

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Tanya K. Bhatt
DATE: May 15, 2024

SUBJECT: REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE -
DISCUSSION REGARDING FUTURE SPRING BREAK MARKETING CAMPAIGNS.

BACKGROUND/HISTORY

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

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

ANALYSIS

Please place on the May 15, 2024 agenda a referral to the Public Safety and Neighborhood Quality of Life ("PSNQLC") to discuss future Spring Break marketing campaigns.

The marketing campaign for 2024 was wildly successful in going viral and raising awareness, all the more impressive given how late in the game the team was allowed to start work on it. However, there were some unintended consequences that we can address going forward to make next year's campaign even better.

Firstly, I recommend initiating the Spring Break marketing campaign process as early as possible rather than waiting until December or later. Starting our preparations by the summer will provide us with ample time to refine our strategies and maximize our outreach efforts.

Furthermore, our marketing campaign should involve input beyond the VML's DEI review team. Including the City's Black Affairs Advisory Committee in the process with their valuable insights and perspectives as residents and experts in cultural linguistics particular to the idiosyncrasies of our tri-county area will ensure that our messaging resonates with all segments of our larger community, and address any potential blind spots in our marketing strategy.

Additionally, I propose a focus on and tailored messaging to visitors from the tri-state area who come to the city by car. Police data consistently reinforces the fact that most arrests are of local (tri-county) visitors, not college students or families flying in from other parts of the country. We need to create a more targeted complementary messaging strategy to include, but not be limited to, outreach, advertising, press, media pieces, etc. to ensure the correct message reaches that target audience: anyone who wants to come to the Beach for a good time, to enjoy what we have to offer, and to patronize our businesses is welcome, and anyone who wants to come to come trouble is not.

SUPPORTING SURVEY DATA

N/A

FINANCIAL INFORMATION

The Fiscal Impact to be determined at Committee.

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

No

Does this item utilize G.O. Bond Funds?

No

Legislative Tracking

Commissioner Tanya K. Bhatt

Sponsor

Co-sponsored by Commissioners David Suarez and Joseph Magazine