

C4 Z REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE - CITY  
PARTNERSHIP WITH BEACHFRONT CONCESSIONAIRES FOR EVENT  
SPECIFIC UMBRELLA PROGRAM.

Applicable Area:



**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 - CITY PARTNERSHIP WITH BEACHFRONT CONCESSIONAIRES FOR EVENT SPECIFIC UMBRELLA PROGRAM.

**RECOMMENDATION**

I wish to place a referral to the Finance and Economic Resiliency Committee of a discussion regarding partnering with our beachfront concessionaires on the implementation of an event specific/themed umbrella program starting in 2025. This program would feature specially designed umbrellas to align with various events and awareness periods throughout the year.

This program will have two distinct periods: 1. In light of Florida Tourism removing any references to LGBTQ from its travel section of the website and Miami Beach historically being a proud mecca for LGBTQ travelers we would like to purchase and display rainbow beach umbrellas that would be displayed during Pride Month at 13th Street Beach. 2. In a similar fashion, pink beach umbrellas would be used throughout October to promote breast cancer awareness.

This initiative would enhance our community's engagement with important events and causes while creating a visually dynamic and inclusive beachfront experience for residents and visitors alike, while underlining our city's commitment to fostering and inviting environment to any and all that wish to come to Miami Beach.

**BACKGROUND/HISTORY**

**ANALYSIS**

**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): N/A

### **Department**

Office of Commissioner Joseph Magazine

### **Sponsor(s)**

Commissioner Joseph Magazine

### **Co-sponsor(s)**

Commissioner Alex Fernandez

### **Condensed Title**

Ref: FERC - Partner w/ Beachfront Concessionaires for Event-Specific Umbrella Prog.  
(Magazine/Fernandez)