

C7 BB A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO COLLABORATE WITH THE GREATER MIAMI CONVENTION AND VISITOR'S BUREAU TO DEVELOP AN IN-HOUSE MARKETING CAMPAIGN ENCOURAGING MIAMI-DADE COUNTY RESIDENTS TO RETURN TO OCEAN DRIVE.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: City Attorney Ricardo J. Dopico

DATE: June 25, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO COLLABORATE WITH THE GREATER MIAMI CONVENTION AND VISITOR'S BUREAU TO DEVELOP AN IN-HOUSE MARKETING CAMPAIGN ENCOURAGING MIAMI-DADE COUNTY RESIDENTS TO RETURN TO OCEAN DRIVE.

RECOMMENDATION

BACKGROUND/HISTORY

ANALYSIS

The attached Resolution was prepared at the request of the sponsor, Commissioner Kristen Rosen Gonzalez.

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 Kristen Rosen Gonzalez

Co-sponsor(s)

Condensed Title

Develop Campaign Encouraging MDC Residents to Return to Ocean Drive. (Rosen Gonzalez)
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 COLLABORATE WITH THE GREATER MIAMI CONVENTION AND VISITOR'S BUREAU TO DEVELOP AN IN-HOUSE MARKETING CAMPAIGN ENCOURAGING MIAMI-DADE COUNTY RESIDENTS TO RETURN TO OCEAN DRIVE.

WHEREAS, Ocean Drive is an essential cultural and economic asset that contributes significantly to the vibrancy and identity of the City of Miami Beach (the "City"); and

WHEREAS, recent trends indicate a decline in visits by Miami-Dade County residents to Ocean Drive, adversely affecting local businesses and community engagement; and

WHEREAS, promoting local tourism and increasing participation from our residents is integral to the economic prosperity and urban renewal of the area; and

WHEREAS, the Greater Miami Convention and Visitor's Bureau ("GMCVB") possesses the expertise and resources to effectively market and promote destinations within Miami-Dade County through innovative campaigns; and

WHEREAS, the Mayor and City Commission wish to direct the City Administration to collaborate with the GMCVB with the goal of developing a comprehensive marketing campaign aimed at encouraging Miami-Dade County residents to return to and support Ocean Drive, with emphasis on the unique attractions, historical significance, dining, entertainment, and community events available on Ocean Drive.

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 direct the City Administration to collaborate with the Greater Miami Convention and Visitor's Bureau to develop an in-house marketing campaign encouraging Miami-Dade County residents to return to Ocean Drive.

PASSED and ADOPTED this ____ day of _____ 2025.

ATTEST:

Steven Meiner, Mayor

Rafael E. Granado, City Clerk

(Sponsored by Commissioner Kristen Rosen Gonzalez)

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

6/17/2025

Date