MIAMIBEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Tanya K. Bhatt
DATE: January 31, 2024

SUBJECT: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO CONSIDER FUNDING FOR ARTISTIC WAYFINDING SIGNAGE AT CITY HALL.

BACKGROUND/HISTORY

Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? Yes ___ No X

If so, specify name of lobbyist(s) and principal(s): N/A

ANALYSIS

Please place a referral to the Finance and Economic Resiliency Committee, to discuss funding and options for an artistic, informational, and placemaking permanent installation at the City Hall plaza facing 17th Street. This is intended to inform pedestrians crossing from the Convention Center and other areas of town, who use 17th street as a throughway, of proximity to important points of interest such as Lincoln Road, Ocean Drive, the beaches, and others. This should be treated as a branding opportunity to elevate this underutilized space that sees thousands of visitors who aren't sure which way the beach or Lincoln Road are, and more. This should be a placemaking statement, not a digital display; it can be an opportunity to be a social media/photo opportunity, like the clock on Lincoln Road, etc. As we are the center of the art world for a full week in December every year, this is an opportunity which we should seize, rather than miss.

SUPPORTING SURVEY DATA

N/A

FINANCIAL INFORMATION

N/A

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

Does this item utilize G.O. Bond Funds?

No No

Legislative Tracking
Commissioner Tanya K. Bhatt