

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-notice/>

### **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