

C7 C A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE AT ITS JANUARY 24, 2025 MEETING, TO ALLOCATE FUNDING AS PART OF THE FISCAL YEAR 2026 BUDGET PROCESS, IN AN AMOUNT NOT TO EXCEED \$215,000, TO ENHANCE THE MARKETING BUDGET SPECIFICALLY DEDICATED TO THE PROMOTION OF ECONOMIC DEVELOPMENT.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: June 25, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE AT ITS JANUARY 24, 2025 MEETING, TO ALLOCATE FUNDING AS PART OF THE FISCAL YEAR 2026 BUDGET PROCESS, IN AN AMOUNT NOT TO EXCEED \$215,000, TO ENHANCE THE MARKETING BUDGET SPECIFICALLY DEDICATED TO THE PROMOTION OF ECONOMIC DEVELOPMENT.

RECOMMENDATION

The Administration recommends that the Mayor and City Commission accept the recommendation of the Finance and Economic Resiliency Committee (FERC) for an enhanced marketing budget dedicated to economic development.

The Administration recommends that while the Commission evaluates the enhanced marketing budget specifically dedicated to the promotion of economic development, it also carefully considers several critical factors that will significantly impact the General Fund budget, beginning in FY 2026:

1. The City's increasing unfunded capital improvement program
2. Long-term General Fund financial projections indicating a potential shortfall in upcoming fiscal years
3. The passage of Amendment 5 in November 2024, which increases the homestead exemption and further constrains the growth of taxable property values.

BACKGROUND/HISTORY

During the October 30, 2024 City Commission meeting, at the request of Commissioner Magazine, the Mayor and City Commission referred an item to the Finance and Economic Resiliency Committee (FERC) to discuss the creation of a standalone marketing budget specifically dedicated to economic development, with the aim to promote Miami Beach as a business destination of choice for targeted industries.

On January 24, 2025, the FERC discussed the subject and unanimously recommended in favor that the City Commission consider an enhanced Economic Development marketing budget during the FY 2026 budget process.

ANALYSIS

Miami Beach is known for its global tourism, hospitality, recreational amenities and cultural attractions. To ensure sustainable economic growth and resiliency, it is essential to strategically diversify the Miami Beach economic base and appeal to targeted industries and new to market companies and organizations. Industries, such as technology, finance, and professional services have the potential to thrive even further in the Miami Beach business community and are attracted to the location, workforce, and infrastructure. To effectively position the city for future growth, a focused, assertive, and creative marketing strategy and campaign is critical.

Miami Beach's reputation as a global destination can be leveraged to attract new to market businesses. To do so, Commissioner Magazine would like to explore creating a dedicated marketing budget focused specifically on economic development, that is not commingled with the city's tourism and cultural promotions and campaigns. A campaign that targets specific industries emphasizes the unique strength of the Miami Beach business community, including quality of life, geographic proximity to the Latin American market, business incentives and programs.

The existing standalone Miami Beach Economic Development marketing budget promotes Miami Beach as a destination of choice for new and existing businesses and works to embed how Miami Beach is interested in recruiting and investing in businesses and talent interested in growing in a forward-thinking business community.

An Economic Development marketing budget typically includes initiatives such as enhancing website content and interactive engagement development, targeted advertising, C-suite engagements, and community outreach to attract new companies and residents.

Key aspects of an enhanced Miami Beach Economic Development marketing budget would include:

- **Targeted industry attraction:** Marketing campaigns aimed at attracting new businesses to Miami Beach, highlighting factors like available commercial space, incentives, skilled workforce, and infrastructure.
- **Talent attraction:** Promoting the community's quality of life to attract potential employees, including education, family-friendly amenities, housing options, recreational activities, and cultural/sports amenities.
- **Business/talent quality of life promotion:** Marketing the city's tourist attractions and amenities to appeal to businesses and employees.

Budget components:

- **Website development and maintenance:** Updating an informative website showcasing the city's economic development opportunities.
- **Marketing materials:** Designing and enhancing the Miami Beach event booth and collateral, as well as updating and enhancing brochures, flyers, and presentations to distribute at conferences and events.
- **Advertising:** Placing ads in relevant trade and lifestyle publications, online platforms, and local and national media.
- **Public relations:** Building deeper and informed relationships with media outlets, influencers, and industry associations to generate positive coverage.
- **Decisionmaker engagements:** Organizing and attending conferences, business summits, networking events, and small C-suite engagements to connect potential investors with local businesses and city officials.
- **Social media marketing:** Utilizing social media platforms to engage with potential businesses and residents and employing social media influencers.
- **Research and data analysis:** Gathering market intelligence to identify target industries and decision-makers and inform marketing strategy.

When establishing an enhanced Economic Development marketing budget, the Economic Development Department and the Communications and Marketing Department would set stretch goals to attract major corporations and emerging entrepreneurs, and messaging that would create deeper and wider buzz about the benefits of relocating and/or expanding a business in Miami Beach, which requires more targeted outreach via innovative, creative, and unique methods that

standout and are memorable. Miami Beach is within a highly competitive region, which also requires an investment in marketing campaigns that are unforgettable.

With additional funding, the Administration can refresh and expand strategies and campaigns with measurable metrics, clear goals and key performance indicators (KPIs) to track the effectiveness of marketing campaigns, such as website traffic, leads generated, and business investment attracted. In addition, the Administration will collaborate and leverage the Greater Miami Convention and Visitors Bureau (GMCVB) and the Miami Beach Visitor and Convention Authority (MBVCA) resources, research, channels, and insights as well as other stakeholders, including local businesses, chambers of commerce, and organizations where leveraging resources and amplifying marketing messages is efficient. Though they are predominately focused on tourism, their reach can be utilized, more meaningfully, with additional funds and a refreshed campaign.

FISCAL IMPACT STATEMENT

Nationally, the average municipal economic development marketing budget is typically considered to be between 1-3% of a city's overall budget; however, this varies significantly depending on the city's size, economic goals, and the level of marketing activity required to attract new businesses and residents. Depending on the comprehensiveness of the desired campaign, depth of the goals and expected outcomes, an annual marketing budget could range from \$180,000 to \$250,000 or more.

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

The Administration recommends the enhancement of the marketing budget specifically dedicated to economic development, with the aim of promoting and augmenting the existing marketing budget to expand the reach of key messaging that Miami Beach is a prime destination for targeted industries and talent.

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

Economic Development

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Condensed Title

Accept Rec/Allocate Funds, Enhance Marketing Budget to Promote Economic Development.
(JM) ED

Previous Action (For City Clerk Use Only)

MIAMI BEACH

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 TO DISCUSS THE CREATION OF A STANDALONE MARKETING BUDGET SPECIFICALLY DEDICATED TO ECONOMIC DEVELOPMENT.

RECOMMENDATION

Please place on the October 30, 2024, a referral to the Finance and Economic Resiliency Committee (the "FERC") to discuss the creation of a standalone marketing budget specifically dedicated to economic development, with the aim of promoting Miami Beach as a prime destination for targeted industries.

BACKGROUND/HISTORY

Miami Beach is renowned for its tourism, hospitality, and cultural industries. However, to ensure sustained economic growth and resilience, it is essential that the city strategically diversifies its economic base by attracting targeted industries beyond our established sectors. Industries such as technology, finance, and professional services have the potential to thrive in Miami Beach given our desirable location, workforce, and infrastructure. To effectively position the city for this type of growth, a focused marketing initiative is critical

ANALYSIS

Miami Beach's reputation as a global tourism destination can be leveraged to attract new businesses. However, this requires a dedicated marketing budget focused specifically on economic development, rather than being blended into the city's general tourism or cultural promotion funds. A specialized campaign would allow the city to craft targeted messaging for specific industries, emphasizing our unique strengths as a business destination, such as quality of life, geographic proximity to Latin America, and incentives already offered by the City.

This marketing initiative should focus on:

- Showcasing Miami Beach as an attractive location for corporate headquarters and startup ecosystems.
- Highlighting opportunities in sectors like technology, financial services, and creative industries.
- Demonstrating the city's commitment to facilitating business development and reducing barriers to entry. Including current and future incentives offered by Miami Beach.

The Administration should be prepared to discuss the above in greater detail at Committee.

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

N/A

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)

Condensed Title

Ref: FERC - Creation of Standalone Marketing Budget for Economic Development. (Magazine)

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, AT ITS JANUARY 24, 2025 MEETING, TO ALLOCATE FUNDING AS PART OF THE FISCAL YEAR 2026 BUDGET PROCESS, IN AN AMOUNT NOT TO EXCEED \$215,000, TO ENHANCE THE MARKETING BUDGET SPECIFICALLY DEDICATED TO THE PROMOTION OF ECONOMIC DEVELOPMENT.

WHEREAS, on October 30, 2024, at the request of Commissioner Magazine, the City Commission referred an item to the Finance and Economic Resiliency Committee (FERC) to explore the creation of a dedicated marketing budget focused solely on promoting economic development and positioning Miami Beach as a premier business destination for targeted industries; and

WHEREAS, on January 24, 2025, the FERC unanimously recommended that the City Commission consider enhancing the Miami Beach Economic Development marketing budget during the Fiscal Year 2026 budget process by allocating additional funding not to exceed \$215,000; and

WHEREAS, although Miami Beach is internationally renowned for its tourism, hospitality, and cultural attractions, there remains an urgent need to diversify its economic base by attracting industries such as technology, finance, and professional services, and innovative enterprises that prize a high quality of life alongside a forward-thinking business environment; and

WHEREAS, enhancing the Economic Development marketing budget will support initiatives designed to attract new businesses and talent by promoting the City's unique strengths, such as quality of life, available commercial space, favorable business incentives, geographic proximity to Latin America, and robust infrastructure, through improved website development, targeted advertising, effective public relations, proactive engagement with decision-makers, dynamic social media marketing, and comprehensive market research; and

WHEREAS, a dedicated Economic Development marketing campaign funded in this manner would both complement existing tourism and cultural promotional efforts and reinforce Miami Beach's commitment to sustainable economic growth by incorporating measurable performance metrics and innovative outreach strategies; and

WHEREAS, the Administration supports the allocation of additional funding specifically dedicated to expanding marketing initiatives that promote Miami Beach as a destination of choice for both new and current businesses and talent, further targeted industry outreach, and complementing the City's broader economic development efforts.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the recommendation of the Finance and Economic Resiliency Committee, at its January 24, 2025 meeting, to allocate funding as part of the Fiscal Year 2026 budget process, in an amount not to exceed \$215,000, to enhance the marketing budget specifically dedicated to the promotion of economic development.

PASSED and **ADOPTED** this ____ day of _____ 2025.

ATTEST:

Rafael E. Granado, City Clerk

Steven Meiner, Mayor

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

01-24-2025
Date