

C7 AC A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO WORK WITH THE GREATER MIAMI CONVENTION AND VISITORS BUREAU (GMCVB), ALONG WITH OTHER STAKEHOLDERS, TO DEVELOP AND LAUNCH THE “LET ME REINTRODUCE MYSELF” MARKETING CAMPAIGN FOR FISCAL YEAR 2026, A LOCALLY INSPIRED INITIATIVE TO REDEFINE MIAMI BEACH AS A SOPHISTICATED, FAMILY-FRIENDLY, WELLNESS-CENTRIC DESTINATION THAT EMBRACES ITS MODERN IDENTITY WHILE HONORING ITS HISTORIC LEGACY.

Applicable Area:

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: City Attorney Ricardo J. Dopico

DATE: May 21, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO WORK WITH THE GREATER MIAMI CONVENTION AND VISITORS BUREAU (GMCVB), ALONG WITH OTHER STAKEHOLDERS, TO DEVELOP AND LAUNCH THE "LET ME REINTRODUCE MYSELF" MARKETING CAMPAIGN FOR FISCAL YEAR 2026, A LOCALLY INSPIRED INITIATIVE TO REDEFINE MIAMI BEACH AS A SOPHISTICATED, FAMILY-FRIENDLY, WELLNESS-CENTRIC DESTINATION THAT EMBRACES ITS MODERN IDENTITY WHILE HONORING ITS HISTORIC LEGACY.

### **RECOMMENDATION**

### **BACKGROUND/HISTORY**

### **ANALYSIS**

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

### **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)**

Mayor Steven Meiner

**Co-sponsor(s)**

**Condensed Title**

Let Me Reintroduce Myself Marketing Campaign. (Meiner) CA

**Previous Action (For City Clerk Use Only)**

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO WORK WITH THE GREATER MIAMI CONVENTION AND VISITORS BUREAU (GMCVB), ALONG WITH OTHER STAKEHOLDERS, TO DEVELOP AND LAUNCH THE “LET ME REINTRODUCE MYSELF” MARKETING CAMPAIGN FOR FISCAL YEAR 2026, A LOCALLY INSPIRED INITIATIVE TO REDEFINE MIAMI BEACH AS A SOPHISTICATED, FAMILY-FRIENDLY, WELLNESS-CENTRIC DESTINATION THAT EMBRACES ITS MODERN IDENTITY WHILE HONORING ITS HISTORIC LEGACY.**

**WHEREAS**, the City of Miami Beach has successfully implemented public safety strategies over the past two spring break seasons to restore order and reduce disruptive behavior in the city’s entertainment districts; and

**WHEREAS**, following a successful spring break for the second year in a row, Miami Beach is entering a new era—one that celebrates our vibrant community, honors our iconic Art Deco heritage, and continues to prioritize public safety; and

**WHEREAS**, the proposed “Let Me Reintroduce Myself” campaign seeks to reintroduce Miami Beach to the world as a city of culture, wellness, sophistication, and safety—highlighting family-friendly experiences, local businesses, curated events, and the revitalization of the Art Deco Cultural District; and

**WHEREAS**, the campaign will be a collaboration between the City, the Greater Miami Convention and Visitors Bureau (GMCVB), the Miami Beach Chamber of Commerce, all local business improvement districts (BIDs), local hotels, restaurants, cultural institutions, and resident groups; and

**WHEREAS**, this initiative is intended to complement ongoing tourism efforts such as the “Find Your Wave” campaign, while uniquely positioning Miami Beach in the post-spring break season as a safe, welcoming, and creatively rich destination; and

**WHEREAS**, “Let Me Reintroduce Myself” will prioritize storytelling that reflects the city’s commitment to quality of life, public safety, and cultural innovation, with the goal of restoring and elevating Miami Beach’s image both locally and globally.

**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 City Administration to work with the Greater Miami Convention and Visitors Bureau (GMCVB), along with other stakeholders, to develop and

launch the "Let Me Reintroduce Myself" marketing campaign for fiscal year 2026, a locally inspired initiative to redefine Miami Beach as a sophisticated, family-friendly, wellness-centric destination that embraces its modern identity while honoring its historic legacy.

**PASSED and ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 2025.

**ATTEST:**

\_\_\_\_\_  
Steven Meiner, Mayor

\_\_\_\_\_  
Rafael E. Granado, City Clerk

(Sponsored by Mayor Steven Meiner)

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION



\_\_\_\_\_  
City Attorney

5/14/2025

\_\_\_\_\_  
Date