

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION THE FINANCE AND CITYWIDE PROJECTS COMMITTEE AT ITS SEPTEMBER 14, 2018 MEETING, TO ISSUE A CALL TO ARTISTS FOR AN ARTISTIC ELEMENT FOR THE 41ST STREET CORRIDOR, USING \$50,000 OF THE SHORT TERM 41ST RECOMMENDATIONS PROJECT ADOPTED IN THE FY 2018-19 CAPITAL BUDGET, TO BE MATCHED WITH OTHER CITY FUNDING, FOR A POTENTIAL PROJECT UP TO \$100,000.

WHEREAS, the City of Coral Gables, in partnership with the Coral Gables Business Improvement District recently commissioned Sextafeira, a creative agency to install its Umbrella Project over Giralda Avenue, a pedestrian corridor lined with restaurants and shops; and

WHEREAS, the Umbrella Project initiative was a success, drawing people to Coral Gables from around Miami-Dade County, and creating social media attention and activity around the project and the location; and

WHEREAS, the Umbrella Project on Giralda Avenue follows the principles of creative placemaking, a strategy that has been adopted throughout the Country to help revitalize commercial corridors and spur economic development, promote enduring social change and improve the physical environment and local arts offerings; and

WHEREAS, following the referral to the Finance and Citywide Projects Committee (FCWPC) the Administration researched various methods for executing a similar project and identified three opportunity areas and three commissioning methods for consideration, as follows:

- Normandy Isle (Rue Vendome);
- Washington Avenue corridor; and
- 41st Street corridor; and

WHEREAS, commissioning options for a shade installation at any of the above locations include:

- commissioning Sextafeira, or a similar creative agency, with the cost to vary greatly based on location and size;
- partnering with Art in Public Places and the Office of Cultural Affairs to issue a local call for artists to commission a shade installation;
- performing a quick build project using temporary sails of various colors (with no artistic component); and

WHEREAS, on September 14, 2018, the FCWPC recommended that the City issue a local call for artists to commission a professional visual artist to design a temporary public art installation

that would draw attention to the 41st Street Corridor, as a unique way to foster creativity within our local artistic community and would engage the local professional artist community; and

WHEREAS, the FCWPC further recommended that \$50,000 in funding for a unique, pedestrian-friendly artistic element in the 41st Street area be allocated from the Short-Term 41st Street Committee Recommendations Project #21019 adopted as part of the FY 2018-19 Capital Budget, and that potential matching funds be explored from Art in Public Places and the Cultural Arts Council, to augment the \$50,000, for a total project cost of up to \$100,000; and

WHEREAS, the 41st Street Committee is continuing to work on recommending a location for this artistic element project.

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 accept the recommendation of the Finance and Citywide Projects Committee at its September 14, 2018 meeting, to issue a Call to Artists for an artistic element for the 41st Street Corridor, using \$50,000 of the Short Term 41st Street Recommendations project adopted in the FY 2018-19 Capital Budget, to be matched with other City funding, for a potential project up to \$100,000.

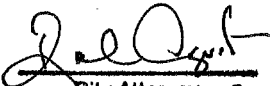
PASSED and ADOPTED this 17th day of October 2018.

DAN GELBER, MAYOR

ATTEST:

RAFAEL E. GRANADO, CITY CLERK

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney *RAY* 10-16-18 Date