

2. DISCUSS A COMPREHENSIVE BRANDING CAMPAIGN FOR THE ART DECO HISTORIC DISTRICT OF SOUTH BEACH.

Applicable Area:

PRIORITY ITEMS 2

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Land Use and Sustainability Committee Members

FROM: Eric Carpenter, City Manager

DATE: May 8, 2025

TITLE: DISCUSS A COMPREHENSIVE BRANDING CAMPAIGN FOR THE ART DECO HISTORIC DISTRICT OF SOUTH BEACH.

RECOMMENDATION

The Administration recommends developing an Art Deco District branding initiative aimed at increasing visibility for the historic district. This initiative will support the district's unique identity that resonates with both residents and visitors. It will also enhance the district's visibility in a competitive tourism market, contribute to local economic growth and strengthen the preservation of South Beach's historical and architectural heritage.

BACKGROUND/HISTORY

At the February 3, 2025 City Commission meeting, item C4 V was referred to the Land Use and Sustainability Committee to consider developing a comprehensive branding initiative aimed at increasing visibility for the Art Deco District in South Beach. The item was sponsored by Commissioner Fernandez and co-sponsored by Commissioner Rosen Gonzalez.

ANALYSIS

The Art Deco District, stretching from 5 Street to 23 Street and encompassing Ocean Drive, Collins Avenue and Washington Avenue, stands as one of the most architecturally significant and culturally rich areas in Miami Beach. Recognized on the National Register of Historic Places since 1979, the district boasts approximately 800 contributing properties. These structures not only showcase classic Art Deco style, but also include examples of other significant architectural movements, reflecting the layered history of Miami Beach.

Despite its iconic status, the district faces growing competition for attention from newer tourist attractions and evolving urban development. A branding initiative presents an opportunity to reassert the district's prominence and align its image with Miami Beach's broader cultural and economic development goals.

Strategic Rationale:

1. Cultural and Historical Value:

- The district embodies Miami Beach's architectural identity and cultural narrative.
- Enhancing public awareness of its historic significance can increase community pride and encourage preservation efforts.

2. Tourism and Economic Development:

- A targeted branding campaign can position the Art Deco District as a central heritage tourism attraction.

- Increased foot traffic and visibility will support local businesses, hospitality and service industries.
- Tourism revenue driven by cultural and heritage experiences tends to be more sustainable and economically impactful over time.

3. Marketing and Brand Recognition:

- Creating a unified, recognizable visual and narrative identity will enhance outreach efforts both locally and globally.
- Strategic use of digital platforms and print collaterals can generate sustained engagement with both tourists and residents.

4. Community Engagement and Education:

- Branding can incorporate educational components to engage residents and visitors.
- Celebrating the district through stories, exhibitions and media campaigns deepens collective appreciation and stewardship.

FISCAL IMPACT STATEMENT

\$0. Budget will come from Greater Miami Convention & Visitors Bureau.

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

CONCLUSION

The proposed branding initiative represents a timely and strategic investment in Miami Beach’s cultural future. By amplifying the unique identity of the Art Deco District, the city has the opportunity to elevate its global reputation, preserve its historical assets and stimulate sustainable economic growth. The Administration fully supports proceeding with the development and implementation of this initiative.

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):

Department

Marketing and Communications

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Commissioner Kristen Rosen Gonzalez

Condensed Title

DISCUSS A COMPREHENSIVE BRANDING CAMPAIGN FOR THE ART DECO HISTORIC DISTRICT OF SOUTH BEACH.

C4 V REFERRAL TO THE LAND USE AND SUSTAINABILITY COMMITTEE TO
DISCUSS A COMPREHENSIVE BRANDING CAMPAIGN FOR THE ART DECO
HISTORIC DISTRICT OF SOUTH BEACH.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Alex Fernandez
DATE: February 3, 2025
TITLE: REFERRAL TO THE LAND USE AND SUSTAINABILITY COMMITTEE TO DISCUSS A COMPREHENSIVE BRANDING CAMPAIGN FOR THE ART DECO HISTORIC DISTRICT OF SOUTH BEACH.

RECOMMENDATION

Please place on the February 3, 2025, City Commission agenda a referral to the Land Use and Sustainability Committee to consider developing a comprehensive branding initiative aimed at increasing visibility for the Art Deco Historic District of South Beach. This initiative would not only highlight the unique architectural beauty and cultural significance of the district, but also help promote heritage tourism, drawing visitors and further solidifying Miami Beach as a premier cultural destination.

The Art Deco Historic District, located between 5th and 23rd Street, along Ocean Drive, Collins Avenue, and Washington Avenue is a cornerstone of our city's identity and history. The district, which has been listed on the National Register of Historic Places since 1979, contains some 800 designated historic buildings, including some that represent other modern architectural styles from different eras of Miami's history.

A strategic branding campaign can raise public awareness, highlight the district's architectural treasures, and attract global visitors eager to experience its heritage. A unified and recognizable brand for the Art Deco District will deepen appreciation for this iconic area while boosting economic activity in surrounding businesses.

BACKGROUND/HISTORY

ANALYSIS

FISCAL IMPACT STATEMENT

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-notice/>

FINANCIAL INFORMATION

CONCLUSION

Applicable Area

South Beach

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?

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

Office of Commissioner Alex Fernandez

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Commissioner Kristen Rosen Gonzalez

Condensed Title

Ref: LUSC - Branding Campaign for Art Deco District of South Beach. (Fernandez/Rosen Gonzalez)

Previous Action (For City Clerk Use Only)

January 27, 2024

Via Email

Alex Fernandez, Commissioner
Miami Beach City Hall

Re: Branding and Marketing for Art Deco Historic District, Miami Beach

Dear Commissioner Fernandez,

As a follow up to our last meeting, ADNA would like to formalize our request:

The Art Deco Historic Heritage that makes Miami Beach the unique and special place it is, needs to be celebrated and memorialized.

Right now, there is nothing out there for us like “The Big Apple” or “Motor City”, and Miami Beach needs an equally unique and emblematic brand/slogan/logo, that captures the essence of who we are, and is marketed to the entire world.

We need a branding and marketing campaign that will elevate our community to new heights, that will affect every aspect of our community and life in a positive way.

While ADNA has thoughts and ideas that we'd appreciate considered in the process, we would like the creative minds and experts in the City of Miami Beach to come together to embark on an exciting Branding Campaign to help make this vision become a reality.

We thank you in advance for your assistance,
Irene Bigger
ADNA President

cc: ADNA Board Members
Monica Matteo-Salinas



December 2, 2024

Via Email

Alex Fernandez, Commissioner
Miami Beach City Hall

Re: Heritage Tourism Initiative

Dear Commissioner Fernandez:

When we met several months ago, we discussed the need for a branding initiative for the Art Deco district of South Beach. On behalf of ADNA, I would like to continue that discussion about branding.

There is a terrific opportunity to create more visibility for the treasure that we have in the Art Deco community that we believe will help promote Heritage Tourism. I would welcome the opportunity to participate in that initiative.

How can we take this idea from initiative to reality so that every visitor to the Art Deco District, attendees at every event in the Art Deco District and every resident of the Art Deco community sees our brand on the streets, in social media, in the news and everywhere – one common visual that establishes the Art Deco community as a community for every member, for every visitor and for every business.

With dedication to the vibrancy of the art of community-

Anett Grant
ADNA, Vice President

cc: Irene Biggers
Anne Blume

