

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE CITY OF MIAMI BEACH TO ACCEPT A DONATION FROM THE LOEWS MIAMI BEACH HOTEL OPERATING COMPANY INC., FOR SERVICES HAVING A TOTAL ESTIMATED VALUE OF \$1,450.00 FOR THE "TAKE CARE OF OUR CITY" MARKETING CAMPAIGN RESIDENT INCENTIVE.

WHEREAS, the City of Miami Beach is launching the "Take Care of our City" marketing campaign aimed at promoting safety and regulatory messaging, while promoting local offerings during Spring Break 2022; and

WHEREAS, residents and visitors will be able to engage with the pieces of creative by scanning QR codes and be taken to an external website where they can look through the various safety tips and lists of favorite things to do in Miami Beach, as curated by our local residents; and

WHEREAS, the Administration is encouraging residents to become involved by submitting their profile to be included in the campaign to promote what they love about Miami Beach as well as their top safety tips; and

WHEREAS, three (3) residents will be randomly chosen from the list of all resident submissions for the "Take Care of our City" campaign to win one of the prizes being supplied by the Loews Miami Beach Hotel Operating Company Inc; and

WHEREAS, the prizes being given away include a two (2) night stay at the Loews Miami Beach hotel (value of \$500.00 USD), a \$200 gift certificate to Lure Fish Bar (value of \$200.00 USD), and a cabana poolside day rental (value of \$750.00 USD); and

WHEREAS, the Administration recommends that the Mayor and City Commission approve the donation of services from the aforesated sponsor, in the total amount of \$1,450.00, to cover the costs of the prizing.

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 approve and authorize the acceptance of a donation from the Loews Miami Beach Hotel Operating Company, Inc, for services having a total estimated value of \$1,450.00, for the "Take Care of Our City" marketing campaign resident incentive.

PASSED AND ADOPTED this ____ day of _____, 2021.

ATTEST:

Rafael E. Granada, City Clerk

Dan Gelber, Mayor
APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney *FA*

3-1-22

Date