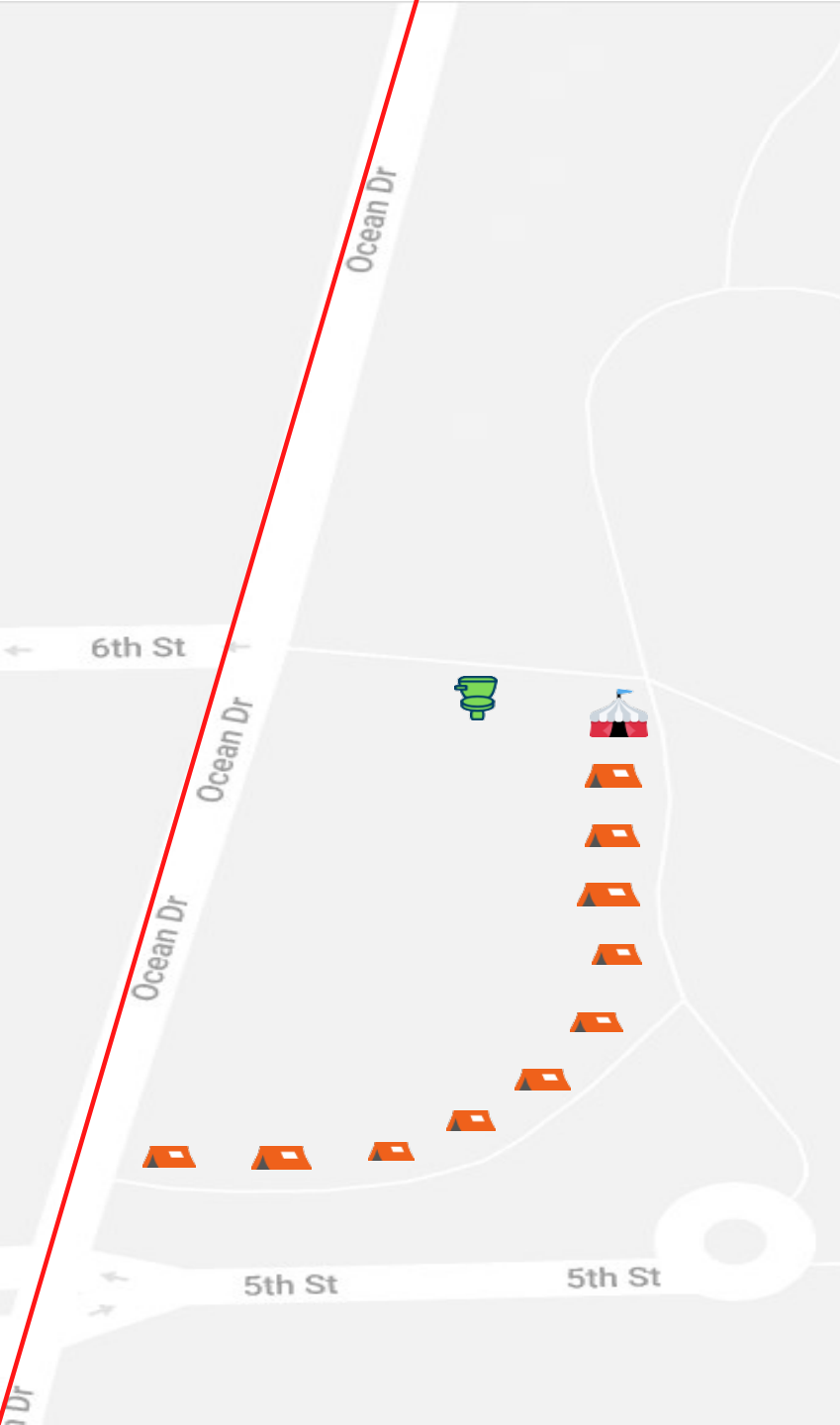


# ARTISANAL MARKET



MIAMI BEACH

TOURISM AND CULTURE DEPARTMENT



## LEGEND



MANAGEMENT & POLICE



SECTION A



SECTION B



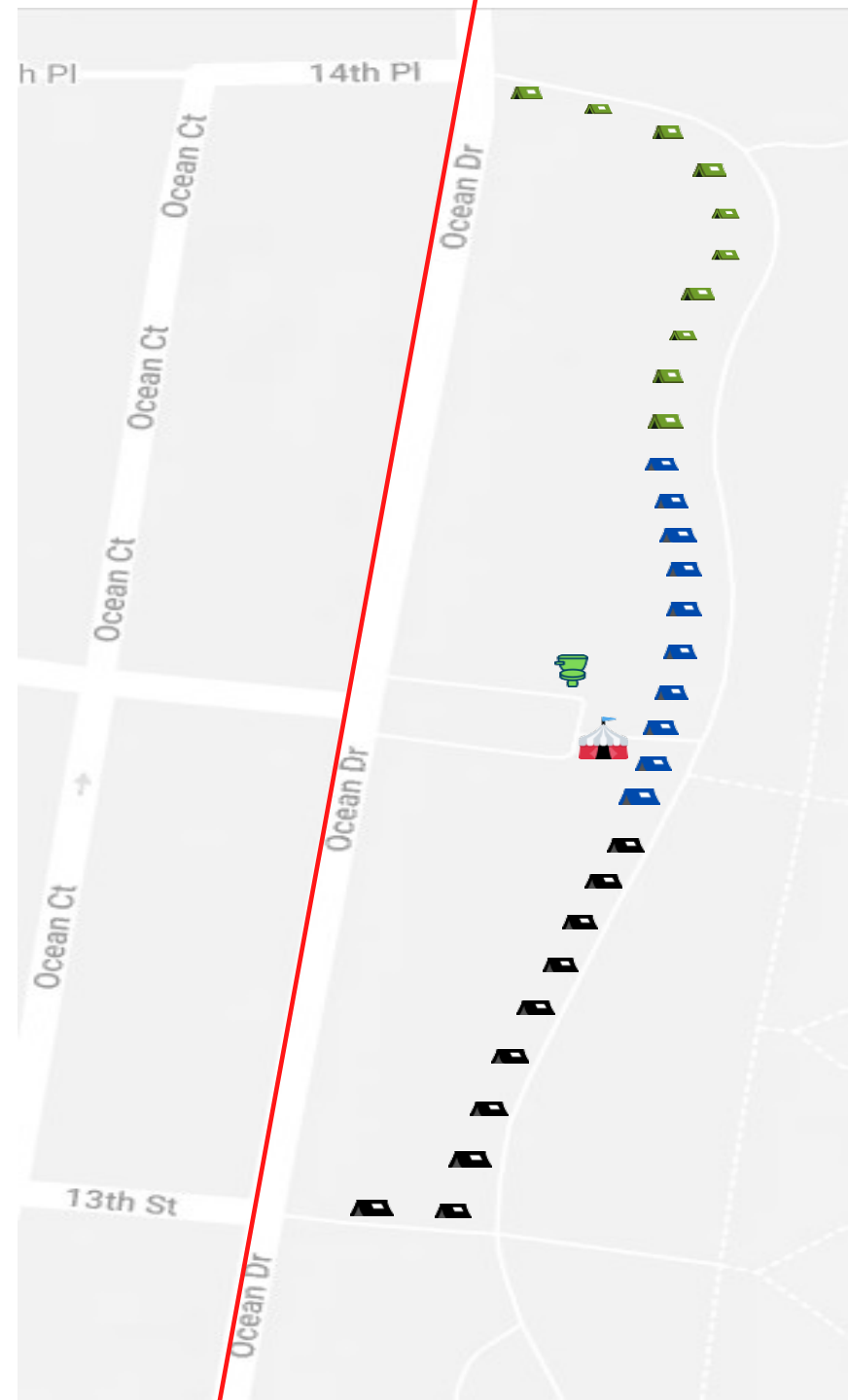
SECTION C



SECTION D



RESTROOM



# About Lummus Park Market

❖ Ocean Drive  
between  
14<sup>th</sup> & 13<sup>th</sup>  
Streets /  
5<sup>th</sup> & 6<sup>th</sup>  
Streets



❖ Sells artisanal  
goods, clothing,  
jewelry and  
prepackaged  
food - non  
cutlery food



❖ Approx. 30 –  
40 vendors  
weekly on  
Sat/Sun from  
10 AM – 6 PM  
❖ \$75+ per day



## State of the Market - Positives

- ✓ Popular and profitable market – potential to be a great cultural asset and model for additional markets



- ✓ High traffic location

- ✓ Welcomed by residents, businesses and tourists



# State of the Market - Consistency

➤ Financial Management



➤ Customer and Vendor Service

➤ Curating, Quality and Branding



➤ Operational Management

# City Managed vs Management Company

## City of Miami Beach

### Pros:

1. Control of the aesthetics, promotion and marketing.
2. Consistent and improved product curation, quality of vendors, # of vendors, vendor relations (fees, services, etc.)
3. Complete transparent oversight.
4. Consistency of financial statements, receipts, refunds, payment of City services, COVID-19 compliance.
5. 100% of revenue can be reinvested into the market, community programming and providing space for NFPs and MDPL.
6. Strong collaboration amongst City services - Parks, Property Management, Police, Sanitation, special events, etc.
7. Holistic market and park operation and programming.
8. Strong collaboration with community stakeholders.
9. Leverage the website, vendor listing and resources for episodic community markets citywide.
10. Allows for a quicker restart of the market and more insight in to how to manage the market overall should the City decide to hire a manager at some point and time.

### Cons:

1. Staffing and resource maintenance.
2. Insurance and liability.

## Management Company

### Pros:

1. Vendor market experience.
2. Responsible for all operation resources - tents, marketing, website management, vendor relations, insurance, etc.

### Cons:

1. Requires consistent monitoring and oversight - appearance, # of vendors, conflict resolution, financial contribution, payment of City services, COVID-19 compliance, etc.
2. Lack of transparency in management.
3. Lack of curation and quality of vendors.
4. Lack of consistency with other CMB markets.
5. CMB receives only 5-20% of revenues.