

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING AND APPROVING THE RECOMMENDATION OF THE NEIGHBORHOODS AND COMMUNITY AFFAIRS COMMITTEE TO AUTHORIZE THE CITY ADMINISTRATION TO UTILIZE THE ATTACHED LOGO FOR MUNICIPAL PURPOSES ONLY.

WHEREAS, the City of Miami Beach (the "City") is committed to creating a strong brand awareness to enhance the consumer perceptions of Miami Beach as a lifestyle brand, continue to grow tourism to our destination; and

WHEREAS, in December 2016, the Administration presented three proposed City logos for use in both licensing and merchandising as well as municipal to the Mayor and City Commission for discussion, and the Mayor and City Commission directed the Administration to seek external input and develop a recommendation; and

WHEREAS, the Mayor and City Commission also recommended bifurcating the municipal logo and the licensing and merchandising logo; and

WHEREAS, the Mayor and City Commission referred the discussion pertaining to the municipal logo to the Neighborhoods and Community Affairs Committee; and

WHEREAS during discussions with external stakeholders, it was determined that the current municipal logo, the sun and sail logo, should simply be updated and remain the city municipal logo; and

WHEREAS, on July 28, 2017 staff presented updated municipal logos to the Neighborhoods and Community Affairs Committee for recommendation; and

WHEREAS, the Neighborhoods and Community Affairs Committee unanimously voted to recommend the attached logo for municipal marketing purposes; and

WHEREAS, the Administration recommends that the Mayor and City Commission accept and approve the recommendation of the Neighborhoods and Community Affairs Committee and authorize City Administration to utilize the attached logo for municipal purposes only.

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 City Administration to utilize the attached logo for municipal purposes only.

PASSED and ADOPTED this _____ day of _____, 2017.

ATTEST:

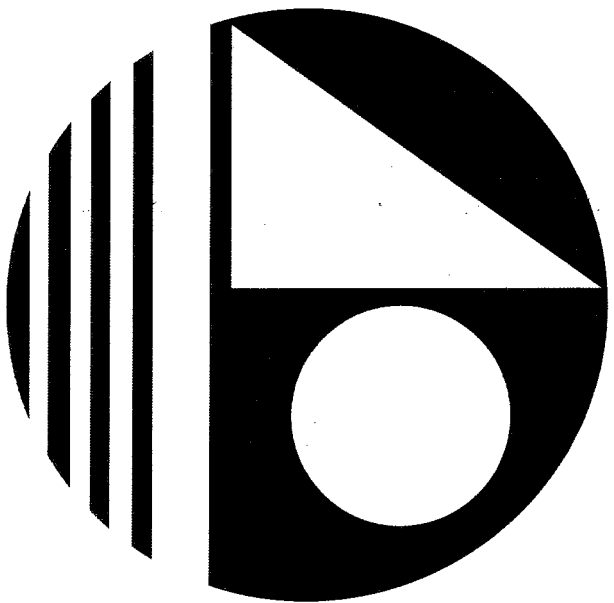
Philip Levine
Mayor

Rafael E. Granado
City Clerk

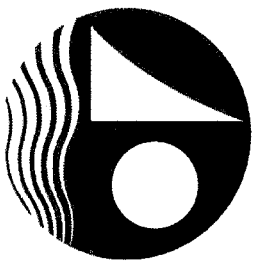
**APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION**

Greg A. Bull 8/31/17

City Attorney Date



Original Logo



MIA MBEAACH

Revised Logo