

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF MIAMI BEACH, FLORIDA, DIRECTING THE CITY ADMINISTRATION TO PRESENT A YEAR-ROUND ACTIVATION PLAN FOR LUMMUS PARK/OCEAN DRIVE/BEACH AT THE NEXT COMMISSION MEETING AND AUTHORIZING THE CITY ADMINISTRATION TO ISSUE A REQUEST FOR PROPOSALS TO ACTIVATE A PILOT PROGRAM FOR THE ACTIVATION PLAN.

WHEREAS, during the discussion of a comprehensive strategy for Ocean Drive and the larger MXE and CD-2 districts at the September 17, 2020 Special Land Use and Sustainability Committee, Commissioner Steven Meiner commented on the need for family activation every day of the year in the Lummus Park/Ocean Drive/ Beach area; and

WHEREAS, implementing positive and family-friendly activations in the Lummus Park/Ocean Drive/Beach area all year round for both kids and adults to enjoy, which could include a Ferris wheel, a carousel, cultural exhibits, concerts, sporting tournaments and food, will excite both residents and tourists, activate this area year-round, and increase public safety; and

WHEREAS, the London Eye, which is Europe's tallest cantilevered observation wheel, is an example of a pilot program that started in 1999, and was originally intended as a temporary attraction with a five-year lease but later became one of London's permanent major attractions with 3 million annual visitors; and

WHEREAS, installation of high-end activations will help the Lummus/Ocean Drive/Beach area's image, and assist in bringing our residents and tourists to the area while being economically beneficial to our businesses and City; and

WHEREAS, accordingly, the Mayor and City Commission direct the City Administration to present a year-round activation plan for Lummus Park/Ocean Drive/Beach area at the next City Commission meeting, consistent with the guidance provided herein; and

WHEREAS, the Mayor and City Commission further authorize the City Administration to issue a Request for Proposals to activate a pilot program for the Lummus Park/Ocean Drive/Beach area activation plan.

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 present a year-round activation plan for Lummus Park/Ocean Drive/Beach area at the next Commission meeting, and authorize the City Administration to issue a Request for Proposals to activate a pilot program for the activation plan.

PASSED AND ADOPTED this 14th day of **October**, 2020.

ATTEST:

Dan Gelber, Mayor

Rafael E. Granado, City Clerk

(sponsored by Commissioner Steven Meiner)

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

City Attorney
10/13/2020
Date