



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

## COMMISSION MEMORANDUM

**TO:** Mayor Dan Gelber and Members of the City Commission

**FROM:** Alina T. Hudak, City Manager *Eric Carpenter for*

**DATE:** February 23, 2022

**SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE CITY MANAGER'S DETERMINATION THAT A "HIGH IMPACT PERIOD," AS DEFINED IN SECTION 82-443(1) OF THE CITY CODE, SHALL EXIST FOR THE PERIOD FROM MARCH 3, 2022, THROUGH MARCH 29, 2022 ("SPRING BREAK 2022") AND, ACCORDINGLY, APPROVING THE CITY MANAGER'S SPRING BREAK 2022 PLAN (AS SET FORTH IN THE ATTACHED MEMORANDUM); AUTHORIZING THE CITY MANAGER TO IMPOSE THOSE HIGH IMPACT MEASURES, AS SET FORTH IN THIS RESOLUTION, AND WHICH MEASURES ARE CONSISTENT WITH SECTION 82-443 OF THE CITY CODE; AND APPROVING AND AUTHORIZING THE CITY MANAGER TO IMPOSE SUCH HIGH IMPACT MEASURES BEYOND THE INITIAL 72-HOUR TIME PERIOD SET FORTH IN SECTION 82-443 OF THE CITY CODE, AND HEREBY APPROVING AN EXTENSION OF THE HIGH IMPACT PERIOD TO INCLUDE ANY OR ALL OF THAT PERIOD OF TIME FROM MARCH 3, 2022, THROUGH MARCH 29, 2022; AND WHICH MEASURES THE CITY MANAGER DEEMS NECESSARY TO PROTECT THE PUBLIC HEALTH, SAFETY AND WELFARE, AND TO PROTECT PUBLIC AND PRIVATE PROPERTY FROM DAMAGE, DEGRADATION AND/OR UNAUTHORIZED USES.**

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### **RECOMMENDATION**

The Administration recommends approval of the Resolution for the upcoming Spring Break 2022 High Impact Period, including the measures set forth in this Memorandum.

### **BACKGROUND**

In recent years, the City of Miami Beach (the "City") has received an increasingly large number of visitors during the Spring Break period, which has posed significant challenges including, without limitation, increased traffic, and impacts to Police, Fire, Sanitation, and Code Compliance services.

In addition to impacting City services, Spring Break negatively affects our neighborhoods, businesses, and overall quality of life.

Based on information obtained by the Police Department, this year's Spring Break period is expected to stretch from March 3, 2022 through March 29, 2022. In order to protect the public

health, safety, and welfare, I may (as has been done in previous years) to invoke the City's High Impact Ordinance (City Code Section 82- 443) during Spring Break 2022. Additionally, as provided in Section 82-443(c) of the Code, I hereby request that the Mayor and City Commission approve an extension of the High Impact Period for Spring Break 2022, for the period commencing on March 3, 2022, and ending on March 29, 2022, If I determine it is necessary to invoke the High Impact Ordinance during this period .

## **A. CITY'S HIGH IMPACT ORDINANCE**

Upon a finding that a high impact period in a high impact zone will occur, or is in progress, City Code Section 82-443 permits the City Manager to impose a number of immediate measures "to protect the public health, safety and welfare including, without limitation, the protection of public and private property from damage, degradation, and/or unauthorized uses." The Code permits the City Manager to implement such measures for an initial period of 72 hours, which may be extended by the City Commission.

### **1. High Impact Period**

Section 82-443 defines a "high impact period" as

- (1) An event, activity or period of time within a high impact zone for which no City-issued special event permit has been granted, and either (i) in the prior calendar year, generated attendance of more than 10,000 people; or (ii) if it is the first occurrence of an event, activity or period of time, it is expected to generate attendance of more than 10,000 people, as determined by the City Manager, in his(sic) reasonable discretion; or
- (2) An event that is held pursuant to a City-issued special event permit, which is expected to result in attendance by more than 25,000 people within a high impact zone, as determined by the City Manager, in his(sic) reasonable discretion.

For the past two years, Spring Break in the City of Miami Beach has met the definition of a "high impact period" pursuant to Section 82-443(1).

### **2. High Impact Zones**

The High Impact measures that apply during the High Impact Period shall apply to the following areas of the City ("High Impact Zones"):

- The public beach;
- The MXE mixed use entertainment district (except for that portion of the MXE district between 73rd and 75th Streets) {hereinafter the "MXE District"}; and
- That portion of the CD-2 commercial, medium intensity district between Pennsylvania Avenue and Collins Court, from 5th to 16th Street (hereinafter the "CD-2 District").

## **B. PROPOSED HIGH IMPACT MEASURES FOR SPRING BREAK 2022**

The following measures may be implemented from March 3, 2022, through March 29, 2022, within the High Impact Zones identified in City Code Section 82-443(a)(1) and referenced above.

The attached Resolution requests Commission authorization for approval of an extended High Impact Period to implement measures beyond the 72-hour period set forth in City Code Section 82-443 for the full Spring Break 2022 period. Specifically, the Administration requests approval to implement any or all of the following measures:

- 1. The prohibition of any direct or indirect consumption of alcohol on public beach property.**
  - City Code Section 70-87, which prohibits consumption, service, sale, and possession of open containers of alcoholic beverages in public places, will also be strictly enforced.
- 2. The limitation of live or amplified music, except for City-approved and permitted special events.**
  - Except for City programs, no special event permits will be approved within High Impact Zones for the duration of the High Impact Period. Special event permit requests for proposed events outside of the High Impact Zones will be considered on a case-by-case basis.
- 3. The limitation of traffic routes to prohibit vehicular access to non-residents, and permit access only for residents and those patrons and employees of businesses located in the specific area where traffic routes have been limited.**
  - The proposed Spring Break 2022 Traffic Map, attached hereto.
- 4. The establishment of occupancy limits for different segments of public beach property, and prohibiting access to those areas that have reached those occupancy limits.**
  - At this time, no occupancy limits have been established. But, should I decide to impose occupancy limits during the High Impact Period, I will advise the City Commission via Letter to Commission ("LTC").
- 5. The prohibition of coolers and inflatable devices on public beach property.**
- 6. The prohibition of tents, tables, and similar structures.**
- 7. The suspension, or the issuance, of a business tax receipt ("BTR") to promoters for any dance or entertainment events to be held at an alcoholic beverage establishment located in the MXE District and CD-2 District, pursuant to City Code Section 102-360.**
- 8. The suspension and closure of all or part of sidewalk cafe operations located in the MXE District and CD-2 District, at 12:00 a.m. each night (including, without limitation, the removal of all or any sidewalk cafe furniture if necessary), pursuant to City Code Section 82-381(e)(1).**

Additional details with respect to Spring Break 2022 Plan and the City's comprehensive multi-

disciplinary approach is attached hereto.

**CONCLUSION**

This Memorandum and attached Resolution shall serve to provide written notice to the Mayor and City Commission, pursuant to City Code Section 82-443, of the High Impact measures I may implement, including their intended duration. Also pursuant to City Code Section 82-443, the Resolution requests permission to extend these measures for the period from March 3, 2022, through March 29, 2022.

Each year, Spring Break draws a large influx of visitors to the City, which places demands on City services, staffing, and other resources. In light of the anticipated impacts of Spring Break 2022, the Administration has proposed the measures set forth in this Memorandum in order to protect the public health, safety, and welfare of our residents and visitors, and maintain the City's overall quality of life.

RAP/ag

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE CITY MANAGER'S DETERMINATION THAT A "HIGH IMPACT PERIOD," AS DEFINED IN SECTION 82-443(1) OF THE CITY CODE, SHALL EXIST FOR THE PERIOD FROM MARCH 3, 2022 THROUGH MARCH 29, 2022 ("SPRING BREAK 2022") AND, ACCORDINGLY, APPROVING THE CITY MANAGER'S SPRING BREAK 2022 PLAN (AS SET FORTH IN THE ATTACHED MEMORANDUM); AUTHORIZING THE CITY MANAGER TO IMPOSE THOSE HIGH IMPACT MEASURES, AS SET FORTH IN THIS RESOLUTION, AND WHICH MEASURES ARE CONSISTENT WITH SECTION 82-443 OF THE CITY CODE; AND APPROVING AND AUTHORIZING THE CITY MANAGER TO IMPOSE SUCH HIGH IMPACT MEASURES BEYOND THE INITIAL 72-HOUR TIME PERIOD SET FORTH IN SECTION 82-443 OF THE CITY CODE, AND HEREBY APPROVING AN EXTENSION OF THE HIGH IMPACT PERIOD TO INCLUDE ANY OR ALL OF THAT PERIOD OF TIME FROM MARCH 3, 2022, THROUGH MARCH 29, 2022; AND WHICH MEASURES THE CITY MANAGER DEEMS NECESSARY TO PROTECT THE PUBLIC HEALTH, SAFETY AND WELFARE, AND TO PROTECT PUBLIC AND PRIVATE PROPERTY FROM DAMAGE, DEGRADATION AND/OR UNAUTHORIZED USES.

**WHEREAS**, the City of Miami Beach (the "City") is an internationally renowned tourist destination that is famous for its beaches, shopping, entertainment, and nightlife; and

**WHEREAS**, in recent years, the City has received an increasingly large number of visitors during the Spring Break period, which has posed significant challenges including, without limitation, increased traffic and congestion, and impacts to Police, Fire, Sanitation, and Code Compliance services; and

**WHEREAS**, due to its domestic and international popularity as a resort destination, the City attracts large-scale events and gatherings on City property, including on public beaches; and

**WHEREAS**, authorized and unauthorized uses of City property and the beaches during Spring Break have, in previous years, caused extensive damage, personal injury, and property degradation, and have dramatically affected the quality of life of the City's residents; and

**WHEREAS**, large crowds during the Spring Break period can cause severe congestion and overcrowding on the City's streets, and result in excessive litter and other debris on public and private property; and

**WHEREAS**, large gatherings during the Spring Break period can also create excessive noise, disturb surrounding neighborhoods, and negatively affect nearby businesses and residents; and

**WHEREAS**, a significant portion of these events occur on the City's public property and beaches located in the MXE mixed use entertainment district (excluding that portion of the MXE located between 73<sup>rd</sup> and 75 Streets) (the "MXE District"), and in that portion of the CD-



commercial, medium intensity district between Pennsylvania Avenue and Collins Court, from 5th Street to 16th Street (the "CD-2 District"); and

**WHEREAS**, based on information obtained by the Police Department, this year's Spring Break period is expected to stretch even longer than usual (i.e. from March 3, 2022 through March 29, 2022) ("Spring Break 2022"); and

**WHEREAS**, in order to mitigate such effects, Section 82-443 of the City Code provides the City Manager independent authority, upon the City Manager's determination that a high impact period in a high impact zone will occur (or is in progress), to impose certain immediate measures to protect the public health, safety, and welfare, and to protect public and private property from damage, property degradation, and/or unauthorized uses; and

**WHEREAS**, the City Manager has determined that, pursuant to Section 82-443, a high impact period will occur in high impact zones during Spring Break 2022 (i.e. March 3, 2022 – March 29, 2022) ("High Impact Period"); and

**WHEREAS**, based on this determination, the City Manager intends (as has been done in previous years) to invoke the provisions in Section 82-443 of the City Code, in order to protect the public health, safety, and welfare; and

**WHEREAS**, at the February 23, 2022 City Commission meeting, the City Manager advised the Mayor and City Commission of certain high impact period measures, pursuant to Section 82-443, one or more of which she may implement during the High Impact Period, including the following:

- The prohibition of any direct or indirect consumption of alcohol on public beach property.
- The limitation of live or amplified music, except for City-approved and permitted special events.
- The limitation of traffic routes to prohibit vehicular access to non-residents, and permit access only for residents and those patrons and employees of businesses located in the specific area where traffic routes have been limited.
- The establishment of occupancy limits for different segments of public beach property, and prohibiting access to those areas that have reached those occupancy limits.
- The prohibition of coolers and inflatable devices on public beach property.
- The prohibition of tents, tables, and similar structures.
- The suspension, or the issuance, of a business tax receipt ("BTR") to promoters for any dance or entertainment events to be held at an alcoholic beverage establishment located in the MXE District and CD-2 District, pursuant to City Code Section 102-360.
- The suspension and closure of all or part of sidewalk cafe operations located in the MXE District and CD-2 District, at 12:00 a.m. each night (including, without limitation, the removal of all or any sidewalk cafe furniture), pursuant to City Code Section 82-381(e)(1).

**WHEREAS**, pursuant to Section 82-443(c) of the City Code, the Mayor and City Commission hereby approve the City Manager's request to extend the High Impact Period for Spring Break 2022, in order to implement measures beyond the 72-hour period set forth in the Code, for the period commencing on March 3, 2022, and ending on March 29, 2022, if the City Manager determines it is necessary to invoke the High Impact Ordinance during this period; and

**WHEREAS**, in addition to the measures set forth in this Resolution, the Mayor and City Commission hereby approve the measures more particularly described in the City Manager's Spring Break 2022 Plan, as set forth in the attached Memorandum.

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the City Commission hereby accepts the City Manager's determination that a "high impact period," as defined in Section 82- 443(1) of the City Code, shall exist for the period from March 3, 2022, through March 29, 2022 ("Spring Break 2022") and, accordingly, the City Commission hereby approves the City's Spring Break 2022 Plan (as set forth in the attached Memorandum), and authorizes the City Manager to impose those high impact measures, as set forth in this Resolution, and which measures are consistent with Section 82-443 of the City Code; and approves and authorizes the City Manager to impose such high impact measures beyond the initial 72-hour time period set forth in Section 82-443 of the City Code, and hereby approves an extension of the High Impact Period to include any or all of that period of time from March 3, 2022, through March 29, 2022; and which measures the City Manager deems necessary to protect the public health, safety and welfare, and to protect public and private property from damage, degradation and/or unauthorized uses.

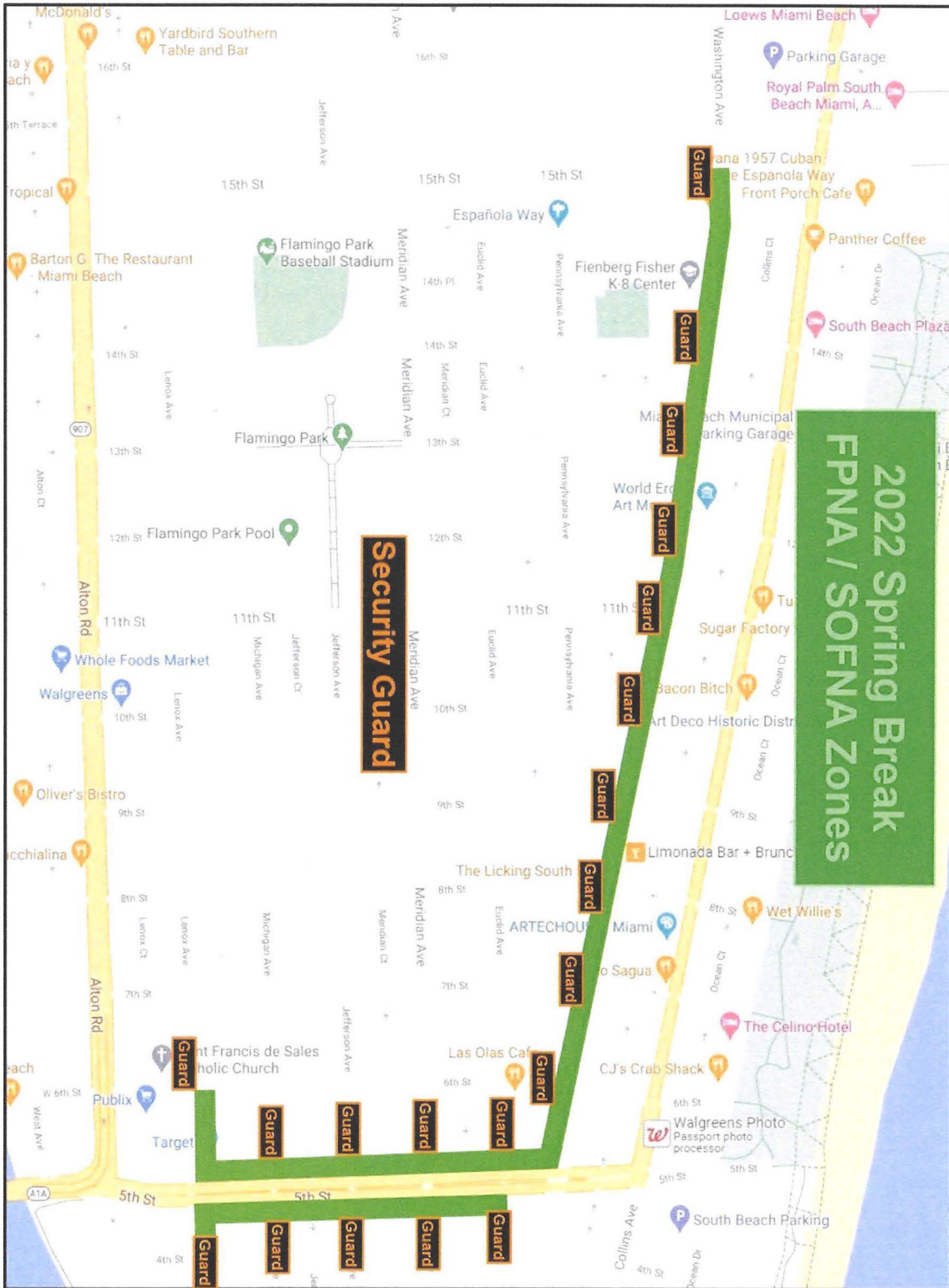
**ATTEST:**

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Dan Gelber, Mayor

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Rafael E. Granado, City Clerk





# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 044-2022

LETTER TO COMMISSION

TO: Honorable Mayor Dan Gelber and Members of the City Commission

FROM: Alina T. Hudak, City Manager 

DATE: February 1, 2022

SUBJECT: **March 2022 Operations Update**

The purpose of this Letter to Commission (LTC) is to provide an update on the City's preparations for March 2022, including programming and departmental operations plans. Multiple City departments have been meeting weekly in preparation for March to ensure we are implementing a comprehensive and coordinated major events plan for the safety and enjoyment of residents and visitors alike.

Our city-produced Miami Beach Live! weekend-long programming is scheduled between March 1 – March 29, 2022, which includes Carillon Wellness village, family zone, art wall, basketball court, dog park activation, Friday night movies on the beach, Saturday night ticketed concerts, Sunday Dine arounds and more. Additional updates on planned programming will be disseminated via future updates to the Commission.

## DEPARTMENTAL PLANS

### Police

The Police Department has gathered a comprehensive list of spring break schedules for colleges across the country to determine peak periods and is keeping track of hotel/vacation rental occupancy rates. Additionally, they are closely monitoring open-source information for parties at nightclubs, bars and party-homes. PD is working collaboratively with Code Compliance to address any violations.

Police will be increasing its daily staffing levels with extended hours from February 22 – April 3, 2022. Residents, business owners and visitors can expect to see an increased police presence along the causeways, 5<sup>th</sup> Street corridor, Washington Avenue, Collins Avenue, Ocean Drive, and the beach. Uniformed officers will proactively patrol in vehicles, ATVs, mules, bikes, and on foot. Additionally, the Motor Unit will conduct proactive traffic enforcement details throughout the City.

Marine Patrol officers will have enhanced staffing and additional vessels on the water and will also work additional hours to maximize visibility on the waterways. PD will continue to collaborate with the U.S. Coast Guard to address the illegal charters and other maritime issues. Marine Patrol will have enhanced coverage 7 days a week during the month of March.

The City already has 16 fixed License Plate Readers (LPRs) along our causeways and main thoroughfares that will be monitored throughout the month. Additionally, mobile LPRs will also be deployed along the 5<sup>th</sup> Street corridor during peak weekends in March.

These mobile LPR's manned by Police officers will add an additional layer of safety and visibility.

The MBPD has requested assistance from surrounding law enforcement agencies and anticipates the support we've received in years' past. Mutual aid from the Miami-Dade County Police Department as well as other agencies has been requested to augment visibility along Collins and Washington avenues and the causeways into the City.

The Police Department will coordinate the deployment of the Goodwill Ambassadors comprised of volunteers from Miami-Dade County's Office of Community Engagement as well as City of Miami Beach employees.

#### **Fire**

Miami Beach Fire will also have augmented staffing throughout South Beach. Fire Inspectors will conduct nightly inspections on weekends throughout the Art Deco Cultural District (ADCD). Ocean Rescue will double staff the lifeguard towers between 4 and 14 streets as needed and Public Safety Communications will add one additional dispatcher assigned specifically to South Beach. Emergency Management will monitor public safety and operations departments and coordinate their response as necessary.

#### **Code Compliance**

The Code Compliance Department will have enhanced staffing starting on February 28, 2022. Staff will be assigned on foot, ATVs and bicycles in the ADCD. In addition, proactive patrols will be assigned to address conditions citywide. Coverage of both the ADCD and Short-Term Rental (STR) dedicated teams will be increased with uniform and plainclothes Code officers to provide maximum coverage to address conditions, including clubs and party houses. Miami Beach Marina Code coverage will be increased from 12 p.m. to 12 a.m., 7 days a week with 12-hour shifts. Teams will also be doing outreach to the clubs prior to March to advise on the regulations regarding promoted/self-promoted events.

#### **Transportation**

The Transportation & Mobility Department will be monitoring traffic conditions on major thoroughfares and will work with the Police and Marketing & Communications departments to manage congestion and disseminate information on major traffic incidents throughout the City.

Together with our Parking Department, the Transportation & Mobility Department is developing a comprehensive transportation plan for the Miami Beach Live! event. The plan will leverage various parking garages in the area to serve as park-and-ride facilities shuttling patrons to and from the event using either an on-demand transit service or the City's trolley service. The City is also exploring designating rideshare pick-up area(s) in proximity to the event.

Our City departments continue to augment and update plans in real time and I will ensure that the Commission is kept continuously informed. It is the intention of the Administration to be as prepared as possible to maintain resident quality of life as we welcome our March visitors who have chosen to vacation in Miami Beach, while reminding them how to have a safe and responsible time. Thank you for your support.

ATH

# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 048-2022

LETTER TO COMMISSION

TO: Honorable Mayor Dan Gelber and Members of the City Commission

FROM: Alina T. Hudak, City Manager

DATE: February 9, 2022

SUBJECT: **March 2022 Programming Update**

The purpose of this Letter to Commission (LTC) is to provide an update on the city-produced Miami Beach Live! programming for March 2022. The weekend-long programming is scheduled between March 1 – March 29, 2022.

Miami Beach Live! will take place between 10 – 13 streets and will include the Carillon Wellness village, family zone, basketball court and other coordinated sports activations, a dog park activation, Friday night movies, a Saturday night ticketed concert, Sunday Dine Arouns and more.

We previously notified the Mayor and Commissioner of the cancellation of Erasure's World Tour, including their scheduled performance at Miami Beach Live! for the Dance Weekend, March 4 – 6. We are excited to share that we have secured Wilson Phillips as the headliner for the March 5 concert. The concert schedule is as follows:

- March 4-6 Dance Weekend, includes performance by Wilson Phillips;
- March 11-13 Pop Weekend, includes performances by Alanis Morissette and Jon Baptiste;
- March 18-20 International Weekend, includes performances by Juanes, Antibalas and Nu-Deco Ensemble with Cima Funk;
- March 25-27 Broadway Weekend, includes performances by Bernadette Peters, Brian Strokes Mitchell and Miami Beach Classical Music Festival Orchestra.

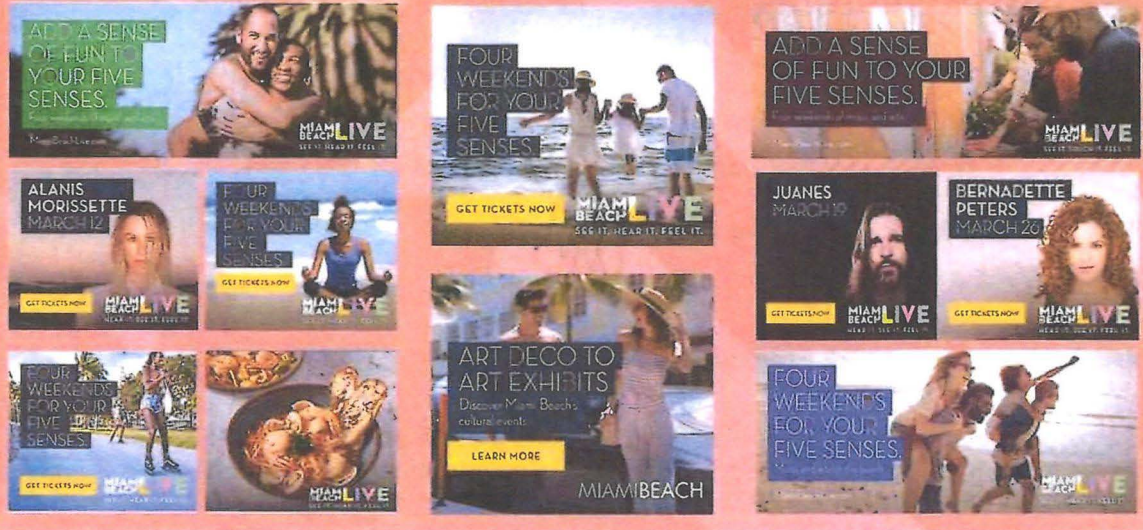
Tickets were made available to Miami Beach residents on December 17, 2021 and to the general public on December 20, 2021. To date nearly 7,000 tickets have been secured (combination of resident free tickets and purchased) for the month-long activation. Additionally, tickets for the recently announced Wilson Phillips show will be released to Miami Beach residents today, February 9, 2022 and on sale to the general public on Friday, February 11, 2022.

## **Marketing & Communications Update**

On December 17, 2021 we launched our Miami Beach Live! campaign as the first of three campaigns aimed at shifting the narrative of Miami Beach tourism. The Miami Beach Live! campaign has a heavy out of market presence in the tri-county market, complemented by media campaigns in Atlanta, Chicago, and New York City, as well as digital, social, and key search word implementation. All creative collateral is intended to present Miami Beach as an ideal destination for families and couples. Below you can find a selection of our creative collateral for this campaign:



## MIAMI BEACH LIVE – CREATIVE COLLATERAL



To complement the Miami Beach Live! marketing campaign, we will launch our “Take Care of our City” campaign on February 18, 2022. This campaign will not focus on drawing consumers to Miami Beach, but will rather focus on the visitors who are already present. The campaign has a three-pronged approach with a focus on educating and reminding visitors about our local laws, while welcoming them to our City, and promoting the myriad of things we have to offer, including cultural entertainment, culinary, health and wellness, events, shopping, etc.

In order to ensure that our message reaches the demographic that has historically come to Miami Beach during this time, our market research showed that the message would be best received by a younger demographic or trusted source. With that in mind, we have enlisted the help of four local influencers to lend credibility and deliver this message in a voice and tone that our Spring Break demographic will engage with and trust.

The second piece of our campaign will rely on local and business influencers, where we are relying on our residents and businesses to join in the campaign. In order to participate, they can provide us with a high-resolution image, along with their top safety tip and a list of their favorite things to do in Miami Beach. On February 10, we will hold a community webinar for residents, that has been promoted via the Clerk’s office, our e-briefs and on social media. A link to the recorded webinar will be sent to residents via our next e-briefs newsletter on February 11, for anyone who was unable to join.

The Loews Miami Beach Hotel has provided the following incentives for the City to raffle away to those who participate, which we hope will help drive resident engagement with this campaign:

- Prize 1: \$200 certificate at Lure Fish Bar value)
- Prize 2: 2-night stay at the Loew’s Hotel (appx \$500)
- Prize 3: SOAK Poolside Cabana Certificate (\$750 worth)

The campaign will focus on promoting our local laws, by including creative collateral that will be displayed at the entrances to the beach, as well as a social and digital campaigns promoting our safety messaging. Creative examples of our safety messaging can be found below:





The administration is also producing barricade covers with a QR code that will drive users directly to our safety messaging on the website.



The marketing collateral is eye catching with neon pops of color, and each piece will have a unique QR code, that when scanned, will take the user to a dedicated web page that outlines that individuals top safety tips for Miami Beach, as well as a list of their favorite things to do in the City.

As of February 8, the following partners have verbally agreed to join this campaign: DJ Irie, Official DJ of The Miami Heat; Lee Schrager, Founder SOBEWFF; Miami City Ballet; The Bass Museum; Barry's Bootcamp; Muscle Beach; Dave Doeblar, Environmental Activist; Sabrina Cohen, Sabrina Cohen Foundation; Jonathan Tamen, Miami Beach Youth Commission; Jessica Goldman, Co-Chair Goldman Properties & CEO Goldman Global Arts; Ray Breslin, Collins Park Association, President; David Sexton, Normandy Fountain Business Improvement District; Troy Wright, Washington Avenue Business Improvement District; Vida Estilo Group – Hospitality Group; Athena Dion – LGBTQ+ Performer; Queen of Flipss, LGBTQ+ Performer; Miami Beach Convention Center/Public Art Collection; City of Miami Beach Police, Fire/Ocean Rescue, and Parks & Recreation.

The campaign will utilize multiple tactics to relay our message, including Out of Home installations at the airport, banners, digital web banners, targeted social media posts, keyword search, bus shelters, and trolleys wraps. The campaign was presented and supported by both the Miami Beach Black Affairs Advisory Committee and the Miami-Dade Black Affairs Advisory Board. On January 21, the administration presented the campaign to over 75 community stakeholders, including Business Improvement Districts, cultural institutions, hotel GM's, and



local businesses to inform them of the campaign and educate them on how they can become directly involved.

The campaign will be supported by a \$50,000 media spend, paired with informational outreach seminars to community organizations, colleges and universities, student unions, fraternities and sororities in order to educate them on Miami Beach laws, as well as to get ambassadors on their campuses to help spread our message. We believe the success of this campaign will be a template for how we communicate with visitors during future high-volume periods. Other examples of our local influencer collateral can be seen below – **all creative imagery are placeholders for presentation purposes only.**



As additional elements of our programming and marketing campaigns become available, I will ensure that the Commission remains updated. It is the intention of the Administration to be as

prepared as possible to welcome our March visitors who have chosen to vacation in Miami Beach, while reminding them how to have a safe and responsible time. Thank you for your support.

ATH