

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission  
FROM: Commissioner John Elizabeth Aleman  
DATE: October 17, 2018

SUBJECT: REFERRAL TO THE FINANCE AND CITYWIDE PROJECTS COMMITTEE TO CONSIDER INCLUDING THE CITY'S BRAND ON ALL CITY LIFEGUARD STANDS.

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### **ANALYSIS**

Please place on the October 17, 2018 City Commission Agenda a referral to the Finance and Citywide Projects Committee to consider displaying the City's name and brand on all City lifeguard stands.

At the Miami Beach Chamber of Commerce's 2018 Real Estate Luncheon, panelists discussed the large number of photographs of Miami Beach's iconic lifeguard stands shared worldwide by tourists who visit our beaches and how this practice could be used as an organic marketing tool.

Incorporating our City branding on the lifeguard stands would ensure that they are attributed to our city and generate additional free marketing and publicity for a minimal cost.

The City of Miami Beach is home to 33 lifeguard stands. To include "Miami Beach" (10 letters) would come to an approximate cost of \$300 per lifeguard stand, which translates to roughly \$10,000 for citywide installation.

For additional information, please contact my office at extension 6437.

### **Legislative Tracking**

Commissioner John Elizabeth Aleman