to create a Miami Beach museum, funding would need to be identified during the FY 2026 budget process.

FISCAL IMPACT STATEMENT

The fiscal impact of creating a historical museum can range from \$500,000 to \$2 million depending on location, size and scope of the exhibitions.

Does this Ordinance require a Business Impact Estimate?
(FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on .
See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

FINANCIAL INFORMATION

N/A

CONCLUSION

The Administration recommends that Finance and Economic Resiliency Committee members discuss the creation of a Miami Beach Historical Museum and possible sites on city-owned property. There is currently no funding to potentially create a Miami Beach museum. Should the Finance and Economic Resiliency Committee discuss and provide a favorable recommendation to the City Commission to create a Miami Beach museum, funding would need to be identified during the FY 2026 budget process.

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

Tourism and Culture

Sponsor(s)

Commissioner Tanya K. Bhatt

Co-sponsor(s)

Condensed Title

Discuss the Creation of a Miami Beach Historical Museum

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Tanya K. Bhatt

DATE: February 26, 2025

TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE AND THE LAND USE AND SUSTAINABILITY COMMITTEE TO DISCUSS THE CREATION OF A MIAMI BEACH HISTORICAL MUSEUM, AND IDENTIFY POTENTIAL SITES ON CITY-OWNED PROPERTY, INCLUDING WITHOUT LIMITATION AN UNDERUTILIZED OR VACANT STOREFRONT IN A CITY-OWNED BUILDING, IN ORDER TO COMPLEMENT THE CITY'S ROBUST CULTURAL OFFERINGS WITH A NEW INSTITUTION FOCUSED ON THE HISTORY OF MIAMI BEACH.

RECOMMENDATION

BACKGROUND/HISTORY

Please place the above item on the February 26, 2025 City Commission meeting agenda as a referral to the Finance and Economic Resiliency Committee ("FERC") and Land Use and Sustainability Committee ("LUSC").

I would like the FERC and LUSC to discuss the potential creation of a Miami Beach Historical Museum, to complement the City's robust cultural offerings with a new institution dedicated to the history of Miami Beach. The Committees should consider the following:

Scope of issues that the Museum should focus on;

Educational institutions or cultural organizations that could partner with the City on such an endeavor; and

Potential sites on City-owned property, including without limitation an underutilized or vacant City storefront.

In light of the potential fiscal impact and use of City property, I would like this item to be heard first by FERC. After initial consideration by FERC, the item should then be discussed by LUSC.

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?

Yes

Is this item related to a G.O. Bond Project?

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If so, specify the name of lobbyist(s) and principal(s):

Department

Office of Commissioner Tanya K. Bhatt

Sponsor(s)

Commissioner Tanya K. Bhatt

Co-sponsor(s)

Condensed Title

Ref: FERC/LUSC – Miami Beach Historical Museum. (Bhatt)

Previous Action (For City Clerk Use Only)