



January 13, 2021
Commissioner Michael Góngora
City of Miami Beach
1700 Convention Center Dr.
Miami Beach, FL 33139

Commissioner Góngora,

Thanks again for taking the time to meet with the Uber Eats team to discuss ways in which we can work together to help the Miami Beach restaurant community. We are deeply appreciative of the work by the City's Economic Development Department to explore a potential partnership between Uber Eats and the City of Miami Beach. Working jointly to implement a restaurant support program remains a desirable effort that we would like to implement in the coming weeks. The program's goals focus on increasing demand via delivery to Miami Beach restaurants. [In a recent study](#), over 90 percent of restaurants that work with Uber Eats expressed support for the proactive initiatives Uber Eats has taken during the pandemic, including waiving consumer delivery fees. With that in mind, and in order to drive increased demand to local restaurants, Uber Eats proposes a series of two-week marketing campaigns, starting 3/1/21 to 3/15/21 and 5/1/21 to 5/15/21. The proposed campaign is outlined below:

Miami Beach Residents:

- Uber Eats will waive delivery fees for all participating eaters located in the City of Miami Beach to drive growth. This is a projected delivery fee investment of over \$20,000.
- Uber Eats will offer Miami Beach eaters one free month of the Uber Eats Pass program, which includes unlimited free deliveries and 5% discounts on all orders. (\$9.99/month cost)
- Uber Eats will institute a marketing campaign that includes a new user promo code of \$10 off the first order when ordering from a Miami Beach restaurant.

Miami Beach Restaurants:

- Uber Eats will remove marketplace fee for all Pick-Up orders through 3/31/21. This includes credit card processing fees.
- Uber Eats will reimburse delivery fees to all SMB restaurants that use their own delivery person to fulfill orders on the Uber Eats platform. This is a projected delivery fee investment of over \$1,000.
- Uber Eats will waive activation fees for new restaurant members joining Uber Eats and provide those restaurants with the necessary equipment free of charge.

Joint Partnership Principles

- Uber Eats will provide push notification and email communications to Uber Eats users about the campaign, encouraging them to order from Miami Beach restaurants.
- Uber Eats will provide participating restaurants with digital marketing assets (i.e. digital toolkit) that can be shared via their own digital platforms to encourage eaters to take advantage of the various promotions.
- The City Miami Beach will create, with input from Uber Eats, marketing assets using digital media as well as traditional advertising, billboard advertising, and other promotional efforts to raise partnership awareness.
- Miami Beach and Uber Eats will issue a joint press release to raise awareness and drive additional demand to local restaurants.

Uber Eats supports efforts to help the Miami Beach hospitality industry, which is why we continue to focus our efforts on driving demand to independent local restaurants, which we know is a key concern of our partners during these times. The alternative proposal discussed on our call, legislatively regulating the commissions that fund our marketplace, would force us to radically alter the way we do business and ultimately hurt those that we're trying to help the most: customers, small businesses and delivery people.

We look forward to working with you and the City of Miami to support the Miami Beach restaurant community through this partnership.

Guillermo Diquez

Territory Lead, Uber Eats

