

## COMMISSION MEMORANDUM

TO: Honorable Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: October 5, 2017

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE CITY MANAGER TO EXECUTE AMENDMENT NO. 1 TO THE MEMORANDUM OF UNDERSTANDING, DATED FEBRUARY 9, 2017, BETWEEN THE CITY OF MIAMI BEACH, FLORIDA, AND THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT, INC., (THE "MOU") TO EXTEND THE TERM OF THE MOU BY ONE YEAR UNTIL SEPTEMBER 30, 2018, WITH THE OPTION TO EXTEND THE TERM FOR ONE ADDITIONAL YEAR UNTIL SEPTEMBER 30, 2019, IN ORDER TO CONTINUE PROVIDING CITY FUNDING FOR ENVIRONMENTAL MAINTENANCE AND SUPPLEMENTAL SAFETY SERVICES FOR THE AREA LOCATED WITHIN THE DISTRICT.**

### **ADMINISTRATION RECOMMENDATION**

City Administration recommends adopting the resolution.

### **Background and Analysis**

On April 15, 2015, the Mayor and City Commission adopted Resolution No. 2015-28992, which created a special assessment district to be known as the Lincoln Road Business Improvement District (the "LRBID") for a period of ten (10) years, to stabilize and improve the Lincoln Road retail business district, which is located within a nationally recognized historic district, through promotion, management, marketing, and other similar services.

On October 1, 2016, the LRBID entered into an agreement with Mydatt Services Inc., dba Block by Block ("Block by Block") to provide enhanced environmental maintenance services (manual removal of litter and debris, weed control, handbill removal, graffiti removal, power washing, special projects, and landscaping), and hospitality and safety services (walking patrols, public relations checks, addressing quality of life crimes, after hours escorts, information sharing, reporting, and hospitality services) for the area located within the District (the "Services").

On February 9, 2017, and pursuant to City Resolution No. 2016-29692, the City and the LRBID entered into a Memorandum of Understanding (the "MOU") to provide City funding for a portion of the Services, for a Term of approximately eight (8) months, which Term ended on September 30, 2017.

The City now desires to execute Amendment No. 1 to the MOU to extend the Term by one year, until on September 30, 2018, and to provide the City with the option to extend the Term for one additional year, so that the City may continue to fund the Services at the rate of \$160,000 per year, or \$13,333.33 per month.

**CONCLUSION**

The Administration recommends that the Mayor and City Commission approve and authorize the City Manager and City Clerk to execute Amendment No. 1 to the Memorandum of the Understanding, dated February 9, 2017, between the City and the Lincoln Road Business Improvement District, Inc. (the "MOU"), in order to extend the term for one year until September 30, 2018, with the option to renew for an additional year, until September 30, 2019, in order to fund the Services for the area located within the Lincoln Road Business Improvement District, which services shall be provided by Mydatt, Services, Inc., dba Block by Block.

**KEY INTENDED OUTCOMES SUPPORTED**

Maximize the Miami Beach brand as a world class destination.