

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Mayor Dan Gelber
DATE: January 20, 2022

SUBJECT: REFERRAL TO THE NEIGHBORHOOD AND QUALITY OF LIFE COMMITTEE FOR A RECOMMENDATION, AS REQUIRED BY THE CITY'S NAMING ORDINANCE, REGARDING THE PROPOSED RENAMING OF THE NORTH BEACH BANDSHELL FACILITY LOCATED AT 7275 COLLINS AVENUE, AS THE "MIAMI BEACH BANDSHELL."

BACKGROUND/HISTORY

Please place on the January 20, 2022 agenda a referral to the Neighborhood and Quality of Life Committee for a recommendation, as required by the City's Naming Ordinance as set forth in Section 82-503 of the City Code, regarding the proposed renaming of the North Beach Bandshell Facility located at 7275 Collins Avenue as the "Miami Beach Bandshell".

The Bandshell is being proposed for the National Register of Historic Places in May, 2022. The facility located at 7275 Collins Avenue was originally called the "North Shore Community Center," and this name has not been used for many years. The current name "North Beach Bandshell" is therefore not considered "historic" by any measure. In addition, the name "North Beach Bandshell" is confusing as it is unclear whether the building is located in the Northern part of Miami Beach or the Cities Of North Miami or North Miami Beach, independent Cities located within miles of the facility.

Originally, there were four Bandshells located in the City of Miami Beach and now there is only one, and accordingly, renaming the facility as the Miami Beach Bandshell would be appropriate.

The Bandshell is now managed by The Rhythm Foundation, a not-for-profit and the building has developed a growing international recognition, an important component of the City's effort to market its international identity as a burgeoning community of arts and culture. The Rhythm Foundation is increasing its streaming and media production capacity to a larger national and international audience through support from the Knight Foundation and others. This increased visibility makes the renaming of the Bandshell an even more valuable asset to the City.

For these reasons, I would propose that the City Commission consider changing the name of the facility to the "Miami Beach Bandshell."

SUPPORTING SURVEY DATA

N/A

Applicable Area

North Beach

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

Yes

Does this item utilize G.O. Bond Funds?

No

Legislative Tracking

Mayor Dan Gelber