

C7 BG 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 VISITORS BUREAU (GMCVB) TO DEVELOP AND LAUNCH A SAVOR MIAMI BEACH MARKETING CAMPAIGN TO HELP PROMOTE MIAMI BEACH BUSINESSES DURING THE MONTH OF JULY 2025 THROUGH A DEDICATED WEBPAGE, THE CITY'S SOCIAL MEDIA PLATFORMS, AND PRESS OUTREACH.

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 VISITORS BUREAU (GMCVB) TO DEVELOP AND LAUNCH A SAVOR MIAMI BEACH MARKETING CAMPAIGN TO HELP PROMOTE MIAMI BEACH BUSINESSES DURING THE MONTH OF JULY 2025 THROUGH A DEDICATED WEBPAGE, THE CITY'S SOCIAL MEDIA PLATFORMS, AND PRESS OUTREACH.

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 and Launch a Savor Summer Marketing Campaign to Promote MB Businesses.
(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 VISITORS BUREAU (GMCVB) TO DEVELOP AND LAUNCH A SAVOR MIAMI BEACH MARKETING CAMPAIGN TO HELP PROMOTE MIAMI BEACH BUSINESSES DURING THE MONTH OF JULY 2025 THROUGH A DEDICATED WEBPAGE, THE CITY'S SOCIAL MEDIA PLATFORMS, AND PRESS OUTREACH.

WHEREAS, the City of Miami Beach recognizes the importance of supporting local businesses, especially during the slower summer months; and

WHEREAS, the City Administration, in collaboration with the Greater Miami Convention and Visitors Bureau (GMCVB), aims to develop and launch a Savor Miami Beach marketing campaign to promote local dining specials during the month of July; and

WHEREAS, the City Commission believes that this initiative will enhance the visibility of local businesses and attract more local visitors to Miami Beach businesses during the slow summer months; and

WHEREAS, the City of Miami Beach is committed to fostering a vibrant and thriving business community that contributes to the overall economic health and quality of life for its residents and visitors; and

WHEREAS, the collaboration with the GMCVB will leverage the organization's expertise in marketing and tourism to ensure the success of the Savor Summer campaign, thereby maximizing the reach and impact of the promotional efforts; and

WHEREAS, the Savor Summer marketing campaign is intended to enhance community engagement and economic activity during the slower summer months and will include targeted online and social media outreach, with the goal of encouraging Miami-Dade County residents to support local businesses; and

WHEREAS, as part of the program, restaurants will offer a special incentive — such as a prix-fixe menu or limited-time discount for the month of July — and the city will publicize the program via a dedicated webpage, social media postings, email communication, and press outreach; and

WHEREAS, the City Commission is dedicated to exploring innovative and effective strategies to support local businesses and enhance the economic vitality of Miami Beach.

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 collaborate with the Greater Miami

Convention and Visitors Bureau (GMCVB) to develop and launch a Savor Miami Beach marketing campaign to help promote Miami Beach businesses during the month of July 2025 through a dedicated webpage, the City's social media platforms, and press outreach.

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