

# MIAMIBEACH

OFFICE OF THE CITY MANAGER

LETTER TO COMMISSION

310-2023

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

FROM: Alina T. Hudak, City Manager

DATE: July 10, 2023

SUBJECT: **FLORIDA FRESH MARKETS UPDATE**

The purpose of this LTC is to update the Mayor and City Commission on the performance of the of Florida Fresh Markets (FFM) activations throughout the City and community feedback received resulting in the City's exercising the termination for convenience clause in the agreement.

Pursuant to RFP 2021-151-ND for the Lummus Park Artisanal Market, the Administration has worked with Florida Fresh Markets to add three additional market locations throughout the City in 2023. FFM launched the Artisanal Market in Lummus Park on September 10, 2022. After approximately six months of activation at Lummus Park, market locations were launched in the 41<sup>st</sup> street commercial corridor and the Collins Park neighborhood.

FFM has demonstrated professionalism and responsiveness throughout their time of activation. However, since the inception of the FFM artisanal markets, staff has worked to address community concerns regarding the market activations. We received communications from the Ocean Drive Association, SOBESafe and residents regarding the artisanal market activation, in addition to some concerns shared by members of the Commission, on behalf of constituents. Concerns at Lummus Park have ranged from activation overload at the park, space available for walkers and cyclists, possible effect to businesses, and impacts to the park.

The expansion faced challenges specific to the 41<sup>st</sup> corridor, with two locations having unsuccessful results. The staff has also received feedback from the Mayor's 41<sup>st</sup> Street Blue Ribbon Committee regarding concerns with the locations and vendors.

Based on the aforementioned, the notice of termination has been submitted to the vendor, with the last activation taking place on Sunday, August 6, 2023 in Lummus Park.

For more information, please contact Lissette Garcia Arrogante, Director, Tourism and Culture at [lissettearrogante@miamibeachfl.gov](mailto:lissettearrogante@miamibeachfl.gov) or x2659

cc: MM/LGA/FV