MIAMIBEACH

Finance and Economic Resiliency Committee
Link: https://us02web.zoom.us/j/83109829681, Call in:929-205-6099 or 877 853 5257(Toll Free), Webinar ID: 83109829681
June 12, 2020 - 11:00 AM

Commissioner Ricky Arriola, Chair
Commissioner David Richardson, Vice-Chair
Commissioner Mark Samuelian, Member
Commissioner Steven Meiner, Alternate

John Woodruff, Liaison
Morgan Goldberg, Support Staff

*Visit us at **www.miamibeachfl.gov** for agendas and video streaming of City Commission Committee Meetings.*

OLD BUSINESS

1. **DISCUSSION REGARDING THE CITY OF MIAMI BEACH EFFORTS TO COMMUNICATE THE DANGERS OF E-CIGARETTES AND VAPING AMONG YOUTH IN MIAMI BEACH**
   December 11, 2019 - R9 H
   Sponsored by Mayor Gelber
   Organizational Development

2. **UPDATE FROM THE ECONOMIC DEVELOPMENT DEPARTMENT REGARDING STEPS TAKEN TO STREAMLINE THE BUSINESS PERMITTING PROCESS, IMPROVE BUSINESS RETENTION AND ATTRACT NEW BUSINESS**
   December 12, 2018 - C4 E
   Sponsored by Commissioner Arriola
   Economic Development

3. **DISCUSSION REGARDING ESTABLISHING A HISTORIC PRESERVATION FUND**
   April 11, 2018 - C4 O
   Sponsored by Commissioner Arriola
   Planning

NEW BUSINESS

4. **DISCUSS A PILOT PROGRAM WITH CURBFLOW, INC. FOR REALTIME CURB ACCESS MANAGEMENT OF COMMERCIAL AND ON-DEMAND OPERATORS AT NO COST TO THE CITY OF MIAMI BEACH**
   March 18, 2020 C4 P
   Sponsored by Mayor Gelber
   Parking/Transportation

5. **DISCUSS INVESTING IN PLAYGROUNDS IN LUMMUS PARK**

February 12, 2020 - C4 E

Sponsored by Commissioner Arriola

Parks and Recreation

6. **DISCUSSION REGARDING EXPANSION OF THE EQUIPMENT AND LIGHTING AT MUSCLE BEACH**

February 12, 2020 - C4 AA

Sponsored by Commissioner Góngora

Parks and Recreation

7. **DISCUSS FUNDING THE DESIGN WORK FOR THE NORTH BEACH SKATEPARK EXPANSION**

February 12, 2020 - C4 D

Sponsored by Commissioner Arriola

Parks and Recreation

8. **DISCUSS CONDUCTING A MOPED SHARING SERVICE PILOT WITH REVEL**

April 22, 2020 - C4 B

Sponsored by Commissioner Arriola

Transportation & Mobility

9. **DISCUSS IMPLEMENTING THE PRODUCTION INDUSTRY COUNCIL'S DECEMBER 12, 2019 MOTION**

February 12, 2020 - C4 C

Sponsored by Commissioner Samuelian

Tourism and Culture

10. **UPDATE ON BYRON CARLYLE RFP NEGOTIATIONS**

October 16, 2019 - R7 D

Economic Development

11. **REVIEW THE POSSIBILITY OF APPROPRIATING AND AUTHORIZING UP TO $700,000 FROM THE CITY GENERAL RESERVE FUNDS TO SUPPORT RENT, MORTGAGE, AND UTILITIES ASSISTANCE PROGRAM(S) FOR QUALIFIED CITY RESIDENTS DUE THE ECONOMIC CRISIS**

May 28, 2020 - C4 A

Sponsored by Commissioner Richardson and Co-Sponsored by Commissioner Góngora

Office of Housing and Community Services

DEFERRED ITEMS

12. **DISCUSS FUNDING ARTISTIC PAINTING OF THE MID BEACH WATER TANKS**

March 18, 2020 - C4 N

Sponsored by Commissioner Arriola

Tourism and Culture

Status: Item deferred to the June 16, 2020 FERC Budget Briefing meeting to be discussed as the part of the capital budget process.

13. **DISCUSSION TO EXPLORE IMPROVING CAPITAL ASSET CONDITIONS (E.G., STREETS, SIDEWALKS, BUILDINGS) BY INCREASING ANNUAL FUNDING FOR PAY-AS-YOU-GO (PAYGO) FUND**

July 31, 2019 - C4 B

Sponsored by Commissioner Samuelian

Office of Management and Budget

Status: Item deferred June 16, 2020 FERC Budget Briefing meeting to be discussed as the part of the capital budget process.

14. **REVIEW OF ALL CITY DEPARTMENTS FOR JUSTIFICATION AND EFFICIENCY**

October 16, 2019 - C4 U

Sponsored by Commissioner Góngora

Office of Management and Budget

Status: Item deferred to the July 17, 2020 FERC Budget Briefing meeting.

15. **DISCUSSION REGARDING EARLY CHILDHOOD FUNDING**

January 15, 2020 - C4 C

Sponsored by Commissioner Arriola

Organizational Development and Education

Status: Item deferred to the July 17, 2020 FERC Budget Briefing meeting.

16. **DISCUSSION REGARDING SPONSORSHIP OF THE AMERICAN BLACK FILM FESTIVAL**

September 11, 2019 - C4 E

Sponsored by Commissioner Arriola

Tourism and Culture

Status: Item deferred to the July 17, 2020 FERC Budget Briefing meeting.

17. **DISCUSS INCREASING THE BUDGET OF THE CULTURAL ARTS COUNCIL**

February 12, 2020 - C4 AB

Sponsored by Mayor Gelber and Co-Sponsored by Commissioner Góngora

Tourism and Culture

Status: Item deferred to the July 17, 2020 FERC Budget Briefing meeting.

18. **DISCUSSION REGARDING THE JUNE 18, 2019 ANIMAL WELFARE COMMITTEE MOTIONS ON EXTENDING THE CAT FEEDER AND WATERING PROGRAM AS WELL AS INCREASING THE FUNDING FOR THE TRAP, NEUTER, AND RELEASE (TNR) PROGRAMS**

September 11, 2019 - C4 C

Sponsored by Commissioner Samuelian

Public Works

Status: Item deferred to the July 17, 2020 FERC Budget Briefing meeting.

19. **DISCUSSION REGARDING THE LGBTQ ADVISORY COMMITTEE MOTION REGARDING FUNDING FOR LGBTQ COMMUNITY INITIATIVES**

April 22, 2020 - C4 A

Sponsored by Commissioner Góngora

Office of Management and Budget

Status: Item to be heard at the July 17, 2020 FERC Budget Briefing meeting.

20. **UPDATE ON THE CITY'S BLUEWAYS MASTER PLAN**

July 17, 2019- C4 K

Sponsored by Commissioner Arriola

Parks and Recreation

Status: Item deferred to the July 28, 2020 FERC meeting.

21. **DISCUSSION REGARDING THE REVIEW OF THE JULIA TUTTLE BUS RAPID TRANSIT DEMONSTRATION PROJECT**

May 16, 2018 - C4 R

Sponsored by Commissioner Samuelian

Transportation & Mobility

Status: Item deferred to the July 28, 2020 FERC meeting.

22. **DISCUSSION REGARDING MIAMI BEACH COMMUNITY DEVELOPMENT CORPORATION AND ITS FINANCIAL CONDITION**

April 10, 2019 - C4 D

Sponsored by Vice-Mayor Richardson

Office of Housing and Community Services

Status: Update to be provided at the July 28, 2020 FERC meeting.

23. **REVIEW THE ECONOMIC IMPACT OF SUPER BOWL 2020 AND THE MIAMI HERALD ARTICLE REGARDING TALKS OF A FREE CONCERT**

February 12, 2020 - R9 R

Sponsored by Commissioner Meiner and Co-Sponsored by Commissioner Góngora

Tourism and Culture/Finance

Status: Item deferred to the July 28, 2020 FERC meeting.

24. **DISCUSSION REGARDING STORMWATER CONNECTION FEES FOR COMMERCIAL PROPERTIES**

July 17, 2019 - C4 E

Sponsored by Commissioner Arriola

Public Works

Status: Item deferred to the July 28, 2020 FERC meeting.

25. **DISCUSSION REGARDING THE ANIMAL WELFARE COMMITTEE'S RECOMMENDATION TO FUND A PET ADOPTION FACILITY**

July 17, 2019 - C4 N

Sponsored by Commissioner Arriola and Co-Sponsored by Commissioner Samuelian

Public Works

Status: Item deferred to the July 28, 2020 FERC meeting.

26. **DISCUSSION REGARDING THE BIGBELLY PROGRAM**

October 16, 2019 - R7 H

Public Works

Status: Item deferred to the July 28, 2020 FERC meeting.

27. **DISCUSSION REGARDING A FINANCIAL PLAN FOR THE WATER AND SEWER SYSTEM MASTER PLAN**

January 15, 2020 - C4 A

Sponsored by Commissioner Samuelian

Public Works

Status: Update to provided at the September 18, 2020 FERC meeting.

28. **DISCUSSION REGARDING NEGOTIATIONS PURSUANT TO ITN 2019-099-KB COLLINS PARK ARTIST WORKFORCE HOUSING PROJECT**

March 18, 2020 - C4 B

Economic Development

Status: Item deferred to the September 18, 2020 FERC meeting.

29. **DISCUSSION REGARDING CITY'S HOMELESS WALK-IN CENTER**

September 11, 2019 - R9 O

Sponsored by Commissioner Samuelian

Property Management

Status: Item deferred to the September 18, 2020 FERC meeting.

30. **DISCUSS MODIFYING COMPONENTS OF THE COLLABORATION, FUNDING, AND MANAGEMENT AGREEMENT BETWEEN THE CITY AND THE SABRINA COHEN FOUNDATION, INC. FOR AN ADAPTIVE RECREATION CENTER**

October 16, 2019 - C4 I

Sponsored by Commissioner Arriola

Parks and Recreation

Status: Item deferred to the September 18, 2020 FERC meeting.

31. **DISCUSSION REGARDING THE ANNEXATION OF NORTH BAY VILLAGE, AND TO REVIEW PROPERTY TAXES, ECONOMIC IMPACT, AND VALUE**

September 12, 2018 - R9 E

Sponsored by Commissioner Arriola

Office of the City Manager

Status: Item deferred to the October 23, 2020 FERC meeting, due to COVID-19.

32. **DISCUSSION REGARDING THE ANNEXATION OF THE WESTERNMOST ISLANDS OF THE VENETIAN ISLANDS AND MAKING THEM A PART OF MIAMI BEACH, AND TO REVIEW PROPERTY TAXES, ECONOMIC IMPACT, AND VALUE**

September 12, 2018 - R9 F

Sponsored by Commissioner Góngora

Office of the City Manager

Status: Item deferred to the October 23, 2020 FERC meeting, due to COVID-19.

33. **AN ORDINANCE OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AMENDING CHAPTER 6 OF THE CODE OF THE CITY OF MIAMI BEACH, FLORIDA, ENTITLED "ALCOHOLIC BEVERAGES," BY AMENDING ARTICLE I, ENTITLED "IN GENERAL," BY AMENDING SECTION 6-3 THEREOF, ENTITLED "HOURS OF SALE/VIOLATIONS," BY REQUIRING THOSE ALCOHOLIC BEVERAGE ESTABLISHMENTS LOCATED ON OCEAN DRIVE, BETWEEN 5TH STREET AND 15TH STREET, POSSESSING A 5 A.M. ALCOHOL LICENSE AND SELLING OR SERVING ALCOHOLIC BEVERAGE(S) LATER THAN 12 A.M., TO RETAIN THE SERVICES OF AN OFF-DUTY POLICE OFFICER, FROM 12 A.M. UNTIL THIRTY (30) MINUTES PAST THE CLOSING TIME OF THE ALCOHOLIC BEVERAGE ESTABLISHMENT, FOR ALL SATURDAYS AND SUNDAYS (AND ALL SATURDAYS, SUNDAYS AND MONDAYS FOR THOSE HOLIDAY WEEKENDS OR CITY-SPONSORED EVENTS) DURING WHICH ALCOHOLIC BEVERAGES ARE SOLD OR SERVED BEYOND 12 A.M.; ESTABLISHING EXCEPTIONS; AND PROVIDING FOR REPEALER, SEVERABILITY, CODIFICATION, AND AN EFFECTIVE DATE**

December 11, 2019 - R5 J

Sponsored by Mayor Gelber

Office of the City Attorney

Status: Update to be provided at the October 23, 2020 FERC meeting.

MIAMIBEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Jimmy L. Morales, City Manager

DATE: June 12, 2020

SUBJECT: **DISCUSSION REGARDING THE CITY OF MIAMI BEACH EFFORTS TO COMMUNICATE THE DANGERS OF E-CIGARETTES AND VAPING AMONG YOUTH IN MIAMI BEACH**

HISTORY:

Attached LTC provides updated on efforts through January 2020. In addition to the attached, at the direction of the January 13 FERC meeting, the city invested $300 towards Instagram ads targeting Miami Beach youth between the ages of 13 and 19. The Instagram campaign garnered 69,751 impressions with over 100 link clicks to the FDA's "Real Cost of Vaping: webpage (campaign image attached). The city was planning to spend an additional $200 on this campaign since $500 was allocated, but that took a pause in March due to the COVID-19 pandemic.

Additionally, anti-vaping ads have appeared in the last two issues of MB magazine (image attached), and messaging has been shared organically across Twitter, Facebook and on the city's bi-weekly e-newsletter. PSAs on the "Dangers of Vaping" have also run for the past several months on Miami Beach Trolleys. Also, MBTV as been running two anti-vaping PSAs as well.

Applicable Area

Not Applicable

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?	Does this item utilize G.O. Bond Funds?
No	No

Strategic Connection

Prosperity - Be known for (K-12) educational excellence.

ATTACHMENTS:

Description	Type
LTC 526-2019 re: efforts to communicate dangers of e-cigarettes and vaping	Memo

🗋	Drug Prevention LTC	Memo
🗋	Drug Prevention Workshop LTC	Memo
🗋	MB Winter Ad Anti Vapring 2020	Memo
🗋	Anti-Vaping Ad	Memo

MIAMIBEACH
OFFICE OF THE CITY MANAGER

LTC # **526-2019**

LETTER TO COMMISSION

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: October 1, 2019

SUBJECT: Efforts to Communicate Dangers of e-Cigarettes and Vaping Among Youth in Miami Beach

I am pleased to announce the status of the efforts to communicate the dangers of vaping to our Miami Beach youth.

At the January 29, 2019 Youth Commission meeting, members requested support to place promotional materials regarding the dangers of e-cigarettes and vaping in all public youth recreation centers, as well as on Miami Beach trolleys and bus stops as e-cigarette usage among minors in and out of schools continues to grow. The U.S. Food and Drug Administration (FDA) reported that more than 2 million middle and high school students used e-cigarettes in 2017 and nearly 10.7 million teens are at risk for e-cigarette use and potential addiction. New research has started to shed light that e-cigarettes can be just as, or more, dangerous and addicting than tobacco products.

Organizational Development Performance Initiatives (ODPI) and Marketing/Communications are using various outreach efforts via numerous platforms to inform our youth such as inclusion in MB magazine, MBTV, MB Trolley TVs, e-newsletters, organic social media as well as in-school signage (i.e. banners/posters). A comprehensive education campaign developed by the Food and Drug Administration (FDA) in partnership with the Center For Tobacco Products and Scholastic was utilized to advance outreach efforts.

Attached, please find information provided by the FDA that has been posted at Miami Beach Senior High School, Miami Beach Nautilus Middle School, and Miami Beach Fienberg Fisher K-8.

If you have any further questions, please feel free to contact Dr. Leslie Rosenfeld, Chief Learning and Development Officer at extension 26923.

Attachments

c: Mark Taxis, Assistant City Manager
Dr. Leslie D. Rosenfeld, Chief Learning and Development Officer
Tonya Daniels, Marketing & Communications Department Director

MT/LDR

IF YOU DON'T THINK VAPING IS ADDICTIVE, IT MAY HAVE ALREADY ALTERED YOUR BRAIN.

The nicotine in vapes can disrupt the development of the teenage brain and lead to addiction.

FDA U.S. FOOD & DRUG ADMINISTRATION

MIAMIBEACH

CTP-120

A NICOTINE-FREE VAPE IS NOT A WORRY-FREE VAPE.

Vapes can expose you to toxic chemicals like formaldehyde and acrolein, even if they don't have nicotine.

U.S. FOOD & DRUG ADMINISTRATION

MIAMIBEACH

CTP-121

CENTER FOR TOBACCO PRODUCTS

FDA

In the past year alone, vaping among high schoolers has increased 78%

How much do you know about the epidemic?

E-cigarettes, also known as "**vapes**," are becoming increasingly popular among teens.[1,2]

In fact, they are the most commonly used tobacco product among both middle and high school students. You may have already seen or heard about students vaping in your school, but it is important to know that certain types of vapes can be used very discreetly.

SOME TEENS REPORT USING E-CIGARETTES IN SCHOOL BATHROOMS AND EVEN IN THE CLASSROOM.

Learning more about the different types of e-cigarette products is an important first step in addressing youth vaping.

DID YOU KNOW:

E-cigarettes come in a variety of shapes and sizes and may not look like a tobacco product, which can make them hard to spot.[3]

Some devices popular among teens—like JUUL and myblu—are as small as a USB flash drive and even look like one.

Certain products emit very low amounts of aerosol or "vapor," which makes them easier to use discreetly than combustible cigarettes.

Most e-cigarettes contain nicotine, the same highly addictive drug in cigarettes.[4,5] Some e-cigarettes may contain as much nicotine as a pack of 20 regular cigarettes.[3]

A Big Problem... A SMALL DEVICE

Over **10.7 million** youth aged 12–17 are at-risk for using e-cigarettes.[6,7]

MIAMIBEACH

Many teens have dangerous misperceptions that lead them to believe that vaping is harmless.

Common myths

believed about vaping, along with the facts.

"It's just water vapor."

But it's not.

Vaping can expose the user's lungs to harmful chemicals like formaldehyde, diacetyl and acrolein, as well as toxic metal particles like nickel, tin and lead.[4,8-10,11-13]

"It's just flavoring."

Vapes get their flavors from chemicals. While these flavorings are safe to eat in food, they're not safe to inhale. Inhaling flavor chemicals can harm your lungs.[11]

Want an example?

Some buttery-flavored vapes like caramel contain diacetyl and acetoin. Inhaling diacetyl has been linked to popcorn lung, a lung disease that doesn't have a cure.[11]

"My vape says it's nicotine-free. There's no way I'll become addicted."

Some vapes that claim they are nicotine-free are not.[8,17-22]

"I don't have an addictive personality—I won't get hooked on vapes."

Vaping delivers nicotine to the brain in as little as 10 seconds.[14,15]

A teen's brain is still developing, making it more vulnerable to nicotine addiction.[16]

"Nicotine isn't that bad for me."

Nicotine exposure during the teen years can disrupt normal brain development. It can have long-lasting effects, like increased impulsivity and mood disorders.[23-25]

"Just because I vape doesn't mean I'm going to smoke cigarettes."

Research shows teens who vape are more likely to try smoking cigarettes.[26]

FDA's Efforts to Curb Youth E-Cigarette Use

FDA is committed to protecting youth from the dangers of e-cigarettes. In addition to our national peer-to-peer public education campaign called "The Real Cost," we're joining forces with Scholastic to provide teachers and school administrators with the resources they need to educate their students about e-cigarettes.

Together, we've created a **free lesson plan and research activity** for teachers to educate their students on the health risks of e-cigarette use. Please visit the Scholastic youth-vaping-risks site to access these resources.

Share This Information

Please share this infographic with other teachers and school administrators. In addition, if you'd like to learn more about e-cigarettes, check out these resources:

- Surgeon General Fact Sheet – E-cigarette use among youth and young adults
- Parent Tip Sheet – How parents can talk with their teen about vaping
- CDC Infographic – E-cigarette ads and youth infographics
- Smokefree Teen – If you know a teen who is addicted to any tobacco product, including cigarettes and e-cigarettes, there are resources to help them quit

MIAMIBEACH

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OFFICE OF THE CITY MANAGER

NO. LTC # **130-2019**

LETTER TO COMMISSION

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: March 8, 2019

SUBJECT: Drug Prevention and Intervention Workshops for Parents/Guardians of Teens

The purpose of this Letter to Commission (LTC) is to update the Mayor and Commissioner on the status of the City of Miami Beach funded drug prevention and intervention workshops for parents/guardians of Miami Beach teens.

Since the Education Compact implementation on January 16, 2008, the City of Miami Beach has funded and implemented educational enhancements to improve educational opportunities for youth in the City. At the October 17, 2017, Commission meeting, administration received direction to engage a drug prevention and intervention specialist to provide a series of workshops for parents/guardians of Miami Beach teens. A successful drug prevention and intervention parent/guardian series was provided in 2018, as well as individual workshops for youth at Miami Beach Senior High School and Nautilus Middle School.

Drug prevention and intervention workshops, provided by Ray Estefania and Ana Moreno of R & A Therapeutic Partners, for parents/guardians of Miami Beach teens will occur on the dates and times indicated below:

- April 2, 2019 6p-8p Nautilus Middle School
- April 3, 2019 8a-10a Fienberg Fisher K-8 Center
- April 16, 2019 6p-8p Miami Beach Senior High School
- April 18, 2019 6p-8p Miami Beach Golf Course

Additional student sessions have been scheduled at Miami Beach Senior High School, Nautilus Middle School, and Fienberg Fisher K-8 Center. Specific details on the content of each session may be found on the flyer. If you have any questions, or need additional information, please feel free to contact Dr. Leslie Rosenfeld, Chief Learning and Development Officer, at 305.673.7000 ext. 6923.

Attachments

KGB/LDR

C: Executive Staff
Dr. Leslie Rosenfeld, Chief Learning Development Officer

BE IN THE KNOW

Drug Prevention and Intervention for Parents/Guardians of Teens

UPCOMING DATES

Tuesday, April 2 | 6PM - 8PM
Nautilus Middle School
4301 N Michigan Avenue

Wednesday, April 3 | 8AM - 10AM
Fienberg Fisher K-8 Center
1420 Washington Avenue

Saturday, April 16 | 6PM - 8PM
Miami Beach Senior High School
2231 Prairie Avenue

Monday, April 18 | 6PM - 8PM
Miami Beach Golf Course
2301 Alton Road

TOPICS

- Overview of Adolescent Brain Development and the Effects of Substance Abuse on Teen Thinking and Behavior.
- Most Common Drugs of Abuse in Teens and What Parents Need To Look Out For.
- Marijuana – Weeding Out Fact From Fiction. Why Parents Should be Concerned About Marijuana Legalization.
- How Parents can Discourage Teen Drug Use and Encourage Healthy Decision-Making in their Children.
- What You Should do if your Child is Experimenting with Substances.

Speakers for this series are Ray Estefania and Ana Moreno of R&A Therapeutic Partners.

To request this material in alternate format, sign language interpreter (five-day notice required), information on access for persons with disabilities, and/or any accommodation to review any document or participate in any city-sponsored proceedings, call 305.604.2489 and select 1 for English or 2 for Spanish, then option 6; TTY users may call via 711 (Florida Relay Service).

MIAMIBEACH

MIAMIBEACH

OFFICE OF THE CITY MANAGER

NO. LTC # **103-2018**

LETTER TO COMMISSION

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: February 22, 2018

SUBJECT: Drug Prevention and Intervention Series for Parents/Guardians of Teens

The purpose of this Letter to Commission (LTC) is to update the Mayor and Commissioner on the status of the City of Miami Beach funded drug prevention and intervention series for parents/guardians of Miami Beach teens.

Since the Education Compact implementation on January 16, 2008, the City of Miami Beach has funded and implemented educational enhancements to improve educational opportunities for youth in the City. At the May 17, 2017 Commission meeting, item R9AD provided for a discussion regarding students from Miami Beach Senior High School smoking marijuana. The issue was discussed at the May 24, 2017, Neighborhood and Community Affairs Committee and referred to the August 22, 2017, Committee for Quality Education meeting, where the current status of drug and education programming was reviewed.

At the October 17, 2017, Commission meeting, administration received direction to engage a drug prevention and intervention specialist to provide a series of workshops for parents/guardians of Miami Beach teens.

The drug prevention and intervention series, provided by Ray Estefania of Family Recovery Specialists, for parents/guardians of Miami Beach teens will begin on Thursday, March 1, 2018 at 7 pm. All sessions will be held at the Miami Beach Golf Club (2301 Alton Road) on the dates and times indicated below:

- Thursday, March 1 7 pm
- Thursday, March 8 8 am
- Thursday, March 15 7 pm
- Thursday, March 22 8 am
- Thursday, April 12 7 pm
- Thursday, April 26 8 am

Specific details on the content of each session may be found on the flyer. If you have any questions, or need additional information, please feel free to contact me.

Attachments

KGB/LDR

C: Executive Staff
Dr. Leslie Rosenfeld, Chief Learning Development Officer

BE IN THE KNOW

Drug Prevention and Intervention for Parents/Guardians of Teens

SERIES PROVIDED BY CITY OF MIAMI BEACH

Session 1: March 1 7PM

Overview of Adolescent Brain Development and the Effects of Substance Use on Teen Thinking and Behavior

- Review of adolescent brain development and specifically the limbic system (reward center) of the brain and the limits of executive function in teens.
- Role of dopamine and serotonin in the development of addictions and other compulsive behaviors.
- ADHD, depression, anxiety, learning disabilities and other challenges teens may experience and how these increase vulnerability to substance use disorders.
- How do substances impact maturation and the thinking process in teens which can lead to behavioral problems and other consequences.

Target Audience: Parents & Teens

Session 2: March 8 8AM

Most Common Drugs of Abuse in Teens and What Parents Need To Look Out For.

- Learn about alcohol, marijuana, and other drugs of abuse.
- Most common behaviors related to a substance use disorder.
- What tools does your teen to develop in order to cope with stressors?
- How will experimentation in teen years impact development and consequences later in life.
- Experimentation – substance abuse – addiction. How do kids progress through these stages of use?

Target Audience: Parents

Sessions will be hosted at the
Miami Beach Golf Club
2301 Alton Road
(SESSIONS ARE 11/2 HOURS LONG)

Session 3: March 15 7PM

Marijuana - Weeding Out Fact From Fiction. Why Parents Should be Concerned About Marijuana Legalization.

- Different Ways to Ingest and overall potency of today's marijuana.
- Is marijuana addictive? What are the implications for teens? This is not the marijuana you may have used when you were younger.
- How marijuana affects the young, developing teenage or young adult brain.
- How legalization has affected Colorado, Washington and other states and what the future looks like for our kids
- Traps parents often fall into when it comes to marijuana use and how to avoid these.

Target Audience: Parents & Teens

For more information visit:
www.familyrecoveryspecialists.com/treatment-teen/

MIAMIBEACH

BE IN THE KNOW

Drug Prevention and Intervention for Parents/Guardians of Teens

Session 4: March 22 8AM

Technology and Social Media: How These Can Set up Addictive Behavior In Teens

- What is healthy socializing?
- How teens utilize technology to connect.
- What does an unhealthy relationship with technology look like?
- The importance and role of peer relationships and other protective factors for our kids.
- What are some of the common reasons teens overuse social media and other technology.
- The impact of too much screen use in our children and consequences for the future
- How to set appropriate limits in order to encourage a healthy relationship with technology.

Target Audience: Parents

Session 5: April 12 7PM

How Parents Can Discourage Teen Drug Use and Encourage Healthy Decision-Making In Their Children

- How to handle the most common objections related to teen experimentation with alcohol and marijuana. "But Mom, all the kids are doing it!"
- Explore the relationship between choices and consequences.
- How to set clear expectations and limits and encourage healthy decision-making in our children.
- What is normal experimentation and when parents should intervene.

Target Audience: Parents

Session 6: April 26 8AM

What You Should Do If Your Child is Experimenting with Substances.

- What are the signs and symptoms of a substance use disorder in teens.
- How to confront the problem and what you should do to intervene.
- What is the best response to the problem?
- How should I respond to substance experimentation in my teenager.
- What do I do if my child really has a problem and needs treatment.

Target Audience: Parents

To request this material in alternate format, sign language interpreter (five-day notice required), information on access for persons with disabilities, and/or any accommodation to review any document or participate in any city-sponsored proceedings, call 305.604.2489 and select 1 for English or 2 for Spanish, or TTY users may also call via 711 (Florida Relay Service).

MIAMIBEACH

ESTÉ INFORMADO

Prevención e Intervención de Drogas para Padres/Guardian de Adolescentes

SERIES PROVEIDAS POR LA CIUDAD DE MIAMI BEACH

Todas las sesiones serán alojadas en el
Miami Beach Golf Club
2301 Alton Road
(SESIONES DURARÁN 1.5 HORAS)
Para más información, por favor visite www.familyrecoveryspecialists.com/treatment-team/

Sesión 1: Jueves 1 de Marzo a la 7PM

Resumen Sobre el Desarrollo Cerebral de Adolescentes y los Efectos del Abuso de Substancias en el Pensamiento y Comportamiento de Adolescentes

- Resumen sobre el desarrollo cerebral y específicamente el Sistema límbico (centro de recompensa) del cerebro y los límites del funcionamiento ejecutivo en adolescentes.
- El rol de la dopamina y la serotonina en el desarrollo de adicciones y otros comportamientos compulsivos.
- ADHD (TDAH), depresión, ansiedad, discapacidad de aprendizaje y otros desafíos adolecentes pueden tener y como estos incrementan la vulnerabilidad al uso de substancias.
- Como estas substancias pueden impactar la maduración y el proceso mental en adolecentes puede resultar en problemas de comportamiento y otras consecuencias.

Al público destinado: Padres y Adolescentes

Sesión 2: Jueves 8 de Marzo a la 8AM

Drogas Abusadas Más Comúnmente por Adolescentes y lo que los Padres Tienen que Vigilar

- Aprender sobre alcohol, marihuana, y otras drogas de abuso.
- Comportamientos más comunes relacionados con el abuso de substancias.
- Que herramientas su adolescente puede desarrollar para tratar con los factores de estrés.
- Cómo puede la experimentación en los años de adolescencia impactar el desarrollo y las consecuencias más adelante en la vida.
- Experimentación – abuso de substancia – adicción. Cómo los niños progresan por estas fases de uso.

Al público destinado: Padres

Sesión 3: Jueves 15 de Marzo a la 7PM

Marihuana – Separando Hechos de Ficción. Por qué los padres tendrían que estar preocupados sobre la legalización de la marihuana.

- Diferentes maneras de ingerir y la potencia total de la marihuana actual.
- ¿Es la marihuana adictiva? ¿Cuáles son las implicaciones para los adolescentes? Esta no es la marihuana que usted pudo haber usado en su juventud.
- Cómo la marihuana afecta a los jóvenes, el cerebro en desarrollo de adolescentes o joven adultos.
- Cómo la legalización ha afectado Colorado, Washington, y otros estados y como se ve el futuro para nuestros niños.
- Trampas en cuales los padres usualmente caen cuando se trata de marihuana y como evitarlas.

Al público destinado: Padres y Adolescentes

Sesión 4: Jueves 22 de Marzo a la 8AM

Tecnología y Redes Sociales: Cómo Estas Pueden Establecer Comportamiento Adictivo en Adolescentes

- ¿Que son las relaciones sociales saludables? Cómo pueden los adolescentes utilizar la tecnología para conectarse. Cómo es una relación poco saludable con la tecnología.
- La importancia y el rol de las relaciones con los compañeros y otros factores protectores para nuestros niños.
- ¿Cuales son algunas de las razones más comunes que los adolescentes usan excesivamente las redes sociales y otras tecnologías?
- El impacto del uso excesivo de las pantallas en nuestros niños y las consecuencias para el futuro.
- Cómo poner límites apropiados para fomentar una relación saludable con la tecnología.

Al público destinado: Padres

Sesión 5: Jueves 12 de Abril a la 7PM

Cómo los Padres Pueden Persuadir a sus Hijos que no Usen Drogas y Fomentar Decisiones Saludables en sus Niños

- Cómo manejar las objeciones más comunes relacionadas con la experimentación de alcohol y marihuana. "¡Pero Mamá, todos los niños lo están haciendo!"
- Explorar la relación entre las elecciones y las consecuencias.
- Cómo establecer expectativas y límites y fomentar decisiones saludables en nuestros niños.
- ¿Que es la experimentación normal y cuando deben los padres intervenir?

Al público destinado: Padres

Sesión 6: Jueves 26 de Abril a la 8AM

Que Tendría que Hacer si su Niño Está Experimentando con Substancias.

- ¿Cuáles son los signos y síntomas de un problema con el abuso de substancias en adolescentes?
- Cómo confrontar el problema y que tendría que hacer para intervenir.
- ¿Cuál es la mejor respuesta al problema?
- ¿Cómo tendría que responder a una experimentación de substancia en mi adolescente?
- ¿que tendría que hacer si mi niño de verdad tiene un problema y necesita tratamiento?

Al público destinado: Padres

Los oradores para estas series seran Ray Estefania y Ana Moreno de Family Recovery Specialists.

To request this material in alternate format, sign language interpreter (five-day notice required) or other accommodations for persons with disabilities, and/or any accommodation to review any document or participate in any city-sponsored proceedings, call 305.604.2489 and select 1 for English or 2 for Spanish, then option 6; TTY users may call via 711 (Florida Relay Service).

MIAMIBEACH

IF YOU DON'T THINK VAPING IS ADDICTIVE, IT MAY HAVE ALREADY ALTERED YOUR BRAIN.

The nicotine in vapes can disrupt the development of the teenage brain and lead to addiction.

U.S. FOOD & DRUG ADMINISTRATION

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They may have higher levels of chemicals

Flavored vape juice may not be as sweet as it sound!

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COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Jimmy L. Morales, City Manager

DATE: June 12, 2020

SUBJECT: **UPDATE FROM THE ECONOMIC DEVELOPMENT DEPARTMENT REGARDING STEPS TAKEN TO STREAMLINE THE BUSINESS PERMITTING PROCESS, IMPROVE BUSINESS RETENTION AND ATTRACT NEW BUSINESS**

HISTORY:

On February 23, 2020, the Economic Development department delivered a comprehensive briefing to the Committee of ongoing projects and accomplishments. Since that time, several of the department's FY 2020 projects have been paused while the team pivoted from core functions in order to help with the City's pandemic response. A detailed update on long term projects will be provided at a subsequent meeting this summer; however, here follows a concise update from the department.

ANALYSIS:

Permitting and Process Improvement

1. RFI 2019-278 Business, Zoning and Permitting Portal

With the assistance of the IT Project Management division, the department conducted extensive negotiations with the top-ranked proposer of the RFI, California-based Open Counter. Upon conclusion of contract negotiation last month, the department's funding for the project was eliminated as part of the City's budget balancing strategy. Nevertheless, following several vendor meetings with the City departments that will be impacted by the permitting technology, we are confident in the customer service-based solutions proposed by Open Counter's software. The department hopes to resume project implementation in the next fiscal year, pending budgetary approval.

2. Business Tax Receipt/ Certificate of Use Bifurcation

In response to feedback from the business community about the complexity of our BTR process and its adverse impact on doing business in Miami Beach, the City has completed another milestone in its efforts to remove unnecessary red tape inhibiting our customer base. To

simplify the BTR process and expedite business transactions, the City has adopted Code changes that bifurcate the BTR from the Certificate of Use (CU), thereby distinguishing a BTR as an occupational tax for doing business, and the CU as a zoning permit pertaining to the appropriateness of the applicant's use of physical space. On May 13, the City Commission adopted the ordinance on second reading. This LDR reform should be help simplify the process of opening a business in Miami Beach. Staff will begin outreach to educate permit applicants of the new bifurcated process.

Target Revitalization Areas and Business Improvement Districts (BIDs)

1. Washington Avenue

Pursuant to Resolution No. 2018-30629, dated December 12, 2018, the Administration contracted with architectural firm Zyscovich, Inc., top-ranked proposer of RFQ 2018-327-KB, for a Washington Avenue Conceptual Design Plan. Subsequently, on July 31, 2019, pursuant to Resolution No. 2019-30914, the Commission authorized negotiations with Zyscovich, Inc., top-ranked proposer of RFQ 2019-234-ND, for a Land Use, Mobility, and Economic Development Study of the Entertainment District. The City has been in negotiations regarding the scope and breadth of the firm's services, in light of the repurposing of the department's funding last month to balance the City's budget. The department will explore the feasibility of expediting use of G.O. Bond funds earmarked for Washington Avenue, in order to make progress on the streetscape redesign.

2. Ocean Drive

On February 12, 2020, the City Commission adopted Resolution No. 2020-31168, calling for a special election to be held from June 1 to August 31, to determine whether affected property owners approve the creation of the proposed South Beach Business Improvement District. On April 22, per the request of the proponents of BID creation, the City Commission adopted Resolution No. 2020-31236, temporarily postponing the election until the threats associated with the COVID-19 pandemic subside. As always, the department will be working closely with MXE business establishments in the coming months and the parties will reassess scheduling for the election once deemed appropriate.

3. 41st Street

In February, the City entered a professional services agreement with engineering firm AECOM to develop a land use, transportation and mobility, and economic development plan for the corridor. Through April, AECOM has met with the committee and City staff to prioritize certain project themes, such as safety and security, quality of life, green infrastructure, bicycle and pedestrian access, and public transit. AECOM must still complete gap analysis of the master project list, complete stakeholder meetings, and refine project details.

On March 1, the City held the inaugural date of the 41st Street Marketplace, a 90-day pilot kosher street market curated by Miami Beach-based The Market Company, Inc., producer of the famed Lincoln Road Green Market. Located at 41st Street and Pinetree Drive on Sunday mornings, the market proved popular with neighborhood locals, before street markets were suspended citywide in March. Developed pursuant to request of the Mayor's 41st Street Committee, the department and committee will discuss similar cultural programming in the future.

4. North Beach

On January 15, the City Commission directed the Administration to conduct additional community outreach about the benefits of a North Beach CRA. Through the remainder of January and February, the department attended various North Beach community events, held office hours at the Building department annex, and conducted a well-attended community meeting at the North Beach Youth Center. Additional public events in March were canceled due to logistical constraints imposed by the pandemic. The Administration will seek that the County consider formation of a CRA containing the boundaries originally proposed in Resolution No. 2019-30892 dated July 17, 2019.

COVID-19 Pandemic Response

Since the beginning of the public health and economic crisis, the department has played an active role in the City's emergency response. The COVID-19 pandemic has transformed the daily responsibilities of the Economic Development team, a department consisting of four employees, whose previous director relocated from Miami Beach at the end of February.

1. Outreach and Assistance

Soon after the onslaught of economic impacts from the pandemic, the department revamped its Business Portal website, www.MBbiz.com, to educate businesses and the workforce about available economic assistance and resources. Since March, the department has regularly updated the website to reflect the latest information about resources like financial aid programs and unemployment benefits. The department teamed with Communications to prepare a daily e-Newsletter entitled "Updates & Resources for Businesses Impacted by COVID-19." As of today, there are 2,530 recipients of this daily email blast. (To enroll, we invite you to visit the Engagement Toolbox on the City's website and subscribe to the "Miami Beach Business News" newsletter.)

The department has conducted extensive public outreach since the start of the crisis and will continue its public facing role as nonessential businesses resume operations. The department will focus on helping our business community approach reopening safely and successfully, through such initiatives as the sidewalk café permit expansion and the MB Standard certification program. On May 15, Economic Development debuted a webinar series entitled "Coming Out of the Dark: Shedding Some Light on Reopening." The first installment, featuring Mayor Gelber and local business leaders discussing Phase 1A of Reopening, had 2,500 views on Facebook and more participants on Zoom.

2. Resource Center

On March 30th, the City Manager launched the Resource Center as a public point of contact for the public to obtain information and guidance. In its first 6 weeks, the team of repurposed City employees has engaged with over 840 constituents regarding various types of economic programs, including unemployment benefits, housing assistance, food programs, and financial aid. Approximately 51% of these contacts have been related to unemployment assistance. In addition to responding to claims, the Resource team has been proactively reaching out to the

5,000 businesses in our BTR registry to gauge their recovery efforts and provide information about available resources. The public is encouraged to contact the Resource Center for help at 305-604-CITY or ResourceCenter@miamibeachfl.gov.

3. Business Industry Working Group

Initially during the shutdown, the department led daily telephone briefings between the administration, and local business leaders and industry groups, such as the Miami Beach Chamber, GMCVB, GMBHA, Ocean Drive Association, Beacon Council, and our three Business Improvement Districts. Although the calls are now conducted twice a week, they allow for regular dialogue between the City and the business community, and provide the Administration with valuable input from the business community on private sector considerations in our emergency planning and response. The regular briefings have provided important feedback for the City to formulate and improve its response efforts. This type of public and private collaboration will be crucial to our resilient comeback.

4. Small Business Grant Program

Economic Development has partnered with the Housing department to allocate $200,000 of the City's Community Development Block Grant-Corona Virus (CDBG-CV) funding for creation of a Small Business Grant program. Eligible Miami Beach small businesses may apply for reimbursement of qualified expenses of up to $10,000, as long as the business retains or creates, over a period of 12 months, one employee that resides in a Miami Beach household earning less than 80% area media income (AMI). The new program allows the City to leverage traditional community development grants pursuant to the Cares Act for economic disaster relief. The City will soon begin accepting applications and interested businesses may obtain info at the City's Business Portal website, www.MBbiz.com.

CBRE Real Estate Advisory and Transactional Services

Pursuant to an existing professional services agreement dated October 24, 2017, CBRE, Inc. provides the City with strategic real estate services including market research and data, preparation of marketing materials, and redevelopment advisory services, for example, analysis of P3 development projects and a proposed bid for Class A office space.

Just prior to the pandemic, CBRE completed a "Business on the Beach" annual economic report, included here as Attachment 1. The real estate market will continue evolving significantly in the coming months and will differ considerably from the time when the data in the report was compiled. Nevertheless, CBRE produced a valuable work product that the department would like to share with the committee. The market statistics are pre-COVID, however, much of the content highlights the benefits of the City of Miami Beach: demographics, investment of international capital, quality of life, and business friendly environment, to name a few. Regardless of current market conditions, these attributes remain and will be critical to the City's economic recovery.

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to

Does this item utilize G.O. Bond Funds?

City Code Section 2-14?

No No

ATTACHMENTS:

Description	Type
Attachment A – CBRE 2020 Economic Report	Other

BUSINESS ON THE BEACH

Living The Miami Beach Lifestyle

CBRE

Photography Credits: City of Miami Beach

WELCOME

Photography Credits: City of Miami Beach

Dear citizens:

As we enter a new decade, it is a great time to reflect on all of the attributes that make the City of Miami Beach a unique and special place - world-class beaches, a commitment to the arts, restaurants, nightlife and our international culture. But now is also the time to focus on our future - resiliency, mobility, safety, and importantly - promoting a business-friendly environment.

With those priorities in mind, we are pleased to present the enclosed 2020 economic report purposely titled "Business on the Beach". It focuses on the nexus of those priorities in Miami Beach – the ideal place to live, *work and play*.

Importantly, this report was completed prior to the global COVID-19 pandemic and reflects market dynamics prior to the period of uncertainty that accompanies the virus. All of the City's attributes described in this report, however, position the City and its legacy to bounce back quickly and create lessons learned to better serve citizens, businesses and visitors well into the future.

We are pleased that Starwood Capital has chosen Miami Beach for its new corporate headquarters. Our focus in 2020 and beyond is to continue to attract even more top tier businesses who wish to call Miami Beach their home.

The City of Miami Beach Economic Development office partnered with CBRE to develop this "State of the City" report. This initial report focuses on the 5 pillars of what makes Miami Beach such a successful community and wonderful business opportunity for the future -

1. Talent
2. Infrastructure
3. Access to Foreign Capital
4. Ease of Regulatory Burden
5. and, a robust Live, Work & Play environment.

In keeping with our live, work and play initiative, all citizens and future businesses should know that livability magazine rated Miami Beach as one of the Best 100 places to Live. Just a further testamento to why now is the time to do "Business on the Beach".

Sincerely,

Shay Pope
Senior Vice President
CBRE

Lee Ann Korst
SE Regional Manager
CBRE

Michael McShea
Excecutive Vice President
CBRE

Photography Credits: City of Miami Beach

ACCOLADES

Miami #1 City for Doing Business in Latin America
Miami-Dade Beacon Council

Miami #1 Hispanic Entrepreneurship Rate
Miami-Dade Beacon Council

Miami #1 City for Startup Activity
Miami-Dade Beacon Council

Miami #3 – Foreign Banking Hub in the U.S.
CBRE Research

Miami – Top City for Growth in College Graduates (46.3%) and Advanced Degrees (47.1%)
The Next Miami

Miami Beach – Best 100 Places to Live
Livability

Miami is 12th Globally in International Retailer
Presence CBRE Research

Miami – 2nd Fastest-Growing Large City in America
WalletHub

2nd Largest Concentration of Consular Corps, Foreign-Trade Offices and Bi-National Chambers of Commerce in the U.S.
Miami-Dade Beacon Council

Miami International Airport – Leading International Freight Airport in the Americas
CBRE Research

Miami – Top Vegan City in America
Miami New Times

Miami #1 Cruise Port in the World
CBRE Research

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Photography Credits: City of Miami Beach

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2. The Five Pillars of Excellence

- *Talent*
- *Infrastructure*
- *Foreign Capital*
- *Ease of Regulatory Burden*
- *Live-Work-Play*

3. Current Conditions

- *Office*
- *Retail*
- *Multifamily*
- *People*
- *Housing*

Photography Credits: City of Miami Beach

REPORT SUM

MARY

Photography Credits: City of Miami Beach

Photography Credits: City of Miami Beach

22% of residents hold a master's or professional degree.

47% of residents are multilingual and hold a bachelor's degree or higher.

Photography Credits: City of Miami Beach

Photography Credits: City of Miami Beach

Miami Beach is a **walkable, bikeable,** complete-streets community.

Photography Credits: City of Miami Beach

Foreign capital into Miami Beach increased in 2019, opposite of National trend.

The Miami Beach workforce keeps more of their **income** than their peers in other cities in the U.S.

Photography Credits: City of Miami Beach

Photography Credits: City of Miami Beach

Miami Beach owns an authentic live-work-play dynamic that cultivates a perfect **work/life harmony**.

PILLARS

The “Five Pillars of Excellence” are used within CBRE Research products and presentations as key factors that distinguish whether a city or metro region can attract talent and development over other cities and regions. They have been conceived out of observation of cities and regions across the U.S., and around the globe. It has been found that cities which possess these “pillars” will often have a competitive advantage in attracting talent and new development.

Photography Credits: City of Miami Beach

1. TALENT

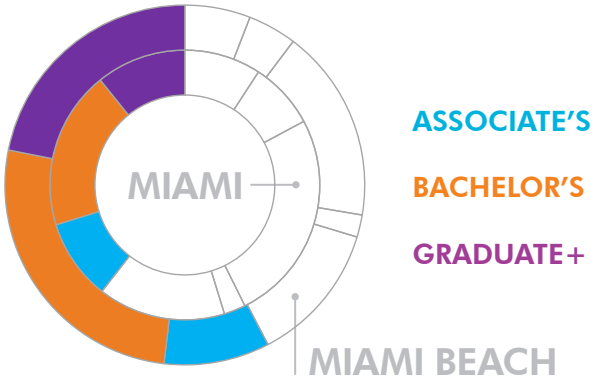
The most important resource to office-using businesses is talent. Firms have shown that they are willing to move their entire base of operations to be nearer to strong pools of labor.

Miami Beach is home to a talented, educated workforce with specialties in a variety of skills, at varying career levels. Additionally, the talent pool is growing, as people take advantage of the wide range of housing stock that is found on the beach. Between 2015-2017, Miami Beach saw some of the sharpest labor-pool growth in crucial job industries such as management, science, and the legal sectors. A sizeable population of administrative support personnel resides in Miami Beach as well.

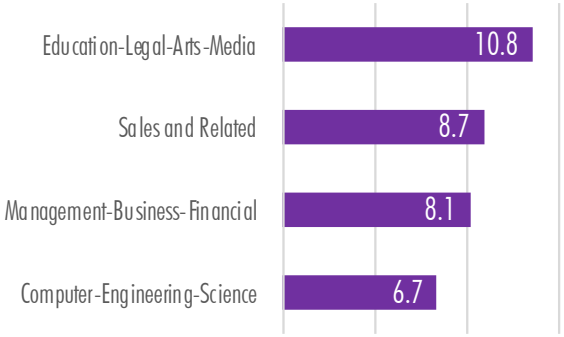
Almost 22% of the Miami Beach population aged 25 and over holds a graduate degree, which is over double the share of the residents of the entire Miami-Dade county. **Overall, 57.7 % of Miami Beach residents hold a degree**, vs. 39.5% for the entire county.

SHARE OF DEGREE HOLDERS

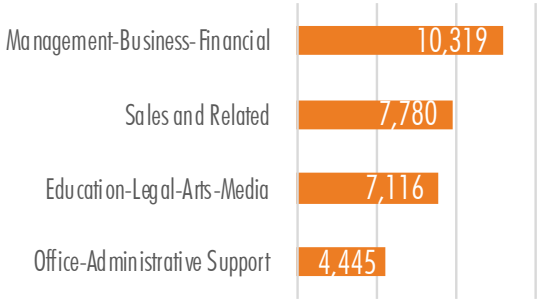
Miami Beach vs. Miami-Dade



% Job Growth 2015 – 2017*



Total Jobs Holders*



Source: ESRI, CBRE Research

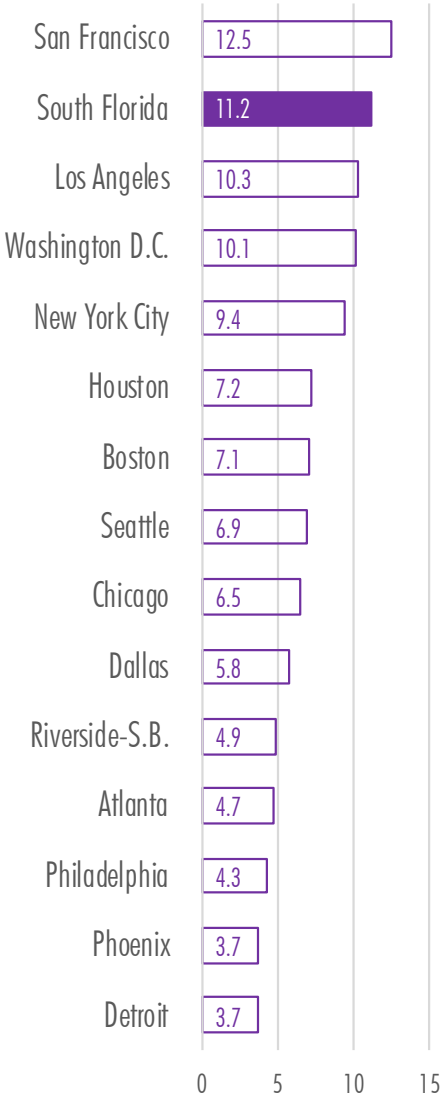
The labor pool in South Florida is second only to San Francisco in regard to the share of the workforce that is multilingual and holds a bachelor's degree or higher. 11.2% of workers hold this designation, higher than places such as Los Angeles, Washington D.C., and New York City.

A report produced by New American Economy in March 2017 reported that from 2010 to 2015, the number of available jobs which requested multilingual workers had more than doubled, with the total share of job postings requesting multilingual workers **rising by 15.7%**. These jobs were spread across various career levels, from administrative assistants to financial managers to industrial engineers.

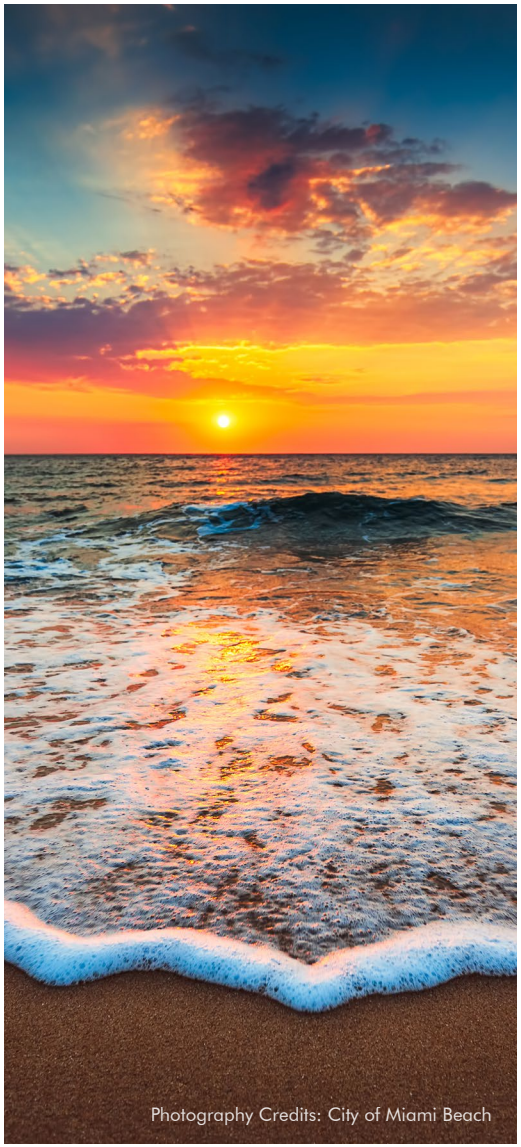
The Miami Beach labor force is poised to take advantage of this need. **Approximately 46.5% of Miami Beach residents are multilingual and hold at least a bachelor's degree**, offering prospective employers a special skill set that will only rise in demand as the global marketplace gains accessibility.

BACHELOR'S DEGREE OR HIGHER AND MULTILINGUAL

% Share, Top U.S. Markets



Source: U.S. Census, CBRE Research


Photography Credits: City of Miami Beach

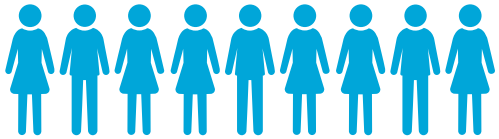
2. INFRASTRUCTURE

Miami Beach benefits from connections to world-class infrastructure. The business world depends on dependable airports with direct flights. Miami International Airport (MIA), just 20 minutes from Miami Beach, was recently rated by OAG as the sixth most punctual airport in the U.S. among major and mega facilities. Impressive, considering that in 2019 MIA moved over 45 million passengers, an increase of over 10% from 2015. This total includes almost 22 million international passengers, as MIA runs over 85 international nonstop routes.

Miami International Airport is the leading international freight airport in the Americas with over 2.2 million tons of cargo annually. Total air freight at MIA **valued at $60.5 billion, or 92% of the dollar value** of Florida's total air imports and exports, or 39% of the States total trade with the world.

PortMiami, which moves almost 7 million passengers and 1.1 million TEU's annually, has a local economic impact of $84 billion annually.

MIAMI INTERNATIONAL

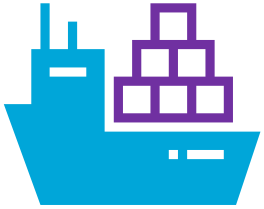


45+ MILLION PASSENGERS

Source: Miami International Airport

PORT OF MIAMI

6.8 MILLION PASSENGERS



1.1 MILLION TEU'S

Source: PortMiami

Miami Beach also boasts infrastructure on the local neighborhood level which grants increased mobility for residents and businesses. As Miami-Dade county grows in notoriety for car congestion, Miami Beach offers a haven of accessibility, with walkable, bikeable neighborhoods and business districts. Both Miami Beach's Walk Score and Bike Score are favorable in comparison to other major markets. The city is continually adding miles of pedestrian and bike paths to the ground.

Miami Beach offers a variety of no-car options to move around the City. **The Miami Beach trolley service provides free, reliable, and convenient mobility throughout the City.** The service operates 18 hours a day, 7 days a week, year-round and is currently carrying over 5.2 million riders annually. To supplement the trolley service in the Mid Beach community, the City offers a free, eco-friendly on-demand transit service through Freebee. The service also operates 7 days a week, year-round.

Market	Walk Score
New York City	88
South Beach	87
San Francisco	86
Boston	81
Seattle	73

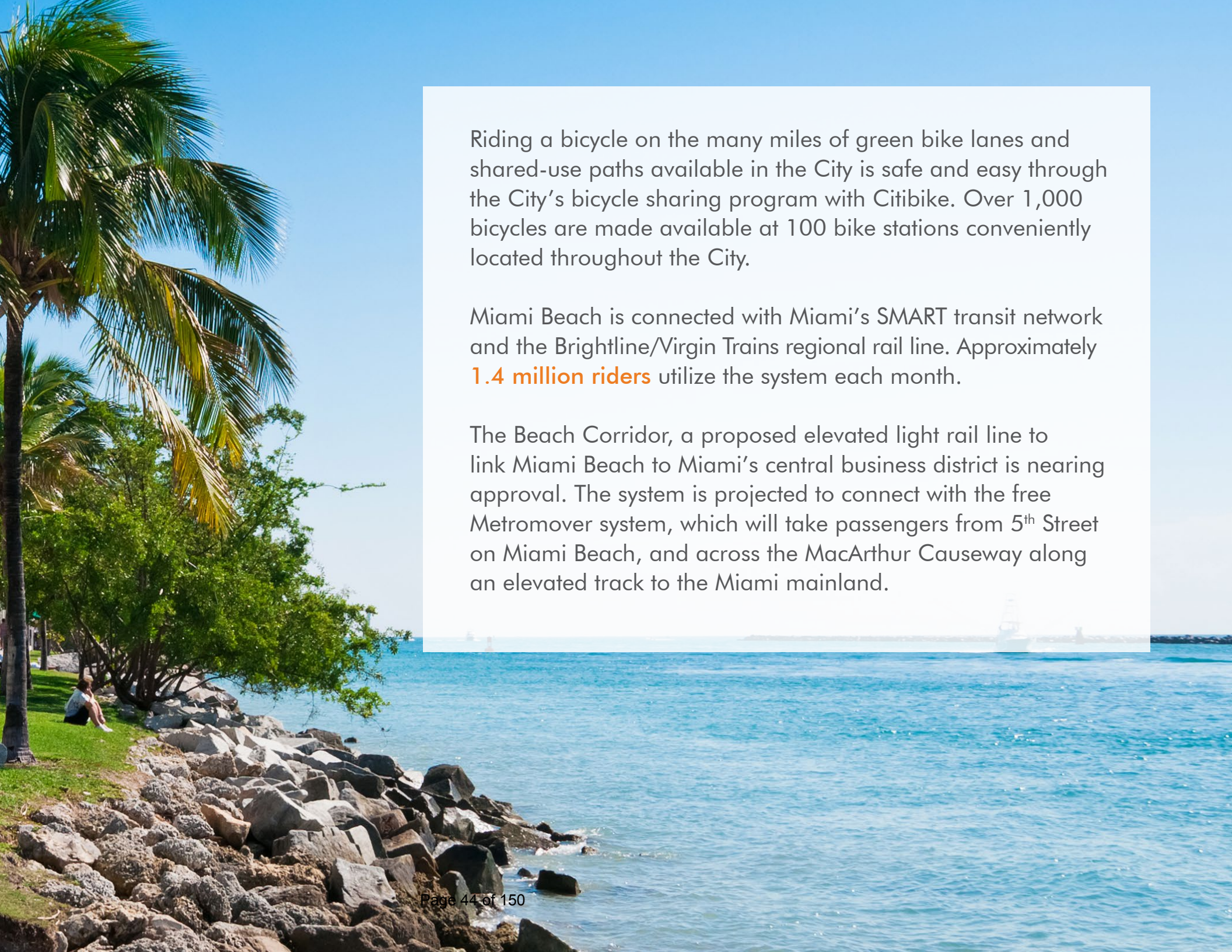
Source: Walkscore.com

ATLANTIC GREENWAY

Surrounded by palm trees and meandering through South Beach, this trail (also known as the South Beach Trail) is nestled in one of the country's most popular destinations. Both of the trail's endpoints are located in Miami Beach, not far from the Atlantic Ocean.

The pathway is part of two much larger projects: the Miami LOOP, a developing 225-mile trail network throughout Miami-Dade County, and the East Coast Greenway, which is connecting trails from Florida to Maine.

Source: Miami Beach Rising Above



Riding a bicycle on the many miles of green bike lanes and shared-use paths available in the City is safe and easy through the City's bicycle sharing program with Citibike. Over 1,000 bicycles are made available at 100 bike stations conveniently located throughout the City.

Miami Beach is connected with Miami's SMART transit network and the Brightline/Virgin Trains regional rail line. Approximately **1.4 million riders** utilize the system each month.

The Beach Corridor, a proposed elevated light rail line to link Miami Beach to Miami's central business district is nearing approval. The system is projected to connect with the free Metromover system, which will take passengers from 5th Street on Miami Beach, and across the MacArthur Causeway along an elevated track to the Miami mainland.

Infrastructure also refers to resiliency, which Miami Beach has become an international representative for, regarding the topic of climate change. The city is not taking a passive course; instead, they have been aggressively taking on the issue head-on, with several courses of mitigation to ensure that the future is secure.

Sea Level Rise is one of the effects of climate change. It is a result of two different factors: an increase in water volume that is added by melting ice lands and the thermal expansion of seawater as it warms up.

The City of Miami Beach is working diligently to convert these sustainability challenges into opportunities, starting with adaptation initiatives such as the installation of pump stations, rising of roads, and other innovative drainage improvements that are informed by the latest scientific data.

STORMWATER MANAGEMENT

The city has a Municipal Separate Storm Sewer System (MS4): the city's stormwater system is completely separate from the sanitary sewer system to avoid cross-contamination. The stormwater system is designed to drain the city of water during rainfall and high tide events to minimize flooding. The stormwater system carries the runoff through a system of interconnected pipes and structures before depositing the runoff into Biscayne Bay and the surrounding waterways.

PUBLIC INFRASTRUCTURE

The goal of the City of Miami Beach is to elevate roads to deal with flooding issues. The 3.7 NAVD88 standard is being adopted and is based on minimizing potential flooding associated with tides, rainfall, and sea level rise, to around the year 2055. This estimate is based on engineering models and the Southeast Florida Regional Climate Change Compact Unified Sea Level Rise Projection.

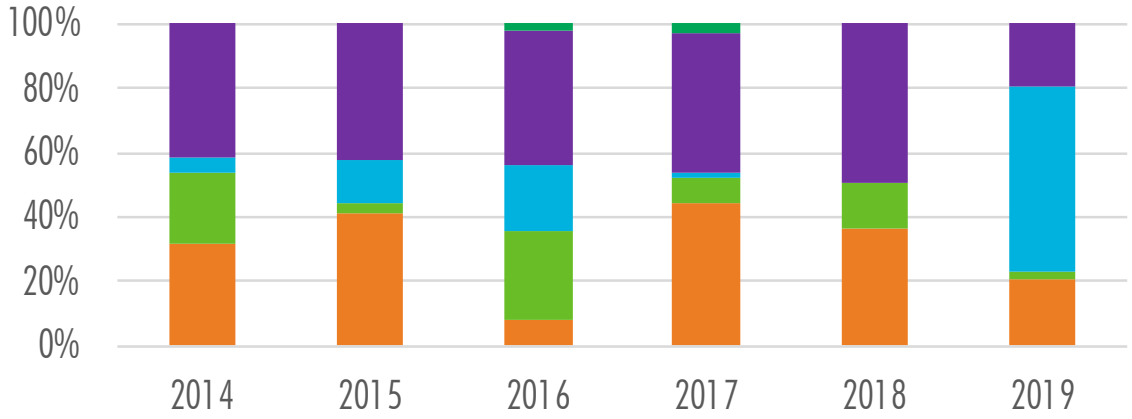
KING TIDES

Miami Beach is installing new pump stations throughout the city that will drain about 7.5 inches of water in 24 hours and have a capacity of up to 30,000 gallons per minute. In addition, dune restorations and public seawall improvements are ongoing to make the City more resilient to sea level rise and climate change.

3. FOREIGN CAPITAL

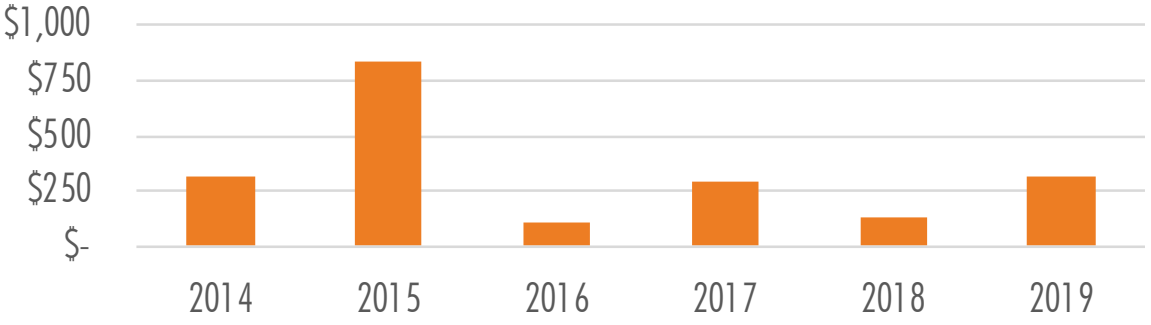
Foreign capital is used as a metric because it suggests the presence of prime commercial real estate assets that attract cross-border investment. It brings with it jobs, diversity, and an increase in the value of existing real estate. South Florida is one of the prime U.S. markets regarding the attraction of foreign capital. Miami Beach is a significant driver of this, as over the past five years, cross-border investment has made up about 30% of total capital markets activity within the city.

CAPITAL MARKETS ACTIVITY, % SHARE BY TYPE



Across the U.S., cross-border investment was significantly down in 2019. That was not the case for South Florida, or for Miami Beach specifically, as activity in 2019 was double the total volume for 2018.

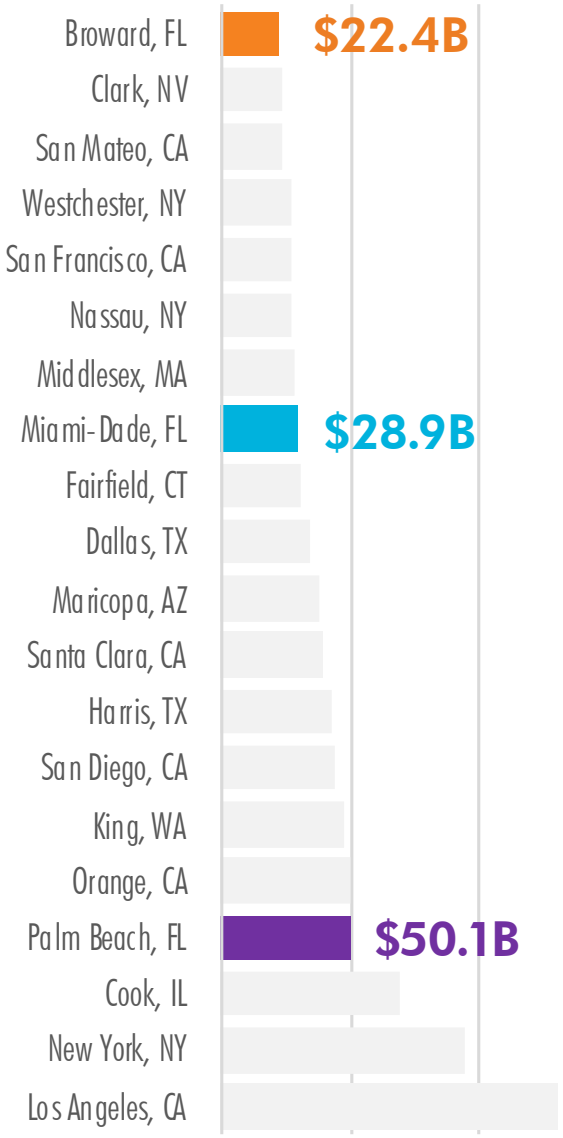
CAPITAL MARKETS ACTIVITY, TOTAL, BY YEAR, IN MILLIONS OF $



Source: Real Capital Analytics

4. EASE OF REGULATORY BURDEN

INVESTMENT INCOME BY COUNTY



Investment income refers to personal income derived from rents, dividends, and interest. Source: BEA, CBRE Research

South Florida as a whole benefits greatly from the favorable tax climate that exists in Florida, which in turn **helps power local economies in the form of residential housing, restaurants, and retail trade.** It also provides a boost to property values, as the ease of regulation on multifamily assets is an attractive alternative to the heavily-regulated Northeast.

Individuals also benefit from the **favorable tax climate.** A comparison across income levels shows that workers in Miami Beach keep more of their income than their New York City counterparts. Additionally, that gap widens as income levels grow, and people advance through their careers.

FAVORABLE TAX CLIMATE

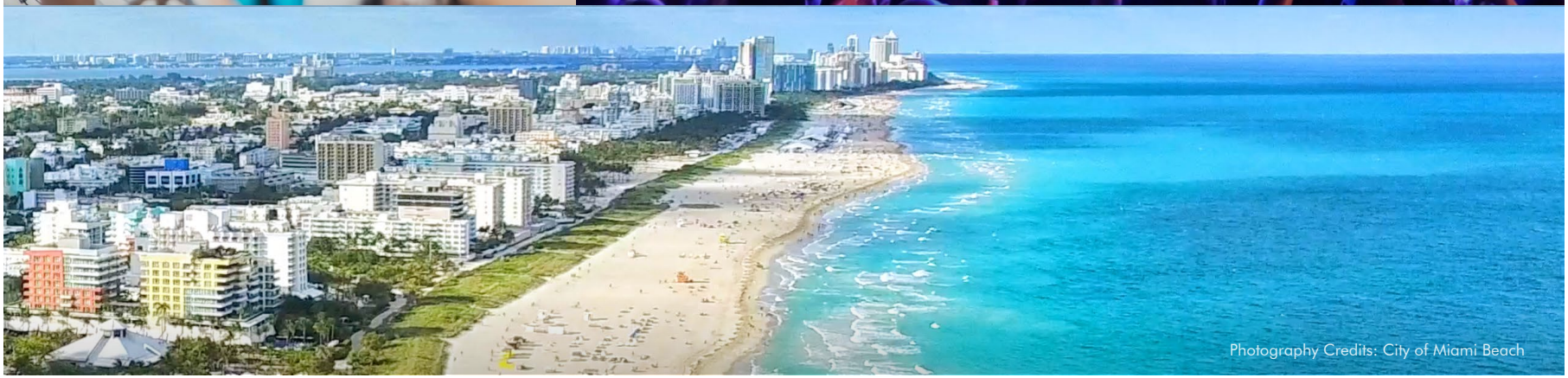
Workers in Miami-Dade County keep almost 9% more of their income than comparable workers in New York.

	Annual Income Level		
Metro Area	$75,000	$90,000	$125,000
New York City	70.7%	69.0%	66.0%
Miami Beach	79.2%	77.8%	75.2%
Difference	8.5%	8.8%	9.2%

5. LIVE-WORK-PLAY

Photography Credits: City of Miami Beach

Photography Credits: City of Miami Beach


Photography Credits: City of Miami Beach

In the 2017 CBRE Report "The Mighty Urban-Suburban Submarket," a key takeaway was that suburban office submarkets with urban characteristics are often in the best position to capture office occupier demand, and may provide opportunities for occupiers to secure space at lower rents than they might find in traditional downtown districts. These submarkets are characterized **by live-work-play dynamics, including high density multifamily housing and retail,** as well as transportation access. Miami Beach owns several of these characteristics and has the advantage of being an "established" submarket vs. being an "emerging" submarket, which often leads to higher office occupancy and rents.

CURRENT CON

NDITIONS

Photography Credits: City of Miami Beach

WITHIN A 30 MINUTE DRIVE OF MIAMI BEACH

- **MIAMI INTERNATIONAL AIRPORT**
- **510,000+ MILLENNIAL AND GEN X WORKERS**
- **230,000+ BACHELOR'S AND MASTER'S DEGREES**
- **1.3 MILLION DAYTIME POPULATION**
- **$3.1 BILLION IN ANNUAL HOUSEHOLD EXPENDITURE**

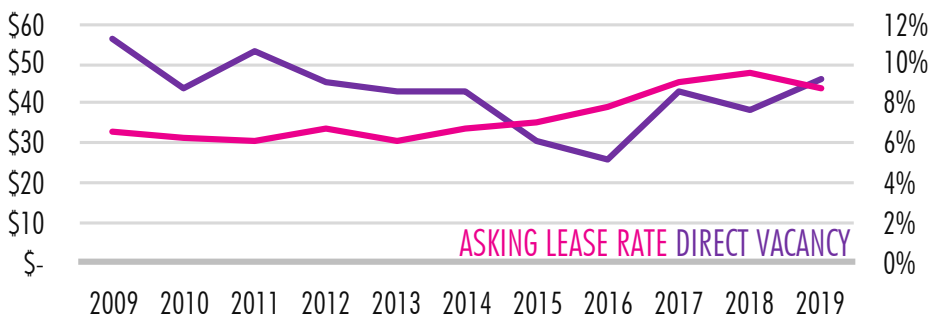
MID
BEACH
NORTH
BEACH

OFFICE

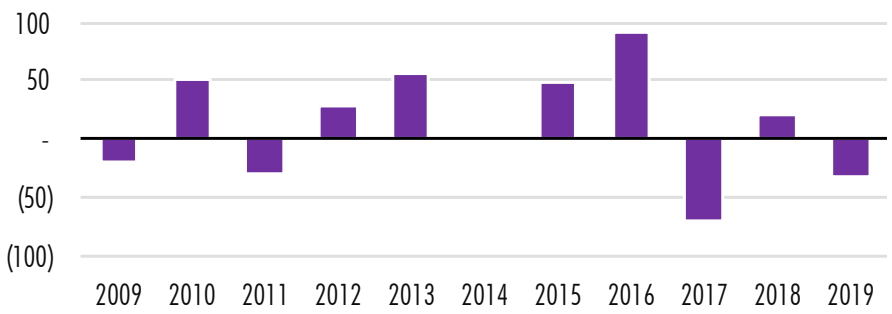
The Miami Beach submarket remains a steady performer, with **above-average lease rates and lower vacancy.** Absorption has been up and down over the last several years, which can be attributed to a lack of new product to attract occupiers to the area.

Spaces became a significant new tenant of the 1111 Building in 2019, adding to the significant amount of flexible workspace operators along Lincoln Road, which are essential to promoting emerging firms within Miami Beach. Starwood Capital relocated from Greenwich, CT to Miami Beach, and is currently constructing a new 136,000 sq. ft. HQ with some additional speculative office space at 2340 Collins Avenue.

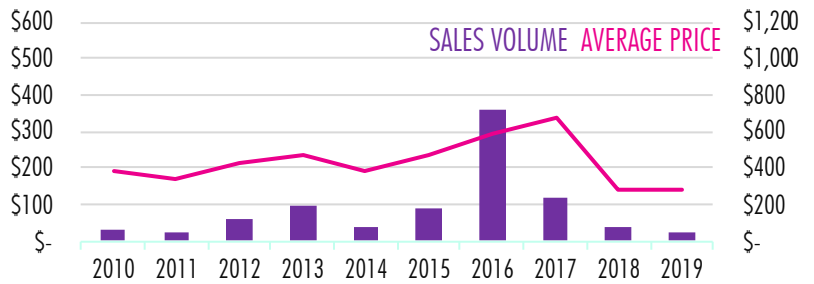
Asking Lease Rates ($/SF/FS) and Direct Vacancy (%)



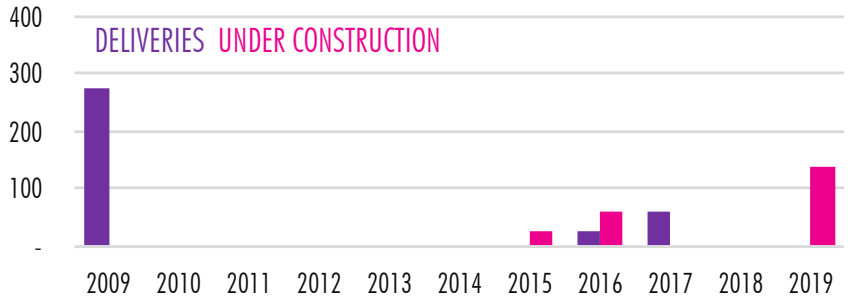
Net Absorption (SF/000's)



Sales Volume ($M) and Average Price ($/SF)



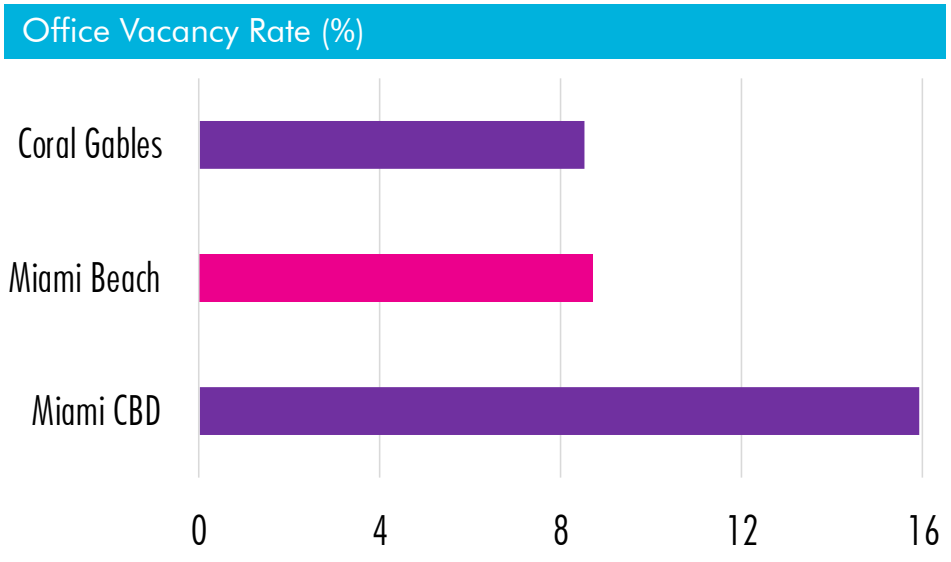
Under Construction and Deliveries (SF/000's)



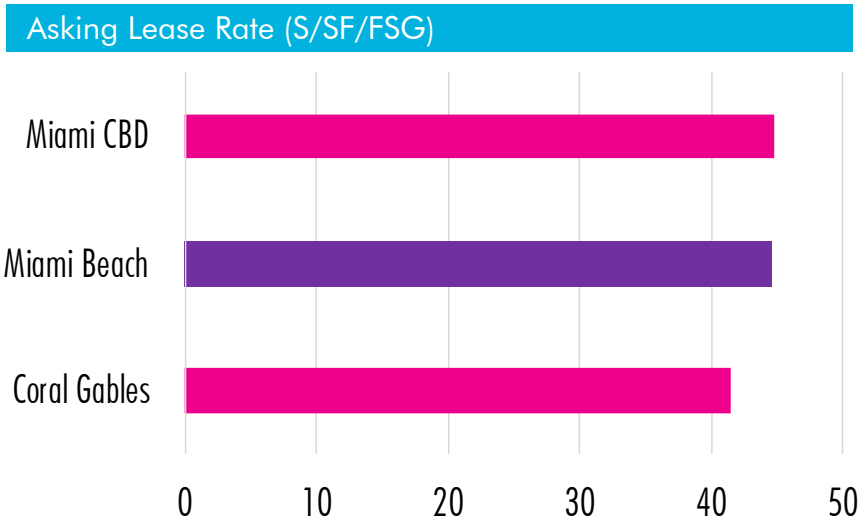
Source: CBRE Econometrics Advisors

Comparatively, Miami Beach is well-positioned against some of Miami's top office submarkets, namely the Miami Central Business District and Coral Gables. With vacancy just under 9%, landlords have performed well and achieved substantial rent growth of approximately 30% since 2015.

Occupiers benefit as well, as the asking rents of Miami Beach office assets are competitive in comparison to some of the top office submarkets of Miami. They benefit from the dynamic urban-suburban live-work-play environment and access to an educated workforce and talent base. Amenities such as restaurants, retail, entertainment, and one of the largest and most recently renovated convention centers in Florida, provide even more value for office tenants choosing Miami Beach.



Source: CBRE Research



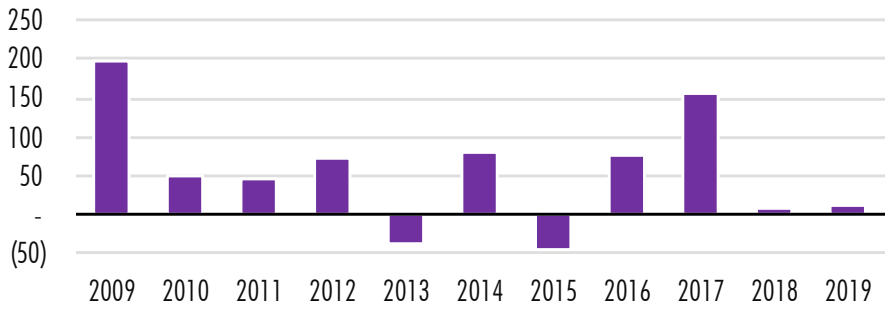
Source: CBRE Research

RETAIL

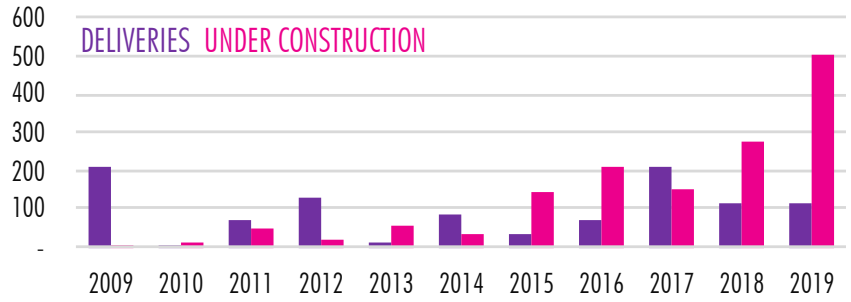
Miami Beach retail is on the rebound, with several recent lease executions for new tenants along Lincoln Road. As the premier shopping district of Miami Beach, recent vacancies were uncharacteristic of the long-standing high-street center. Now, food and beverage operators have balanced out the once-heavy presence of apparel retailers.

The next couple years will have the chance to showcase retail demand in Miami Beach, as several new centers are nearing completion or have been completed. Tenants focused more on businesses within Miami Beach, and a bit less on tourism could see a rise. However, tourism drives retail without a doubt, with tourists spending more annually than residents.

Net Absorption (SF/000's)

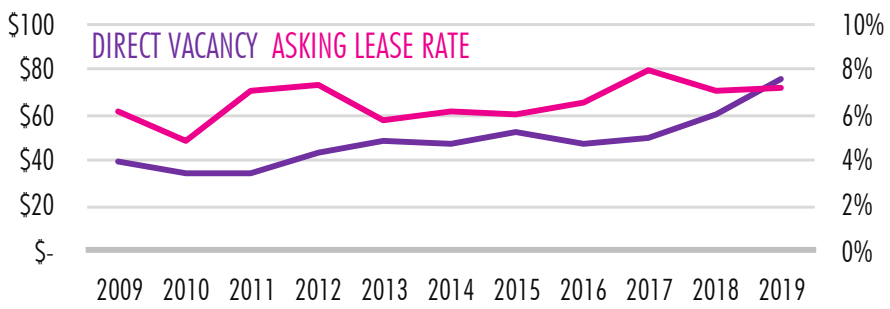


Under Construction and Deliveries (SF/000's)

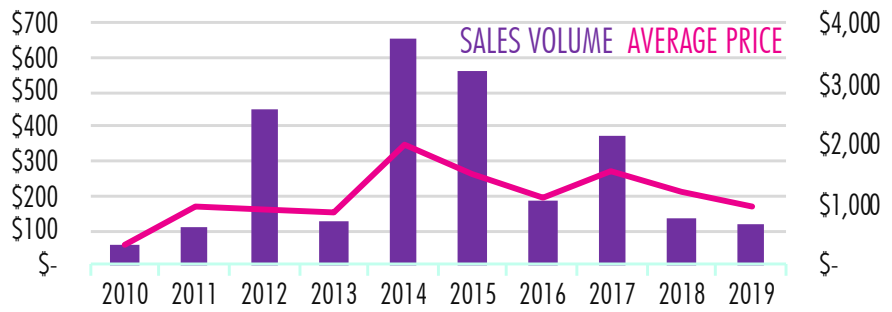


Source: CBRE Econometrics Advisors

Asking Lease Rates ($/SF/NNN) and Direct Vacancy (%)



Sales Volume ($M) and Average Price ($/SF)

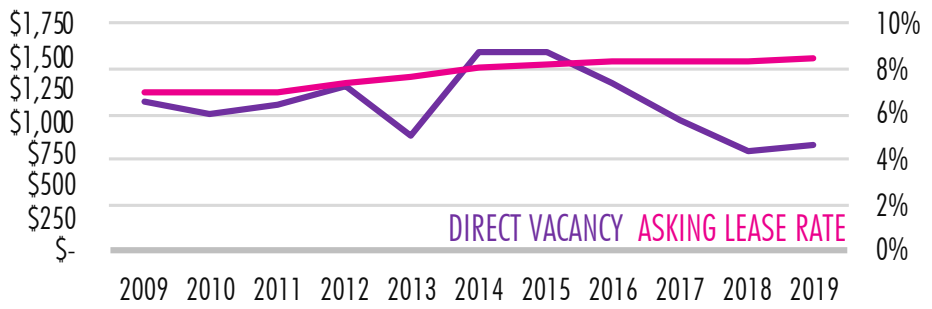


MULTIFAMILY

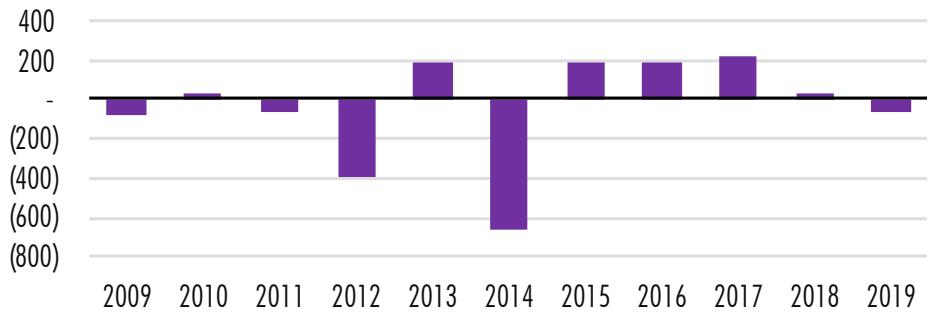
Miami Beach has housing for residents of all economic levels, ranging from workforce-priced rental housing to luxury executive homes on Biscayne Bay. A recent movement by city government to establish more strict regulations on short-term rentals will open up even more housing to the end-user population.

With rising lease rates and falling vacancy as key indicators, Miami Beach is finally constructing new apartments, with several new projects set to break ground in 2020 and 2021. This will help boost a relatively stable population with new residents. As talent is attracted to this new housing, firms will follow to attract them in a tight labor market.

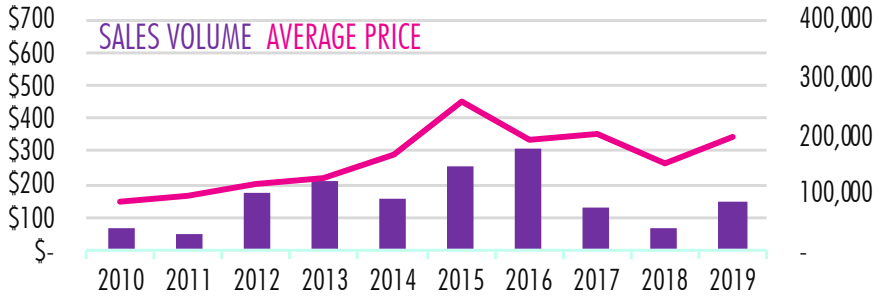
Asking Lease Rates ($/Unit) and Direct Vacancy (%)



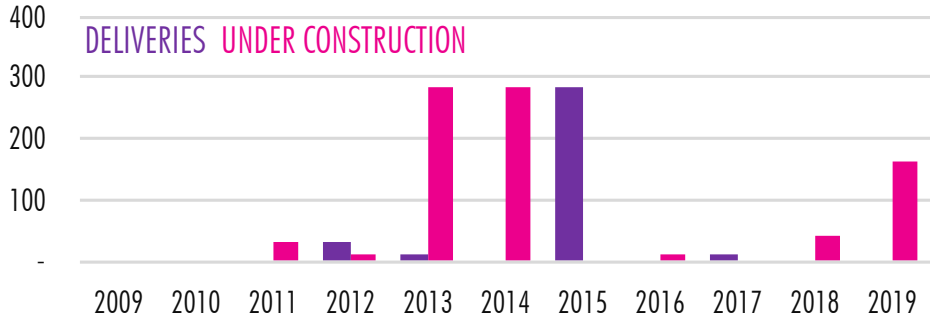
Net Absorption (SF/000's)



Sales Volume ($M) and Average Price ($/Unit)



Under Construction and Deliveries (SF/000's)



Source: CBRE Econometrics Advisors

Upwardly Mobile Workforce

Miami Beach is home to a high density of favorable tapestry profiles, illustrating that the population of the city is well educated, motivated, and are enjoyers of the vibrant lifestyle that Miami Beach offers.

Metro Renters

Household
Singles

Housing
Multi-Unit Rentals

Median Age 32.5
Median Inc $67k

Prof/Mgmt
College Degree

- Prefer environmentally safe products
- Spent wages on rent
- Practice yoga, Pilates; ski
- Active on Facebook, Twitter, Youtube, LinkedIn
- Take public transportation, taxis; walk bike

13,064
16.3%

International Marketplace

Household
Singles

Housing
Multi-Unit Rentals
Single Family

Median Age 32.8
Median Inc $46.5k

Svcs
HS Diploma Only/FED

- Shop at warehouse clubs, specially markets
- Do not save or invest
- Visit theme parks; play soccer
- Listen to Spanish/Latin music on cell phone or radio
- Take public transportation

8,345
10.4%

Urban Chic

Household
Married Couples

Housing
Single Family

Median Age 43.3
Median Inc $109k

Prof/Mgmt
College Degree

- Visit museums, art galleries
- Own healthy portfolios
- Ski; practice yoga; hike; play tennis
- Shop, bank online
- Choose luxury imports

7,351
9.2%

Trendesetters

Household
Singles

Housing
High-Density Apts

Median Age 36.3
Median Inc $63k

Proof/Svcs/Mgmt
College Degree

- Travel frequeantly
- Seek financial advice; build stock portfolios
- Shop at Whole Foods, Trader Joe's
- Stay connected, prefer texting
- Choose subcompacts, public transportation

6,849
8.5%

DEMOGRAPHIC SEGMENTATION REPORTING*

Beyond demographics – The segmentation report classifies neighborhoods into 67 unique segments based not only on demographics but also socioeconomic characteristics. It describes US neighborhoods in easy-to-visualize terms, ranging from Soccer Moms to Heartland Communities. Understanding people's lifestyle choices, what they buy, and how they spend their free time helps municipalities identify optimal sites and underserved markets. This insight helps avoid less profitable areas and invest your resources more wisely.

Within the three Miami Beach neighborhoods, the demographics vary significantly, as each district has a unique identity. The affordability of the North Beach neighborhood has attracted a high concentration of Millennials, and the highest concentration of persons who have earned a bachelor's degree. Additionally, North Beach is predicted to have the highest income growth by 2024, at 15.3%. Residents of Mid Beach are some of the highest educated within Miami-Dade County, with **28.2% having earned a graduate degree**, and 56.7% having earned a 4-year degree or higher.

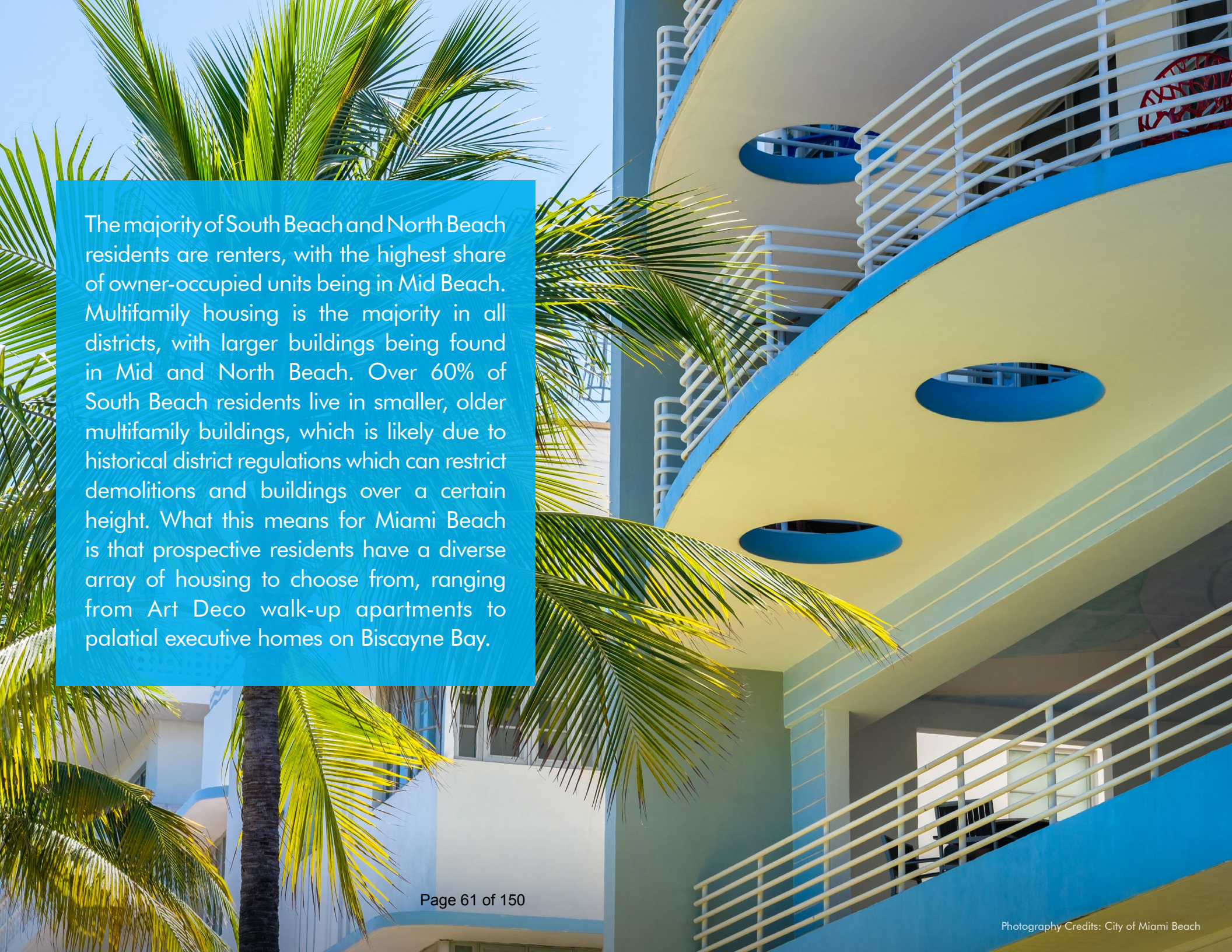
Photography Credits: City of Miami Beach

Photography Credits: City of Miami Beach

*Source: Tapestry Reporting By ESRI

Housing	South Beach	Mid Beach	North Beach
Total Population	40,068	23,519	28,636
Average Household Size	1.64	2.10	2.07
Annual Household Growth Rate 2010 – 2019	0.37%	0.46%	0.34%
Annual Household Growth Rate 2019 – 2024	0.63%	0.68%	0.57%
Generation Z	16.0%	17.1%	8.3%
Millennials	25.6%	21.2%	35.7%
Generation X	23.9%	22.9%	24.4%
Baby Boomers	23.3%	23.9%	19.7%
Greatest Generation	8.7%	12.0%	10.0%
Bachelor's Degree	20.3%	28.5%	29.0%
Graduate or Professional Degree	13.7%	28.2%	23.8%
2019 Avg HH Income	$65,820	$127,658	$91,511
2024 Avg HH Income	$75,469	$141,125	$105,559

Source: ESRI



The majority of South Beach and North Beach residents are renters, with the highest share of owner-occupied units being in Mid Beach. Multifamily housing is the majority in all districts, with larger buildings being found in Mid and North Beach. Over 60% of South Beach residents live in smaller, older multifamily buildings, which is likely due to historical district regulations which can restrict demolitions and buildings over a certain height. What this means for Miami Beach is that prospective residents have a diverse array of housing to choose from, ranging from Art Deco walk-up apartments to palatial executive homes on Biscayne Bay.

Photography Credits: City of Miami Beach

Housing	South Beach	Mid Beach	North Beach
2019 Average Value of Owner-Occ Housing	$550,613	$916,968	$787,367
1 Unit	10.6%	17.6%	6.9%
2 – 4 Units	13.6%	0.6%	5.6%
5 – 19 Units	28.2%	5.9%	23.4%
20 – 49 Units	18.8%	8.5%	16.2%
50+ Units	28.8%	67.4%	47.5%
Housing Built 2000 or Newer	7.7%	13.2%	11.7%
Built 1960 - 1999	52.4%	57.0%	57.8%
Built Before 1960	39.5%	29.7%	30.4%
Households with No Vehicle	24.90%	12.70%	30.70%

Source: ESRI

Photography Credits: City of Miami Beach

About CBRE Group, Inc.

CBRE Group, Inc. (NYSE:CBRE), a Fortune 500 and S&P 500 company headquartered in Los Angeles, is the world's largest commercial real estate services and investment firm (based on 2019 revenue). The company has more than 90,000 employees (excluding affiliates) and serves real estate investors and occupiers through more than 480 offices (excluding affiliates) worldwide. CBRE offers a broad range of integrated services, including facilities, transaction and project management; property management; investment management; appraisal and valuation; property leasing; strategic consulting; property sales; mortgage services and development services. Please visit our website at www.cbre.com.

CBRE

MIAMIBEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Jimmy L. Morales, City Manager

DATE: June 12, 2020

SUBJECT: **DISCUSSION REGARDING ESTABLISHING A HISTORIC PRESERVATION FUND**

CONCLUSION:

The administration recommends the committee consider and forward item to the City Commission for policy direction.

Applicable Area

Not Applicable

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?	Does this item utilize G.O. Bond Funds?
Yes	No

Strategic Connection

Prosperity - Revitalize targeted areas and increase investment.

ATTACHMENTS:

Description	Type
Historic Preservation Fund Study	Memo

City of Miami Beach

Historic Preservation Fund Study

March 2020

MIAMIBEACH
RISING
ABOVE

Prepared by KCI Technologies, Inc.

EXECUTIVE SUMMARY

Report Overview

This report provides technical research and program framework for a Historic Preservation Fund (HPF). The HPF is intended to provide funding assistance to owners of historically contributing properties for improvements to historic details and sea level rise adaptation projects.

A separate budget should be established for the Historic Preservation Fund. Through a grant application process, funds may be awarded to qualifying property owners to make improvements.

Historic Preservation Fund Background

Adopted in 2016, the North Beach Master Plan recommended creation of two local historic districts, two neighborhood conservation districts, and a HPF. The Master Plan called for the Historic Preservation Fund to enable owners of historically contributing properties to restore historic details on their property, or for implementation of sea level rise adaptation projects. The North Beach Master Plan recommended that developers pay a fee to the City in exchange for additional floor area ratio (FAR) or height on their proposed projects. The fees would go into a Historic Preservation Fund for eligible property owners to apply for grants from the fund. It is recommended that the connection between the HPF and any kind of development bonus be removed.

Historic Preservation Fund Goals

The goals of the Historic Preservation Fund are to encourage preservation, restoration, rehabilitation, and climate adaptation activities to contributing historic structures. This goal is based on the belief that incremental improvements lead to larger investments.

Introducing the HPF as a pilot program, with opportunities to review progress and measure results, is recommended. Small improvements can be magnified as they spread throughout the block or neighborhood.

In 1982, Criminologists George Kelling and James Q. Wilson wrote about the “broken window theory”, which states, “When low level crimes like vandalism (e.g. breaking windows of cars and buildings) are ignored, larger and more serious crimes start to happen soon.” Broken

windows are a metaphor for physical property characteristics that, when left unmaintained, is a signal that no one cares. In regard to tenants of the unmaintained properties, according to this theory, a property that is carefully-maintained will engender an attitude of respect in its tenant, who will treat it better than he would treat the identical but less-well-maintained house across the street[1].

The intent of the HPF is to help preserve and prevent deterioration not only to individual structures in Miami Beach, but the historic, iconic architectural characteristics of individual neighborhoods and the City. The benefits of seeing neighbors improve their properties has been shown to spread to other neighbors; nearby properties will undertake improvements whether they are recipients of grant funding or paying for the improvements on their own.

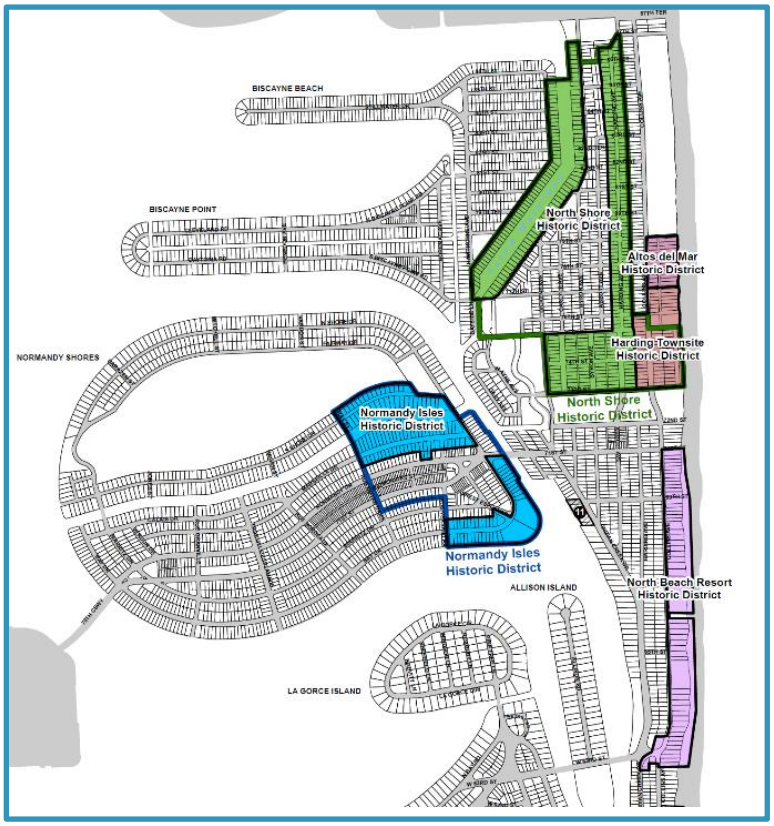
[1] www.royalroseproperties.com *Broken Windows: A Theory on Tenant Respect for Property*

HISTORIC PRESERVATION FUND PROGRAM FRAMEWORK

- Location of Eligible Projects
- Types of Eligible Projects
- Prioritization of Projects
- Implementation of Program
- Funding Sources

Location of Eligible Projects

While the North Beach Master Plan originally recommended the creation of the HPF specific to the establishment of the North Shore and Normandy Isles Local Historic Districts, consideration was given as to whether the HPF program should be expanded citywide.



The limitation of the HPF program to the North Shore National Register Historic District, Normandy Isles National Register Historic District, North Shore Local Historic District, and Normandy Isles Local Historic District will allow for a controlled implementation that can be easily assessed in the early years of the program. Additionally, this will allow for more impactful improvements in a concentrated area. Upon success of the program, expanding the HPF citywide could be a long-term goal.

Eligible Projects

The following priorities have been identified for use of the HPF:

- Façade repairs
  - Exterior paint
  - Stucco repair
  - Impact windows and doors
  - Restoration of authentic architectural details that have been altered or removed

- Life safety / Fire safety improvements to architecturally significant features
  - Exterior railings

- Removal of street-facing wall and window air conditioning units

- Landscape improvements
  - Replacement of impervious areas with pervious hardscape
  - Introduction of resilient plant species, including salt-tolerant plants

- Small building upgrades
  - Architecturally significant features
    - Decorative walls
    - Planters
    - Façade ornamentation
    - Decorative roof eaves
    - Decorative brick or stone
    - Projecting window frames and "eyebrows"
    - Architectural breeze blocks
    - Authentic signage

- Hurricane resiliency of roofs
  - Structural tie-downs
  - Roof replacements

- Elevating seawalls

- Structural repairs to masonry, ironwork, and wood

- Building systems upgrades
  - Electrical

- Plumbing

- Elevating the finished floor of an existing building or structure for climate adaptation, as the fund grows.

Prioritization of Projects

The following three categories, in order of priority, provide the prioritization of projects:

Category 1 (Highest Priority)	
	Structures contributing to the historic significance of the City of Miami Beach Structures contributing to the architectural significance of the City of Miami Beach
Category 2	
	Projects contributing toward climate adaptation
Category 3	
	Applicant has a financial hardship Applicant is also receiving funding from other sources to reduce the amount of the grant requested from the HPF

In addition to the categories above, priority should be given to projects that are:

- An area-specific catalyst project;
- Properties that are visible from a major corridors, street facing, water facing, and areas of concentrated activity;
- Properties that provide workforce and/or affordable housing; and

Implementation of Program

Distribution of Funds

A Historic Preservation Fund Committee with specialized experience and knowledge should be established to award the funds. Due to the nature of the fund, it is recommended that the committee should be managed by the Office of Budget and Performance Improvement (OBPI) with a member of the City's Historic Preservation staff and a member of Capital Improvement

Projects office should also be on the committee. The committee would be responsible for reviewing and ranking the grant applications.

Grant Parameters

The HPF would function as a grant program. Typically, municipal administered building improvement grant programs are provided on a matching basis. This type of grant program requires a contribution by both the property owner and the fund (the municipality). Grants may be structured as a 50%, 40%, 20%, or other variation match requirement by the property owner.

The grant should be maintain at a level that is large enough to supplement the costs of projects, but also allow the funding of multiple projects to produce an impact and meet the programs goals.

Based on research of many of the recommended improvements, typical projects will cost approximately $5,000. It is likely that properties will undergo multiple improvements at once, if the investment can be leveraged along with the grant. In order to maximize the fund it is recommended that initial grants be a minimum of $2,500 and a maximum of $5,000. Upon growth of the fund these amounts should increase. It is recommended that no more than one award per property in a three year period, with the previous project being completed prior to the application for an additional award.

Provided below are some examples of how much the Fund would pay and how much the property owner would pay in scenarios with $5,000 and $10,000 worth of improvements.

Type of Funding Split	$5,000 Project Example	$10,000 Project Example
50% / 50%	$2,500 Fund $2,500 Property Owner	$5,000 Fund $5,000 Property Owner
80% / 20%	$4,000 Fund $1,000 Property Owner	$8,000 Fund $2,000 Property Owner
60% /40%	$3,000 Fund $2,000 Property Owner	$6,000 Fund $4,000 Property Owner

An additional funding opportunity may be considered through the establishment of a low-interest or no-interest loan. This could be a viable supplement to grants if the property owner wishes to take on additional projects or did not qualify for as much grant funding as anticipated. Payoff can be structured to repay $5,000 per year and the property owner would have to hold the property until the loan is paid off. Additionally, it is recommended that the City explore the ability to place a deed restriction on a property to maintain rents on the

properties for three years. Increases consistent with the Consumer Price Index (CPI) could be allowed.

Additional Considerations

When grants are awarded, it is important to ensure there are checks and balances to prevent abuse of the program and misappropriation of funds. The following recommendations should be considered when establishing a Historic Preservation Fund.

- Continuation of property ownership
  - Grant stipulations should be included to ensure that the property owner retains ownership for at least two years after the funded project is complete. This could be monitored through a lien on the property.

- Discouraging displacement and gentrification
  - Following property improvements, property owners may increase rent charged to tenants or sell the property altogether. This could contribute to the displacement of existing area residents and is not the intent of historic preservation nor resiliency efforts. To address this possibility, rent increases should be limited when a property owner makes improvements through the HPF. It is customary to expect rent to increase by the Consumer Price Index (CPI) annually. Placing a limit by way of deed restriction on rent increases to the established CPI for the initial three years, scaled by the value or extent of the improvements, is recommended.

- Equitable distribution of funds
  - The Historic Preservation Fund Committee should consider whether a property has had multiple applications is the past and whether the property owner may have prolonged general maintenance in order to partake in the program.

- Measuring results
  - The HPF program should be review annually through an assessment by staff and the Committee. Additionally, properties within the receiving area of the program boundary should be monitored for any changes including quarterly building permit reviews for the properties in the area to track improvements that are occurring outside of the grant program and code violations.

Funding Sources

While the original program recommendation in the North Beach Master Plan was to establish a fee in exchange for additional floor area ratio (FAR) or height on proposed projects in the North Beach Town Center, it has been determined that this type of fee will not be implemented at this time. The following potential funding sources for the HPF have been identified:

Establishment of a Demolition Fee

Currently, Miami Beach charges plan review fee as a percentage of job value for demolition permits. However, there is no additional fee associated with a demolition permit. Additionally, after-the-fact Certificates of Appropriateness for Demolition do not require a fee. To consider establishment of a demolition fee, review of demolition fees charged by other municipalities was conducted.

Municipality / County	Demolition Fee*
City of Miami Beach	Plan Review fee based on job (demolition work) value
Miami-Dade County	$85.88 per structure
City of Coral Gables	$0.08 per sq. ft.
City of Oakland Park	$99.00 for first 500 sq. ft. plus $19.80 for each additional 1,000 sq. ft.
City of North Miami	$188.27 per structure
City of Miami	If demolition is a result of a violation, the permit fee is doubled, plus $110
City of Dania Beach	1% of total project value
City of Pembroke Pines	$99.11 per structure, per trade for a Single-Family Home
City of Pembroke Pines	$99.11 per floor, per structure, per trade for all other

** The above fees are separate from review and inspections by individual trades.*

It is recommended that the City establish a demolition fee, scaled to the amount of demolition (full and partial). Established cases of demolition by neglect may require assessment of additional fees.

The following is recommended for general demolition:

Demolition	Penalty
Full Demolition	$0.10 per square foot + $250
Partial Demolition	$0.10 per square foot

Code Violation Revenues

The intent to reassign the revenue that is captured from buildings with property maintenance violations was explored. Instead of fines going to the General Fund through Code Compliance, the fines could be deposited into the new Historic Preservation Fund. In most of the cases, however, no fines were collected as a result of voluntary compliance.

With the initial focus on the Historic Districts data was gathered on code violations and their associated revenue within the North Shore National Register Historic District and Normandy Isles National Register Historic District. The data is summarized below:

	Property Maintenance Violations		
	Normandy Isles Historic District	North Shore Historic District	Revenue
FY 2018/2019	5	57	
FY 2019/2020 to-date	11	48	
Total Revenue			$165

Based on current policy, property maintenance code violation funding is not a viable source of revenue. According to City staff, only $165 was collected over the past two years due to the fact that property maintenance violations do not carry immediate fines, and some carry no fine at all. The policy for imposing fines is when:

- There is a lot clearance provided by the City after a year of non-compliance.
- The owner does not comply in time and the case is referred to the Special Master. Often, they are granted additional time to comply. Sometimes a daily fine is imposed which will accrue until compliance is achieved. There have not been any violations with daily fines imposed in the past 2 years within the historic district boundaries researched.

In order to assist in the funding of the HPF, it is recommended that the City considering allocating revenue from property maintenance violations to the HPF. Instead of voluntary compliance in lieu of the Code Enforcement fine, the City could implement a policy to require the payment of the fine. It is recommended that policy changes be implemented to impose immediate fines for property maintenance violations in order to develop this funding mechanism.

Matching Funds

As with many grant programs, a matching fund source from another program may be a viable

option. Matching funds from the State Housing Initiative Program (SHIP) and Community Development Block Grants (CDBG) should be considered. Depending on the funding available and amount used annually, this may need to be limited to a smaller percentage instead of a full match.

Based on SHIP policies, a minimum of 75% of a local government's total annual distribution of SHIP funds must be used for construction-related activities, including rehabilitation, new construction, emergency repairs, or financing for a newly constructed or rehabilitated unit.

The CDBG program objectives include development of viable urban communities, principally for low- and moderate-income persons, through:

- Decent housing
- Suitable living environment
- Expanded economic opportunity

The funding for each SHIP and CDBG allocated to Miami Beach in recent years is shown in the tables below.

SHIP Funding			
Fiscal Year	2018/19	2017/18	2016/17
City Allocation	$75,320	$251,747	$371,327

CDBG Funding			
Fiscal Year	2019/20	2018/19	2017/18
City Allocation	$916,981	$920,070	$792,963

If a percentage of the above funds could be made available for matching grants to supplement the Historic Preservation Fund, more properties may be able to participate.

RECOMMENDATIONS

Summary of Recommendations	
Eligible Projects	▪ Façade repairs ▪ Life safety / Fire safety improvements to architecturally significant features ▪ Removal of street-facing wall and window air conditioning units ▪ Landscape improvements ▪ Small building upgrades ▪ Hurricane resiliency of roofs ▪ Elevating seawalls ▪ Structural repairs to masonry, ironwork, and wood ▪ Building systems upgrades ▪ Elevating the finished floor of an existing building or structure for climate adaptation, as the fund grows.
Prioritization of Projects	▪ Category 1 (Highest Priority) ○ Structures contributing to the historic significance of the City of Miami Beach ○ Structures contributing to the architectural significance of the City of Miami Beach ▪ Category 2 ○ Projects contributing toward climate adaptation ▪ Category 3 ○ Applicant has a financial hardship ○ Applicant is also receiving funding from other sources to reduce the amount of the grant requested from the HPF
Implementation of Program	▪ Limit to North Beach ▪ Historic Preservation Fund Committee ▪ Funding Split Options (Fund/Property Owner) ○ 50% / 50% ○ 80% / 20% ○ 60% /40%
Funding Sources	▪ Establishment of Demolition Fee ▪ Code Violations Revenues ▪ Matching Grant Funds

ADDITIONAL RESEARCH

Stakeholder Outreach

- On September 17, 2019, KCI staff met with the Miami Design Preservation League (MDPL) staff for feedback and suggestions for the Historic Preservation Fund. The discussion included suggestions for uses of the funds, many of which are included in this report. Overall, the MDPL is interested in prolonging the lives of historic properties, protecting property owners and tenants, and bouncing back from climate threats in addition to overall beautification of historic areas.

Similar Grants

- According to the U.S. National Park Service, Federal matching grants have funded historic preservation initiatives at a 1:1 matching grant for specific capital projects, such as restoration of structures on the National Register of Historic Places.

- In comparison, the City of Oakland Park Community Redevelopment Agency (CRA) provides façade grants that are an 80/20 split. The process involves the property owner acquiring a quote for the improvements up front and receiving pre-approval by the CRA. Then, after paying for and completing the improvements, they return paid receipts to the CRA for an 80% refund, up to $10,000.

Typical Project Costs

- In order to determine if the grant amounts are appropriate, research was conducted on typical project costs. The following table provides examples of costs for improvements that may be eligible for Historic Preservation Fund grants:

Project	Cost Ranges
New central air conditioning plus ductwork	$4,221 to $7,411 (Home Advisor)
Impact windows	$2,037 to $10,175 (Home Advisor)
Sustainable roofing (solar, reflective)	$15,000 to $50,000 (RoofCostEstimator.com)
Stair railing replacement	$700 to $4,600 (Home Advisor)

Exterior door (high end, custom)	$3,500 to $6,000 (Home Advisor)
Permeable Pavers	$5.00 to $20.00 per square foot (Rate.com)
Re-piping home	$2,500 to $15,000 (Home Advisor)
Stucco Repair	$500 to $5,000 (Thumbtack)

Funding Sources through Development Bonus Fees

The following chart summaries municipalities that provide incentives for developers who provide historic preservation, affordable housing, public art, green development, land dedication, or pay additional fees.

The following table is a summary of the municipalities that were reviewed along with the types of programs offered:

Municipality	Bonuses Offered and Dedicated Funds	Requirements
City of Miami	Increased Development Bonuses: number of units, square footage, FAR, height, off-street parking bonus or reduction Public Benefits Trust Fund	Affordable Housing Trust Fund: Payment of $12.40 per additional square foot. In addition, $3.92 per square foot of additional parking. Locations near MetroRail may reduce parking or increase FAR. Provision of 75 public parking spaces permits additional 10 feet in height. Public Benefits Trust Fund: Payment of a fee-in-lieu of required parking.
Lee County	Bonus Density Program	Compliance with an Affordable Housing Program, Transfer of Development Rights, or a cash contribution of $20,000 per unit.
Town of Jupiter	Density Bonuses	Density Bonuses: Provision of workforce or low-income housing or location within a Small Scale Planned Unit Development.

	Waivers from building standards in the Land Development Regulations Density, Lot Coverage, Height, Setback, and Landscape Bonuses, as well as Recreational impact fee credits	Waivers offered for participation in the Green Building Program. Projects in the US 1/ICW Zoning District are eligible through land dedication, pedestrian oriented improvements, and vistas within the Riverwalk.
City of Fort Pierce	Density Bonuses Tax Exemption	Density bonuses offered for projects near a transit stop and within the Community Redevelopment Area. Ad valorem tax exemption on the value of improvements from restoration, renovation, or rehabilitation of historic properties.
Miami-Dade County	Expedited Permit Program Floor Area Ratio Bonus	Applications for green buildings shall qualify for expedited permitting. Land dedicated to the County and upgraded with public amenities shall receive a FAR bonus of 2 square feet per 1 square foot dedicated.
City of Sarasota	Height Bonuses	Residential: Incentives target a specific zoning district. Commercial: Projects must dedicate parking open to the public.

<u>A summary of the best practices identified in the review of the above municipalities:</u>

- Only specific zoning districts or areas (such as near transit) would be eligible for incentives based on municipal goals
- Development within the Coastal High Hazard Areas is not eligible for bonuses
- Development within the Coastal High Hazard Area requires storm shelters or other appropriate mitigation
- Vulnerable areas such as barrier islands are exempt from bonuses
- Linking the bonuses to Comprehensive Plan policies
- Providing waivers for exceptional projects and green development
- Requiring land dedication and public amenities in exchange for bonuses, which will benefit more residents than those who reside at the new development
- Measuring eligibility by how the project impacts historic sites and surrounding vistas

- When negative impacts may be associated with a project that receives a density bonus, allowing for flexibility in development standards to address those negative impacts
- Establishing a trust fund to dedicate funding for art and other public benefits connected to construction or renovation of a municipal facility or system
- Tax exemptions equal to the value of improvements for historic properties
- Requiring a signed covenant to ensure the requirements are permanently in place when granting the bonuses

MIAMIBEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Jimmy Morales, City Manager

DATE: June 12, 2020

SUBJECT: **DISCUSS A PILOT PROGRAM WITH CURBFLOW, INC. FOR REALTIME CURB ACCESS MANAGEMENT OF COMMERCIAL AND ON-DEMAND OPERATORS AT NO COST TO THE CITY OF MIAMI BEACH**

HISTORY:

On March 18, 2020, the Mayor and Commission approved referral item no. C4P entitled, "Discuss A Pilot Program With Curbflow, Inc. For Realtime Curb Access Management of Commercial and On-Demand Operators At No Cost To The City Of Miami Beach" to the Finance and Economic Resiliency Committee (FERC) for discussion.

ANALYSIS:

Cities throughout the country are increasingly utlizing curb management tools and services to provide efficient parking availability for a variety of services, including freight/commercial loading, food deliveries, parcels, and ride sharing services, to name a few.

Curbflow, Inc.provides curb management services related to these uses through a reservation platform to secure brief time slots at designated curbside parking spaces for third party purveyors/service providers. Curbflow assesses a fee to purveyors for said service which results in no expense to the City.

Curbflow has state-of-the-art technology to monitor and assist the City in managing curbside availability through digitized loading zones, enforcement, and automated analytics.

It is important to note that currently use of curbside parking for the purposes of freight loading zones (FLZ) requires an annual or semi-annual permit fee of $364 or $182, respectively (infrequent users may pay the hourly metered parking fee). This permit fee is established in the City Code.

In consultation with the City Attorney's Office, the introduction of a third party curb management/reservation service (and their related fees) would require all purveyors/delivery services to utlize the third party service. Therefore, an amendment to the City Code is required to establish a provision for curb managment/reservation service and related fees.

Existing Conditions:

As we know, parking utilization/demand is extremely low due to the COVID-19 pandemic. Currently, parking availability for purveyors and related deliveries is available. While Curbflow may have been of value in pre-COVID times, placing further expense or process on local businesses at this time is counterproductive to supporting local businesses..

However, once the COVID-19 pandemic subsides and the economy returns to either pre-COVID levels or a level of utlization/demand that may warrant such service, then curb management services such as Curbflow should be explored.

The Administration recommends this item be deferred for 180 days or until such time that business activity warrants such service. In the interim, the Administration may develop an RFP (Request for Proposals) for curb management services in a two-phased approach. Phase One could be a one-year pilot program to determine the service's viability and effectiveness and Phase Two may be an option, at the sole determination of the City, to extend service beyond the pilot period.

This approach allows for businesses to return to levels of activity that may warrants such service; allows the City to monitor and conduct further research on curb management services in other cities; and lays the groundwork for a competitive procurement process.

CONCLUSION:

The Administration is seeking direction on this matter.

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?	Does this item utilize G.O. Bond Funds?
No	No

Strategic Connection

Mobility - Address traffic congestion.

ATTACHMENTS:

Description	Type
Presentation	Other

MODERN-DAY FLOW MANAGEMENT

MIAMIBEACH

curbFlow

APRIL 14, 2020

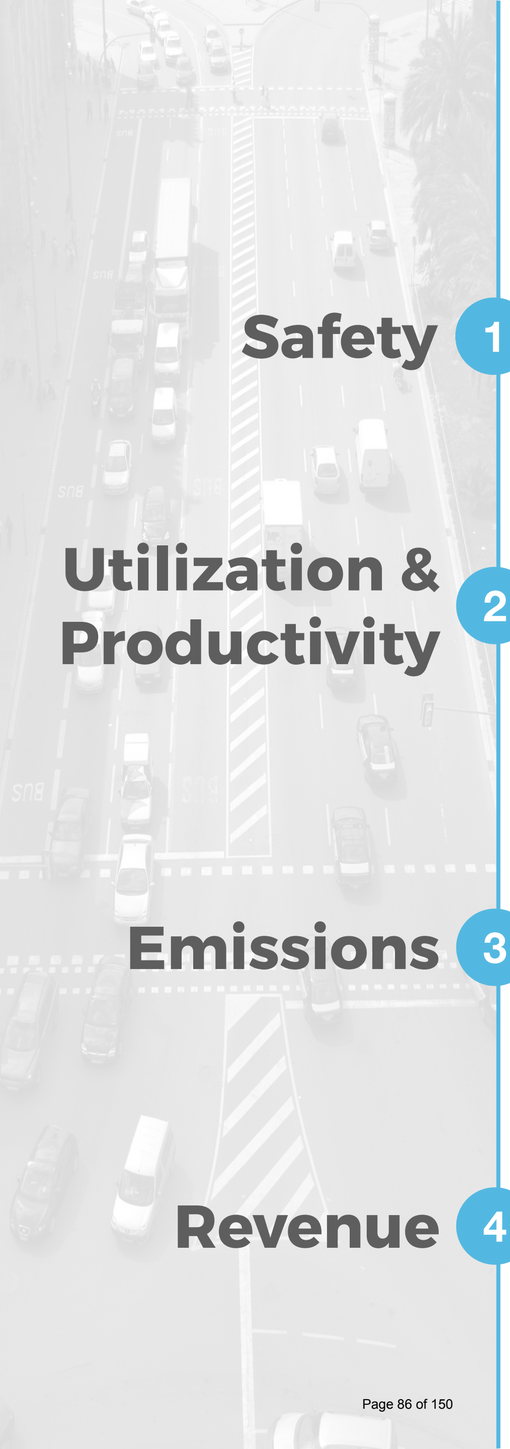
TODAY’S AGENDA

1. Miami Beach context
2. curbFlow’s Solutions
3. Next Steps

For discussion:

What are the greatest challenges the City of Miami Beach is facing today? The Parking Department specifically?

If you had a magic wand, what would you fix?



Some of the challenges curbFlow is solving: SUPER

Safety 1 Illegal and double parking result in unsafe behavior

Utilization & Productivity 2 Curbs and other city assets are underutilized or used for unproductive purposes (e.g., private vehicle storage), and cities lack the data to make informed changes

Emissions 3 Curb shortages and congestion are causing unnecessary emissions from vehicles circling looking for space

Revenue 4 Cities are mispricing the curb and other city assets

curbFlow's solution: Digital Flow Management

Optimized Vehicle Flow Management

Optimized Pedestrian and Micromobility Flow Management

Reduced reliance on physical infrastructure

(e.g. meter-less payment, gate-less enforcement, digital permitting)

Informed planning and decision making using data & insights

Our approach to Digital Flow Management

curbFlow's 'Secret Sauce'

curbVision

+

PUDO Activity Index

+

Relationships

curbFlow's Digital Flow Management

1. Digitized Loading Zones
2. Enforcement
3. Automated Analytics

curbFlow has relationships with >1,000 operators, from small businesses to the nation's largest freight, parcel, and delivery companies

Operator Relationships

A sample of key partners:

Keany Produce Co.

Uber Eats

ups

DOORDASH

FedEx

DEMPSEY UNIFORM & LINEN SUPPLY

Extensive local / mom & pop relationships

We collect millions of proprietary data points from operator partners to create our Pickup/Drop-off (PUDO) Activity Index

PUDO Activity Index

Recent Operator Historical Data in City

Parcel | Freight | ODD

Data Provided

1. Location
2. Frequency / Day
3. Day of Week / Time of Day
4. Avg. Dwell Time at Curb

+

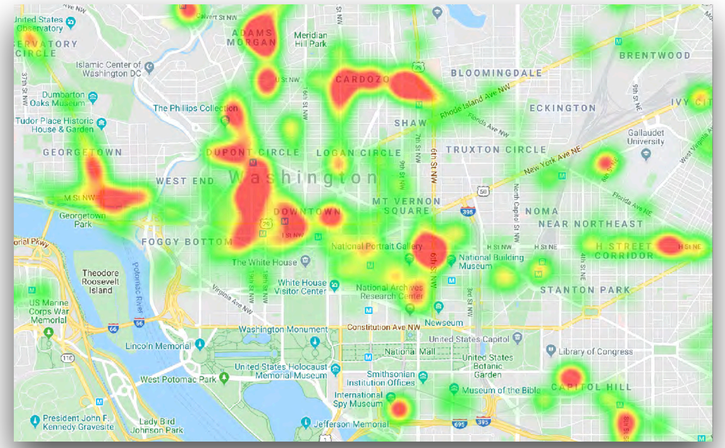
curbFlow

Proprietary Technology

1. Collect
2. Secure
3. Aggregate
4. Anonymize

=

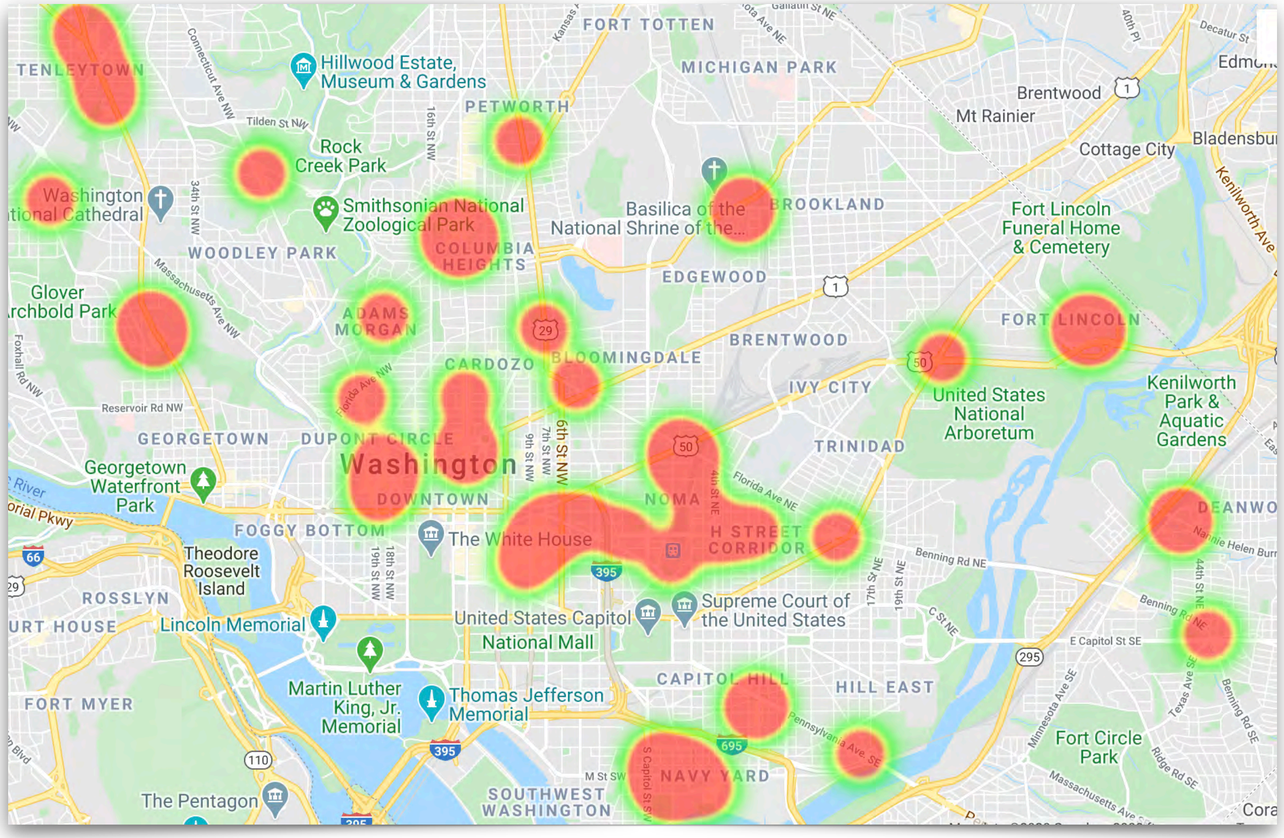
"PUDO Activity Index"



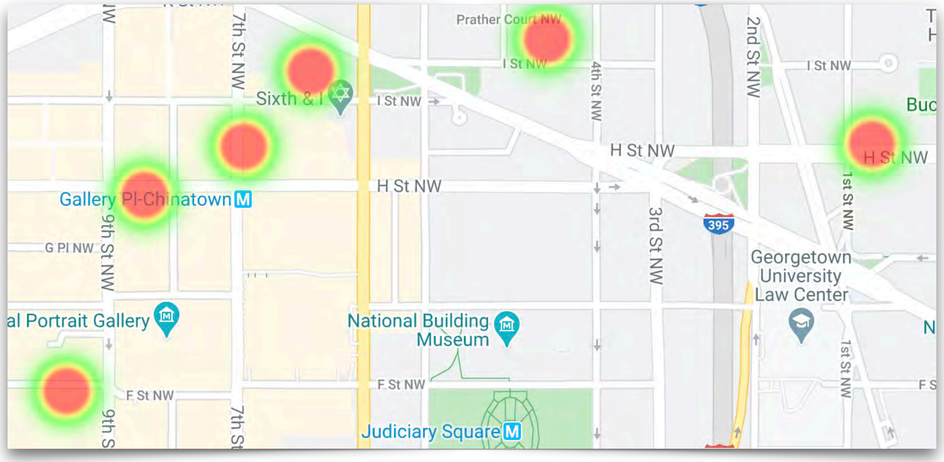
Example application: in the first week of the COVID-19 pandemic, 65 addresses in Washington DC accounted for **>16,000 restaurant orders**

PUDO Activity Index

Restaurant Orders During Covid-19 Outbreak
Mar 11 - Mar 18 (one platform only)



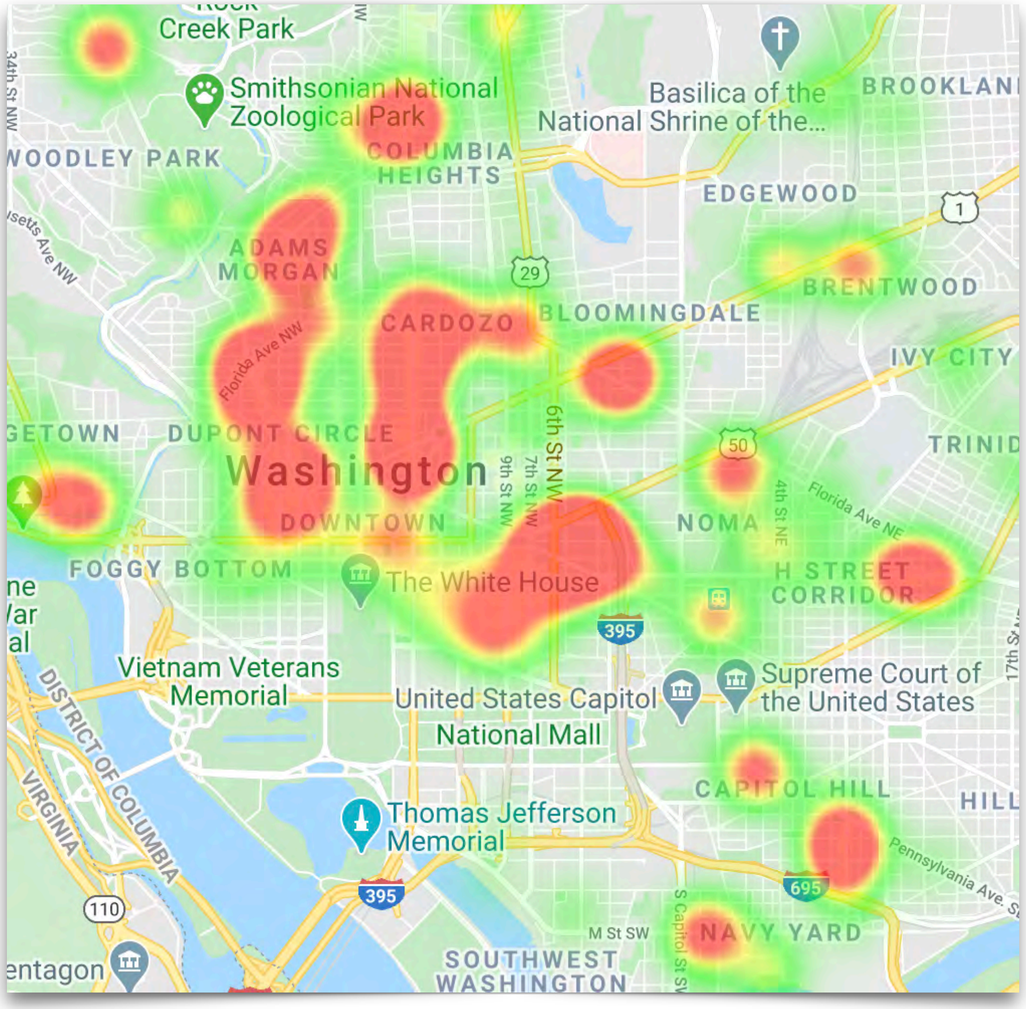
Zoomed-in View:
Delivery & Pickup High-Volume Curbs



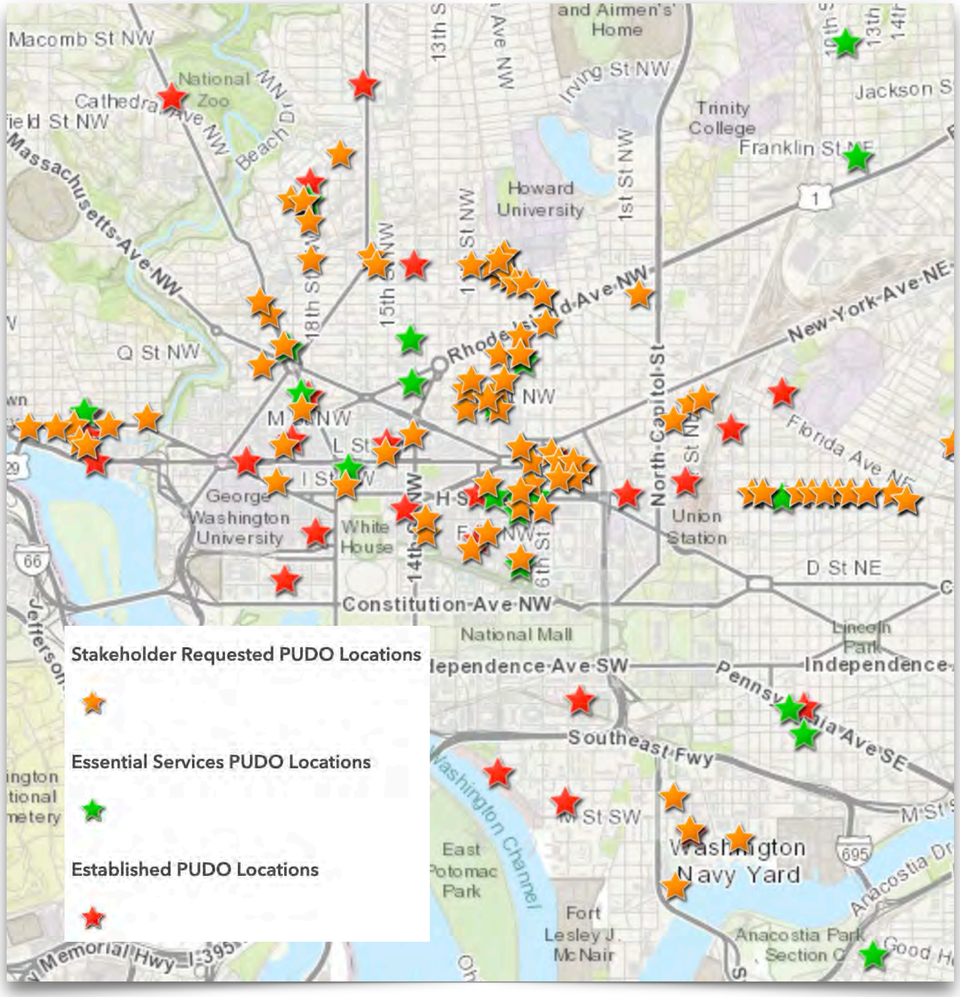
Leveraging curbFlow-provided data, DDOT acted fast in establishing Grab & Go zones in DC where they are most needed

PUDO Activity Index

Restaurant Orders During Covid-19 Outbreak
Mar 11 - April 3



DDOT PUDO Zone Locations

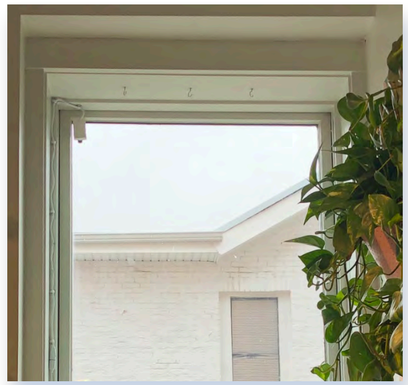


curbVision by curbFlow is a first-of-its-kind insights and alert notification platform

Customized machine learning library (non-PII)

2

Optional sleek and discrete computer vision devices



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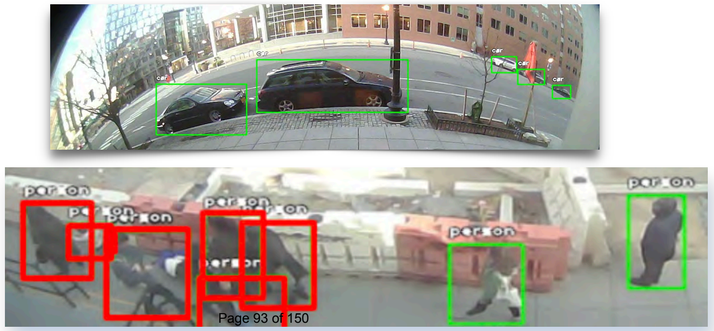
Best-in-class computer vision capabilities



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Digital tracking and recording of usage

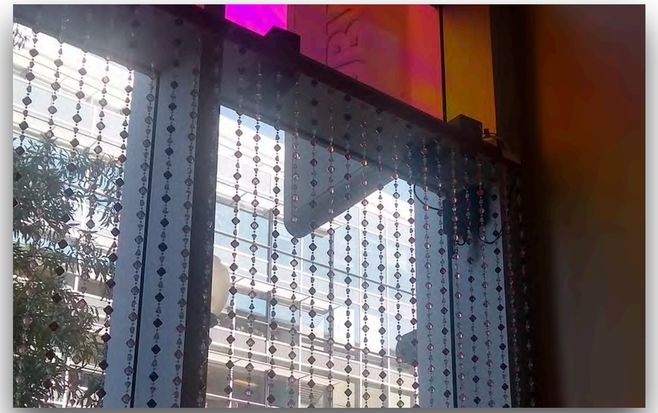
Plate: OH-J879445 3:39:00pm
Size: small
Color: Red
Make: Chevrolet
Model: Cruze

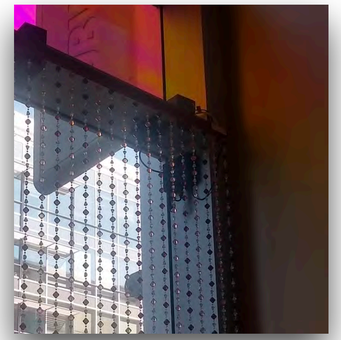
2165 North High St, Columbus, OH, 43201

curbVision ties into existing city cameras or can be enabled by curbFlow's sleek curb safety devices

curbVision

OPTION A	OPTION B	OPTION C
Install curbFlow's stand-alone hardware	Share video feed from city's cameras	Combination of both options





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Our approach to Digital Flow Management

curbFlow's 'Secret Sauce'

curbVision

+

PUDO Activity Index

+

Relationships

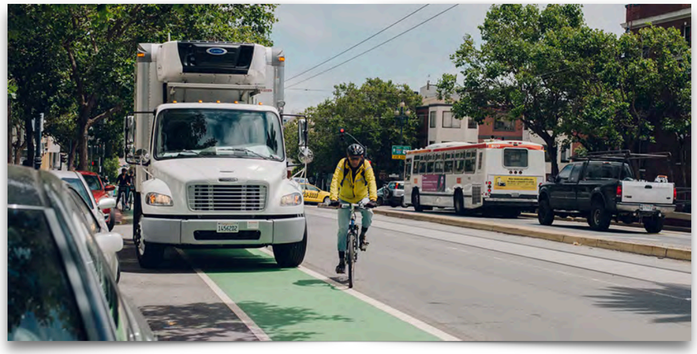
curbFlow's Digital Flow Management

1. Digitized Loading Zones
2. Enforcement
3. Automated Analytics

curbFlow modernizes commercial loading zones (“CLZs”)

Challenges with CLZs today

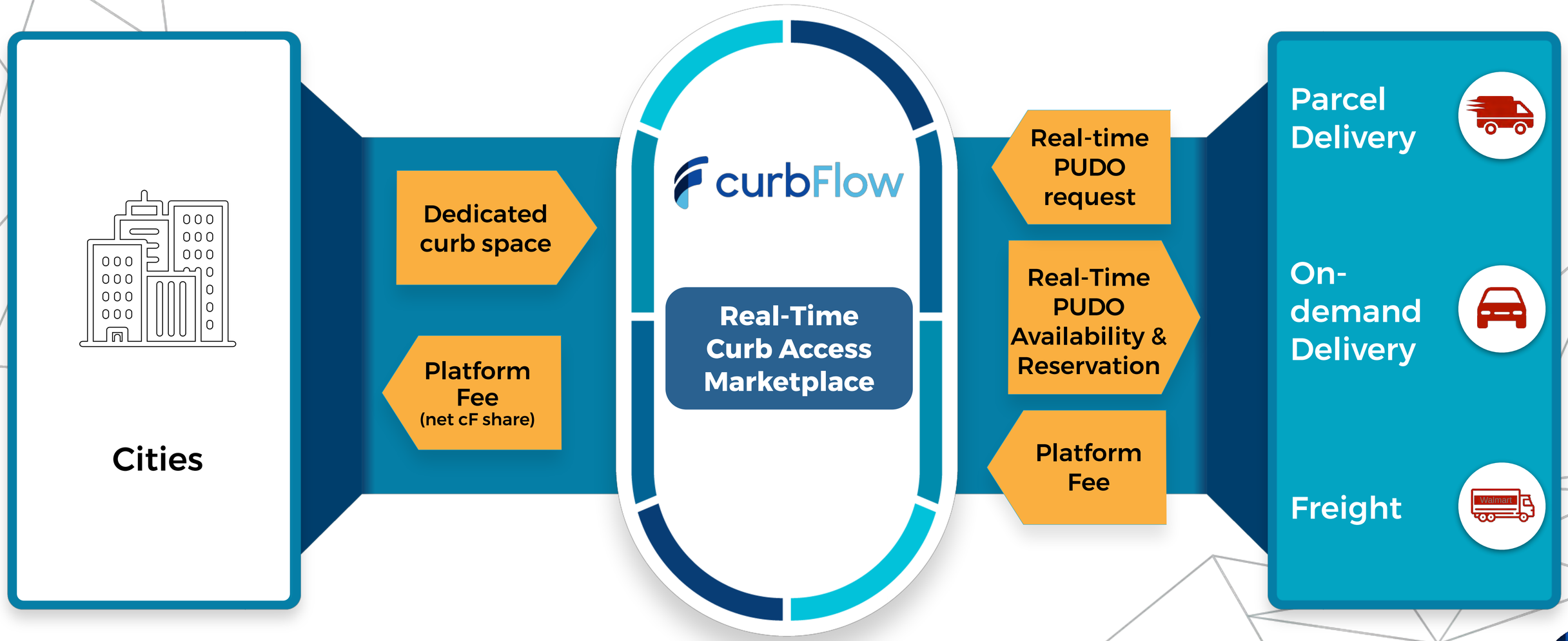
- No driver visibility of CLZ locations and availability
- No city data or insights on CLZ usage or productivity
- Inefficient enforcement of CLZs
- Suboptimal revenue generation
- CLZ planning not based on operator demand data
- No flexibility for dynamic curb uses



curbFlow's Digitized Loading Zone vs. existing CLZ programs

	WITH CURBFLOW	WITHOUT CURBFLOW
Real-time visibility of location and availability of all CLZs	✓	✗
Data on usage and productivity	✓	✗
Effective tracking and enforcement with optional Enforcement App and alert system	✓	✗
Optimized revenue generated from program	✓	✗
Improved long-term planning using synthesized insights	✓	✗
Curb rules and usage is flexible and dynamic	✓	✗

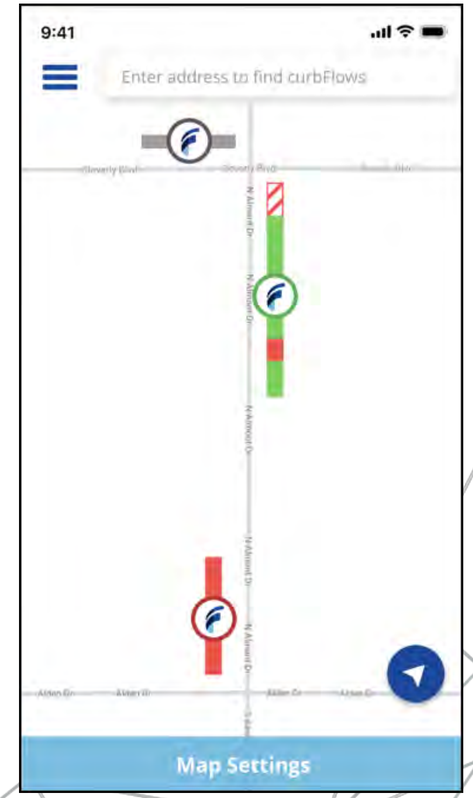
curbFlow's approach to Digitized Loading Zones



With curbVision and the curbFlow App, drivers know real-time curb availability

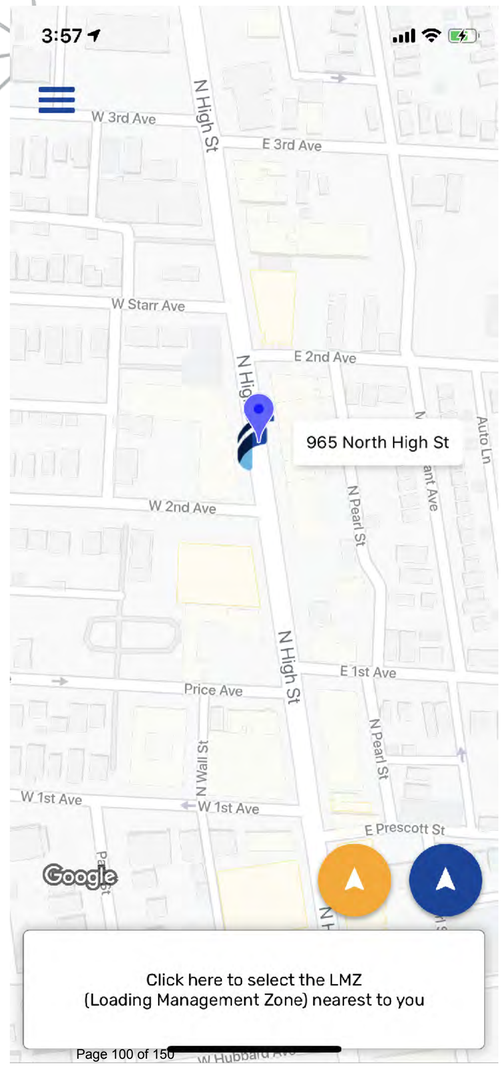
Monitor Curb Availability

Availability Provided to Drivers

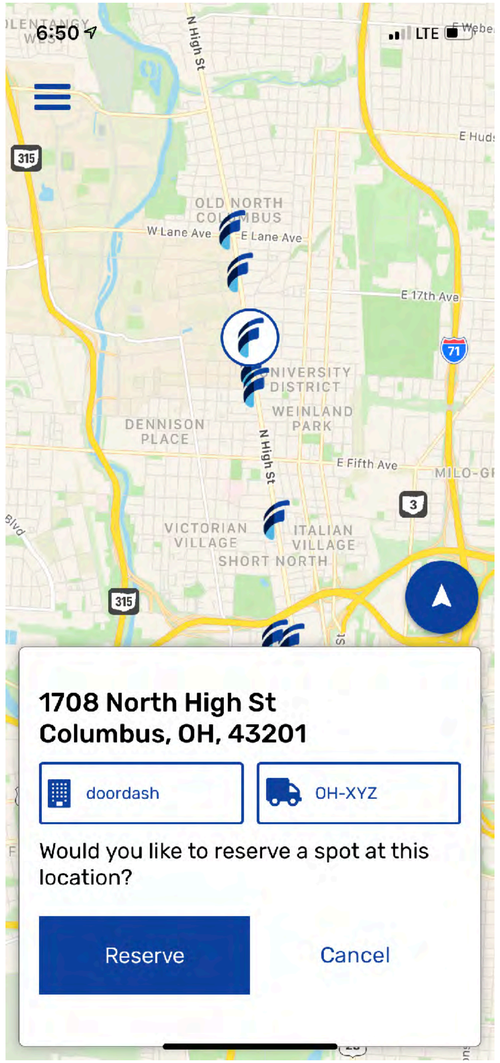


Drivers use curbFlow's app to reserve space

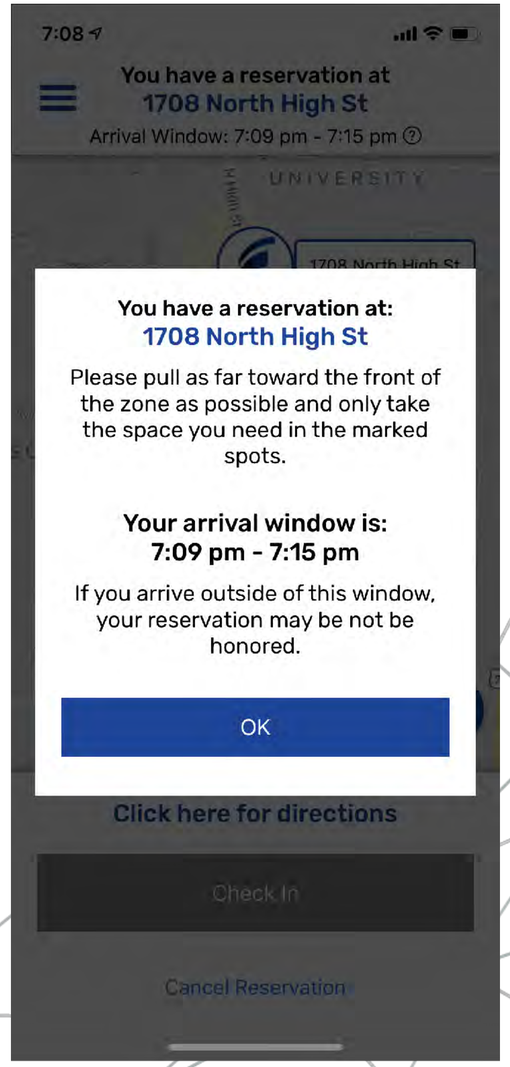
Select Location



Reserve Space



Manage Reservation



EXAMPLE: How it Works for UPS

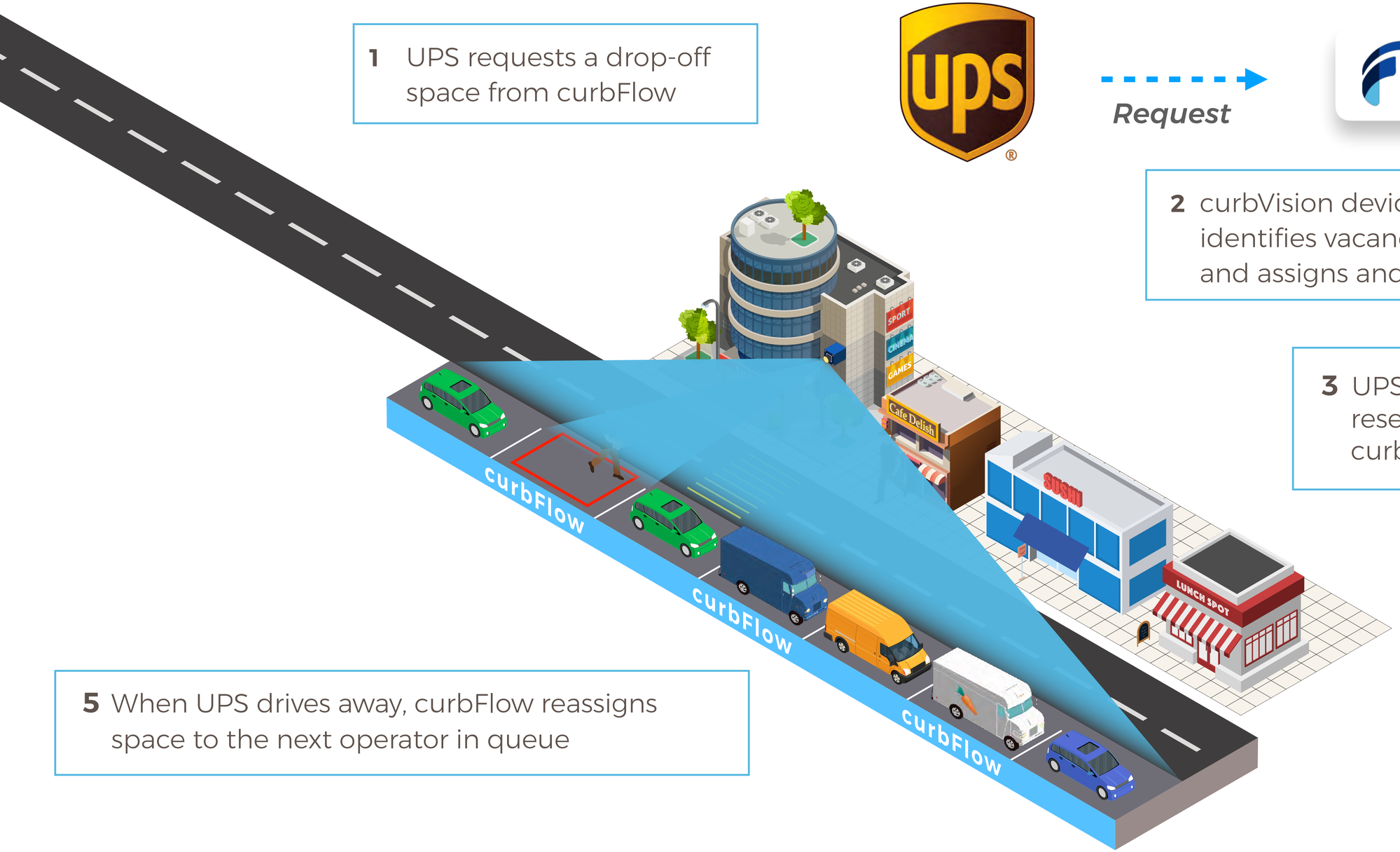
1 UPS requests a drop-off space from curbFlow

Request

2 curbVision device on private property identifies vacancy at Managed curbFlow and assigns and reserves it for UPS

3 UPS directs the driver to the reserved curb through the curbFlow mobile app

4 When UPS enters, driver will have 15 minutes to drop-off



5 When UPS drives away, curbFlow reassigns space to the next operator in queue

"...With curbFlow, I love removing risk of parking tickets and the time saved finding parking..."

— Freight Driver, Washington, DC, October 2019

1 Digitized Loading Zones

"...I love curbFlow because I can park on busy streets with spots reserved for easy deliveries. ..."

— Freight Driver, Washington, DC
October, 2019

DEMPSEY
UNIFORM & LINEN SUPPLY

1 Digitized Loading Zones

"...One word. Convenience!..."

— Freight Driver, Washington, DC
October 2019

"...curbFlow makes me feel safe, secure and confident with peace of mind doing my job..."

— Uber Eats Driver, Washington, DC
October 2019

Uber Eats

RASA

"...Our drivers are no longer worried about being ticketed and given that we depend on these pickup drivers it's been an important service..."

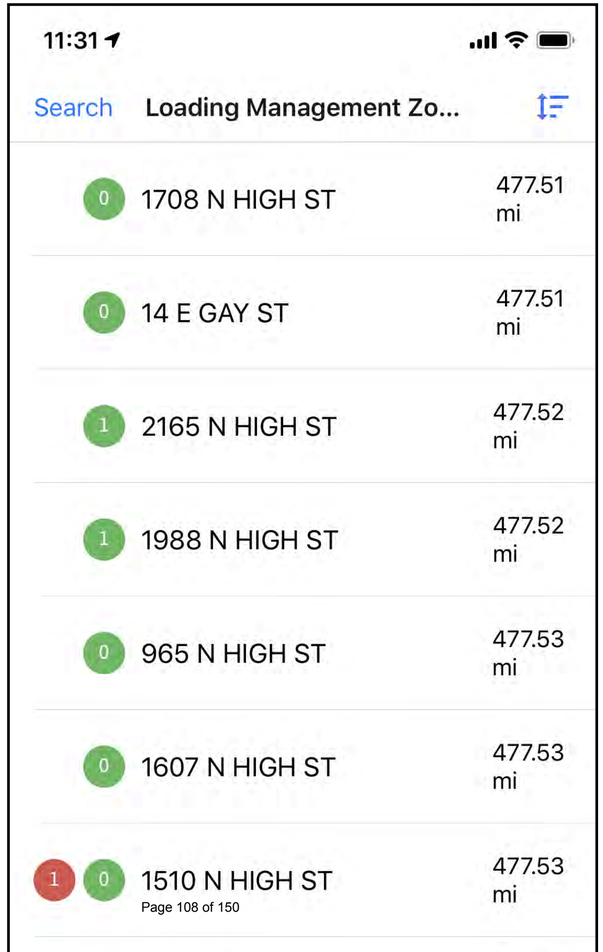
— Rahul Vinod, Co-Founder and CEO, RASA, October 2019

"...The curbFlow program was so successful, it will serve as an example for future programs...it also gave us a finer look at utilization to improve our own management..."

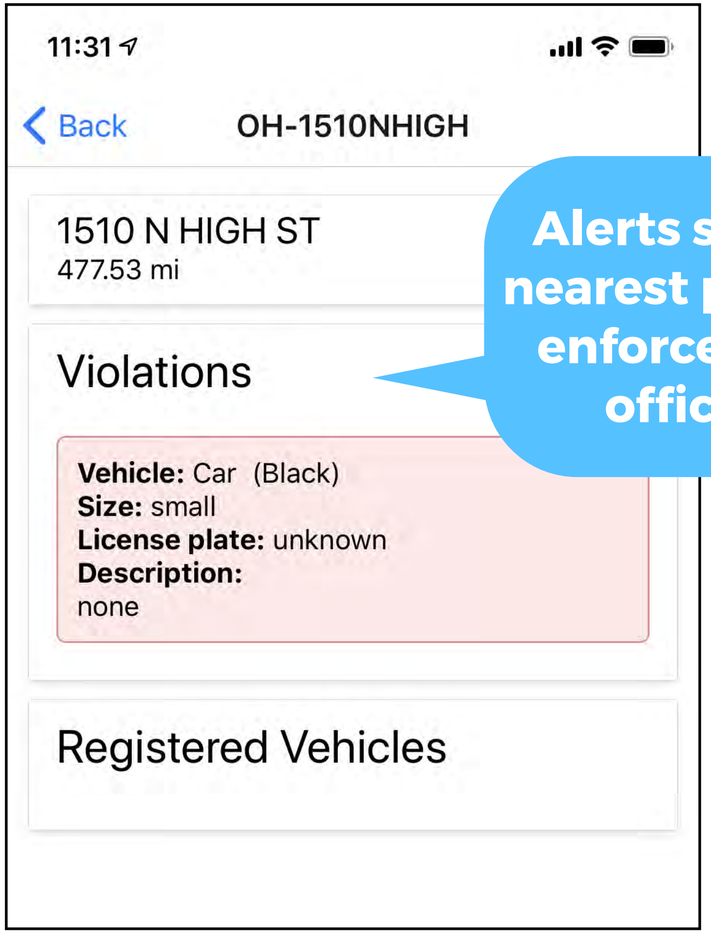
— Dena Iverson, Chief External Affairs Officer, DDOT November 2019

curbFlow's Enforcement Companion App provides the city with the real-time intelligence to effectively enforce Digital Flow Management

Eligible and Ineligible Vehicles by Location



Violations Recorded

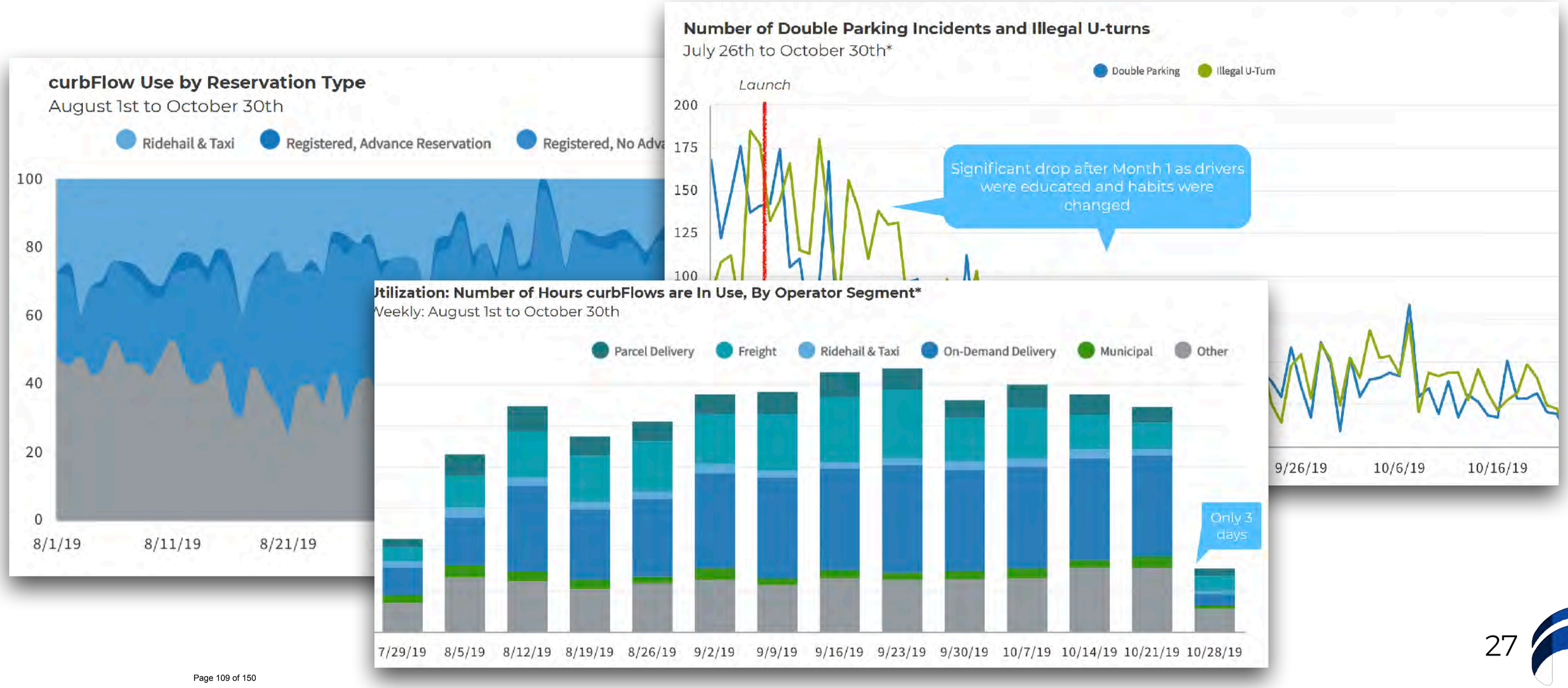


Alerts sent to nearest parking enforcement officers

Violators Cleared

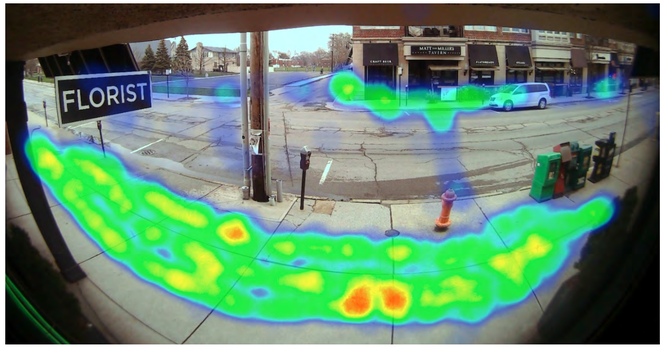
Officers assist in clearing curb space or write citation for improper use

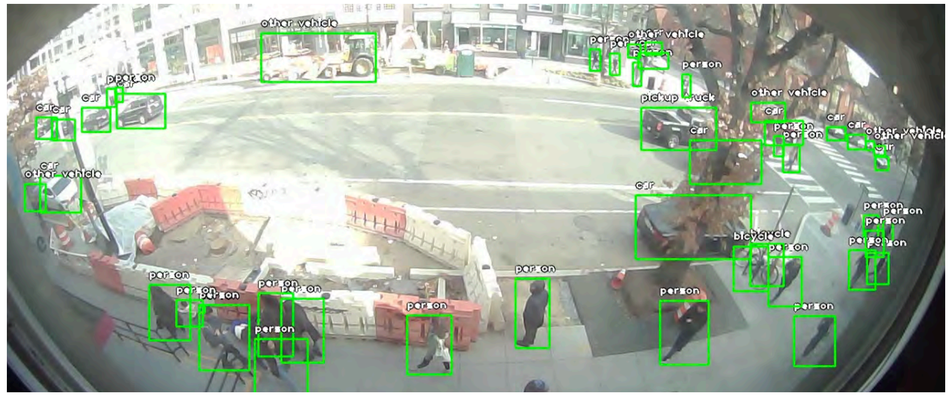
With curbVision, curbFlow provides to our city partners unique and comprehensive vehicle data & insights…



...As well as new and unique data to solve for current city challenges

1. **Pedestrian counting, direction, dwell time**
2. **Social distancing measurement**
3. **Sidewalk usage heat map**
4. **Cyclist counting and evolution**
5. **Violence or fight detection**





For discussion:

How can we best tailor Digital Flow Management for Miami Beach?

With curbFlow, Miami Beach has a number of revenue opportunities

1. **Dynamic pricing of curbs and other assets**
2. **Citation revenue from more effective enforcement**
3. **A data-based approach to permitting (e.g., micromobility)**
4. **Incremental tax revenue from value-added initiatives to local businesses**

Thank You

CONTACT

Ali Vahabzadeh
Founder & CEO

ali@curbflow.com

415.933.7899

Kevan Moniri
Sr. Director of Operations

kevan@curbflow.com

857.265.5538

MIAMIBEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Jimmy L. Morales, City Manager

DATE: June 12, 2020

SUBJECT: **DISCUSS INVESTING IN PLAYGROUNDS IN LUMMUS PARK**

HISTORY:

At the February 12, 2020 City Commission meeting, a discussion to invest in playgrounds in Lummus Park, sponsored by Commissioner Arriola, was referred to the Finance and Economic Resiliency Committee (FERC) (Exhibit A).

ANALYSIS:

Lummus Park is located between Ocean Drive and the Atlantic Ocean between 5th Street and 15th Street. The park is popular with residents, tourists, and eventgoers, and features large passive areas, a playground for ages 2-12, public restrooms, paved paths, sand volleyball courts, a fitness area, and Muscle Beach South Beach (MBSB).

At the time of this memo, the Architecture and Engineering Services for the Request for Qualifications (RFQ) for the Lummus Park Master Plan Design has been advertised and will close on June 10th. The RFQ includes a request to develop a site plan for additional playgrounds/kid zones, social spaces, and the replacement of the existing playground.

CONCLUSION:

Discuss investing in playgrounds in Lummus Park.

Applicable Area

South Beach

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?	Does this item utilize G.O. Bond Funds?
No	Yes

ATTACHMENTS:

Description	Type
Exhibit A – Referral memo from February 12th Commission Meeting	Memo

MIAMIBEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Ricky Arriola
DATE: February 12, 2020

SUBJECT: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS INVESTING IN PLAYGROUNDS IN LUMMUS PARK.

ANALYSIS

One of the City's goals is to bring residents and families back to Ocean Drive. A proven approach for drawing people into specific public spaces is by making quality investments in parks and playgrounds. I ask for the Finance and Economic Resiliency Committee to explore creating iconic play areas in Lummus Park - specifically around the 6th Street and 14th Street public restrooms, which are needed for splash pads.

Applicable Area

South Beach

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?	Does this item utilize G.O. Bond Funds?
Yes	No

Legislative Tracking

Commissioner Ricky Arriola

MIAMIBEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Jimmy L. Morales, City Manager

DATE: June 12, 2020

SUBJECT: **DISCUSSION REGARDING EXPANSION OF THE EQUIPMENT AND LIGHTING AT MUSCLE BEACH**

HISTORY:

At the February 12, 2020 City Commission meeting, a discussion to expand the equipment and lighting at Muscle Beach, sponsored by Commissioner Gongora, was referred to the Finance and Economic Resiliency Committee (FERC) (Exhibit A).

ANALYSIS:

The 9th street fitness area, locally known as Muscle Beach South Beach (MBSB), is in Lummus Park. The area presently showcases two state-of-the-art fitness pieces, the MyLeopard Tree and the MyBeast installations, which collectively feature over 30 workout components that address calisthenic and aerobic exercises. Moreover, MBSB also houses the BeaverFit performance locker, which targets weight training (Exhibit B). The locker is a 20' standard shipping container, custom-fabricated to store equipment such as medicine balls, kettlebells, battle ropes, Olympic bars, and bumper plates, features external attachments such as pull-up stations, a 12' rope climb tower, and squat stations.

The Parks and Recreation Department is in close contact with the MBSB community on an ongoing basis and is greatly responsive to their needs. At this time, the Department is overseeing the addition of a second 20' performance locker with an expanded selection of custom accessories, including Hex Bars, Farmer Walk Handles, and Nylon sleds. The equiptment was selected in consultation with MBSB users.

Lighting

Pursuant to multiple recent conversations between the City, Florida Fish and Wildlife Conversation Commission (FWC), and the U.S. Fish and Wildlife Service (FWS) regarding lighting at Lummus Park, the addition of lighting is not likely to be permitted since the area is located east of the Coastal Construction Control Line and because of MBSB's proximity to the beach, areas where turtles nest.

The City is actively working with the FWC and FWS regarding lighting at Lummus Park.

Nonetheless, the Department will work with the community to address potential lighting needs, west of the coral wall, in the park proper.

CONCLUSION:

Discuss expanding equipment at Muscle Beach.

Applicable Area

South Beach

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?	Does this item utilize G.O. Bond Funds?
No	No

ATTACHMENTS:

	Description	Type
🗋	Exhibit A - Item C4AA - Equipment and Lighting Expansion at Muscle Beach	Memo
🗋	Exhibit B – Fitness Components of South Beach Muscle Beach	Other

MIAMIBEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Michael Gongora
DATE: February 12, 2020

SUBJECT: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE - DISCUSSION REGARDING EXPANSION OF THE EQUIPMENT AND LIGHTING AT MUSCLE BEACH.

ANALYSIS

Please place on the February 12 Commission agenda, a referral to Finance and Economic Resiliency Committee (FERC) to discuss expanding the equipment and lighting at Muscle Beach. I would to see more exercise and gym space there and more amenities as well. I would also like to discuss the installation of night lighting at Muscle Beach. Please feel free to contact Diana Fontani if you need any additional information.

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?	**Does this item utilize G.O. Bond Funds?**
Yes	No

Legislative Tracking

Commissioner Michael Gongora

Exhibit A

Exercise Components at Muscle Beach South Beach

BeaverFit Performance Locker

The 20' Performance Locker features external attachments such as (18) pull-up stations, a 12' rope climb tower, and 5 squat stations, as well as the following weight training equipment and accessories:

- Battling Ropes
- Climbing Rope
- Medicine Balls (various weights)
- Kettlebells (various weights)
- Olympic Bars
- Warm-up Bars
- Bumper Plates
- Sandbags
- Flat Benches
- Gymnastic Rings
- Jump ropes

MyBeast

Featuring over 12 workout stations, called stages, *MyBeast* features the following:

- Monkey Bars
- Multi Pull-Up
- Vertical Bar
- Stall Bars
- Sliding Push-Up Handles
- Vertical Pole
- Rings
- Flying Pull-Up
- Sliding Pull-Up Handles
- Multi Tool Pole
- Hanging Handles
- Butterfly Handle
- Ladder Pole
- Pull-Up Bar

MyLeopard Tree

The *Leopard Tree* is comprised of 18 workout stations featuring the following:

- Pull-Up Bar
- Rings
- Parallel Bars
- 4 Elevated Hooks and 2 Ground Hooks (For TRX and Resistance Bands)
- 3 Benches (Incline/Flat/Decline)
- Sliding Push-Up Handles
- Twisting Stability Board
- 2 Box Jumps (High/Low)
- Wellness Stone
- *Parallettes*
- Battle Rope
- Rotating Push-Up Handles
- Elevated Push-Up Handles
- 2 Pistons (High/Low)
- Sliding Ab Bar

MIAMIBEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Jimmy L. Morales, City Manager

DATE: June 12, 2020

SUBJECT: **DISCUSS FUNDING THE DESIGN WORK FOR THE NORTH BEACH SKATEPARK EXPANSION**

HISTORY:

At the February 12, 2020 City Commission meeting, a discussion to fund the design work for the North Beach skatepark expansion, referred by Commissioner Arriola, was referred to the Finance and Economic Resiliency Committee (FERC) (Exhibit A).

The sponsor would like to consider funding the design work now, so that when bond money becomes available, the City may immediately begin construction of the project.

ANALYSIS:

The City is planning to expand the 82nd Street Skatepark as part of Tranche 3 of the G.O. Bond, which is set to begin in 2025.

Design work for this type of project is estimated at about 12% of the project budget. Based on the skatepark's current $750,000 project budget, design costs are projected to be $99,000.

Presently, there is a concurrent conversation in the Neighborhood and Quality of Life Committee meeting regarding the skatepark, as it relates to the addition of sustainability and resiliency elements to the design. These elements may likely affect project costs, and therefore increase the cost of design as the scope will likely expand and become more complex in nature. Moreover, the current skatepark design does not include a public restroom on site. If a restroom is required, that will also play a factor in the final budget cost.

The Parks and Recreation Department provided an update on recommendations on how to create a sustainable skate park to the Parks and Recreational Facilities Advisory Board at the May 6th Meeting. The board was provided information from the Environmental and Sustainability Department which included the following:

- Incorporate natural elements like trees and native plants to help reduce stormwater runoff and filter it back into the ground
- Incorporate rocks to help reduce stormwater runoff and filter it back into the ground
- Use recycled materials, such as; concrete, steel, wood, metals, used tires and

construction debris from cleanups around the city to build the materials for the skatepark
- Use precast concrete pieces prepared in an off-site factory
- Use art elements to provide a fun environment
- Use natural slopes to create elevation changes and staying above grade in areas with rock formations or troublesome soil conditions
- Provide a water refilling bottle station and water fountain to hydrate skaters
- Provide recycling and trash bins (paired and with signage)

The recommendations listed will be provided to the design firm once on board and will adhere to creating a sustainable skate park.

The board provided feedback and suggestions as well such as trailer/container bathroom with solar panels, SEA CRETE - salt water concrete, unity with West Lots design, bike/ wheel repair station, ambient lighting to make it safe for neighbors to walk their dogs and a skate-able art piece, to name a few. The Parks and Recreation Department will have the design firm, once on board, research all their recommendations and incorporate if budget allows.

CONCLUSION:

Discuss funding the design work for the North Beach Skatepark expansion.

Applicable Area

North Beach

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?	Does this item utilize G.O. Bond Funds?
No	Yes

ATTACHMENTS:

Description	Type
Exhibit A – Referral memo from February 12th Commission meeting	Memo

MIAMIBEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Ricky Arriola
DATE: February 12, 2020

SUBJECT: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS FUNDING THE DESIGN WORK FOR THE NORTH BEACH SKATEPARK EXPANSION.

ANALYSIS

The City is planning to expand the North Beach skatepark in 2023 as part of Tranche 3 of the GO Bond. I ask the Finance and Economic Resiliency Committee to consider funding the design work now so that when the bond money becomes available, the City can immediately begin construction of the project.

Applicable Area

North Beach

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?	**Does this item utilize G.O. Bond Funds?**
Yes	Yes

Legislative Tracking

Commissioner Ricky Arriola

MIAMIBEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Jimmy L. Morales, City Manager

DATE: June 12, 2020

SUBJECT: **DISCUSS CONDUCTING A MOPED SHARING SERVICE PILOT WITH REVEL**

HISTORY:

At the April 22, 2020 City Commission meeting, Commissioner Ricky Arriola referred this item to the Finance and Economic Resiliency Committee (FERC) for discussion.

Electric mobility devices, such as e-bicycles, e-scooters, and e-mopeds, are becoming a popular and eco-friendly means of transportation across the U.S. and Europe, particularly in urbanized cities experiencing traffic congestion and parking challenges. The devices are generally small, nimble, and provide an easy way of moving people carbon-free. In Miami Beach, these devices have the potential to provide a convenient, car-free first/last mile option (such as taking riders to/from transit stops), thus, helping Miami Beach achieve its mode share goals and become a less car-centric and more resilient city.

Numerous companies are currently providing shared mobility services using mobile application-based electric devices. One such company, Revel, provides electric moped sharing services in five cities in the U.S., including New York City, Washington, D.C., and City of Miami.

ANALYSIS:

In preparation for this item, City staff met with Revel representatives to obtain an understanding of their program and services and to gauge if it would be advantageous to pursue a pilot program for similar services in Miami Beach. During the meeting, Revel provided a presentation on their services (attachment). Below are the salient points from that discussion.

- Mobile application based service
- Street-legal mopeds with DMV-issued license plates and insurance
- Electric and quiet mopeds with no carbon footprint
- Goal is to provide short trips and take cars off the road
- Average trip length is 3 miles, replacing short car trips
- Cost is $5 to sign up, $1 to unlock a moped , and $0.31 per minute to ride
- Maximum operating speed is 30 MPH
- Can operate on roads but not on highways

• Cannot operate on sidewalks or bike lanes
• No parking on sidewalks allowed
• Can park in dead space between cars in public rights-of-way
• Can identify illegally-parked mopeds and penalize riders
• If rider violates rules, they are warned (first offense), fined (second offense), or removed from platform (third offense)
• Revel launches with city authorization/contract only
• Trip cannot end outside city with contract; riders are charged until moped is returned
• Helmets are provided in rear storage unit; mobile app reminds riders to return helmets
• Revel can provide revenue share to City or pay a permit fee to City so users can park on-street without paying
• Revel uses a dashboard to gauge performance metrics (real-time and historical) and can share and summarize data for City

CITY OF MIAMI

Revel recently launched its e-moped sharing services in the City of Miami as part of a three-year contract with the Miami Parking Authority (MPA). Revel is currently providing 730 mopeds within the City and reported 11,000 activated users as of March (pre-COVID-19). According to Revel, 60% of trips in Miami replace rideshare, personal car, or taxi with an average trip length of 3 miles. The contractual arrangement provides a 5% revenue share with MPA. Riders do not pay parking at meters given Revel's revenue share arrangement with MPA. By providing a mobility option, Revel complements the City of Miami's current bicycle sharing program provided by Citibike as well as its e-scooter sharing program provided by various vendors.

Given current posted speed limits on our causeways and Revel's maximum operating speed of 30 MPH, the electric mopeds can legally operate on the Venetian Causeway and JFK (79 Street) Causeway, but cannot legally operate on the MacArthur Causeway or Julia Tuttle Causeway.

Based on a conversation with MPA staff, prior to the COVID-19 shut-down in March 2020, approximately 40 Revel mopeds were towed each week by MPA due to illegal parking. Although Revel employs personnel to enforce violations, including illegal parking, their personnel may not be sufficient for the number of mopeds deployed in Miami.

CONCLUSION:

Staff believes that it may be valuable to explore a pilot program for electric moped sharing services in Miami Beach. Mopeds are currently used by many Miami Beach residents as an alternative means of transportation within the City, particularly in South and North Beach, where parking challenges exist. It is worth noting that the City is currently pursuing a pilot program with Citibike for electric-assisted bicycle sharing services; however, electric mopeds have the ability to travel at higher speeds and provide users a quicker and more convenient option for mid-range trips.

Should the FERC and City Commission wish to pursue this initiative on a pilot basis, the Administration recommends issuing a competitive solicitation such as a Request for Letters of Interest (RFLI). Although Revel appears to be the only vendor currently providing electric moped sharing services in Miami-Dade County, issuance of an RFLI, or similar procurement, will ensure an open and competitive process that encourages participation from other potential vendors of which staff may not be aware.

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?	Does this item utilize G.O. Bond Funds?
No	No

Strategic Connection

Mobility - Increase multi-modal mobility citywide and connectivity regionally.

ATTACHMENTS:

	Description	Type
🗋	Revel Electric Moped Sharing Presentation	Memo

Revel:
We Move People

Meet Revel

Street Legal (No Sidewalks)

Every vehicle has a DMV-issued license plate and requires a driver's license to operate. No motorcycle license required and insurance is provided.

Space Efficient

Parks in curb dead space. An average parking spot fits 7 mopeds.

Affordable

$5 to sign-up, $1 to unluck and .31 per minute. Cheaper than UberX, Lyft, UberPool

Sustainable

100% of the fleet is 100% emissions-free. Electrically powered, they're also noise-free.

Multiple Uses

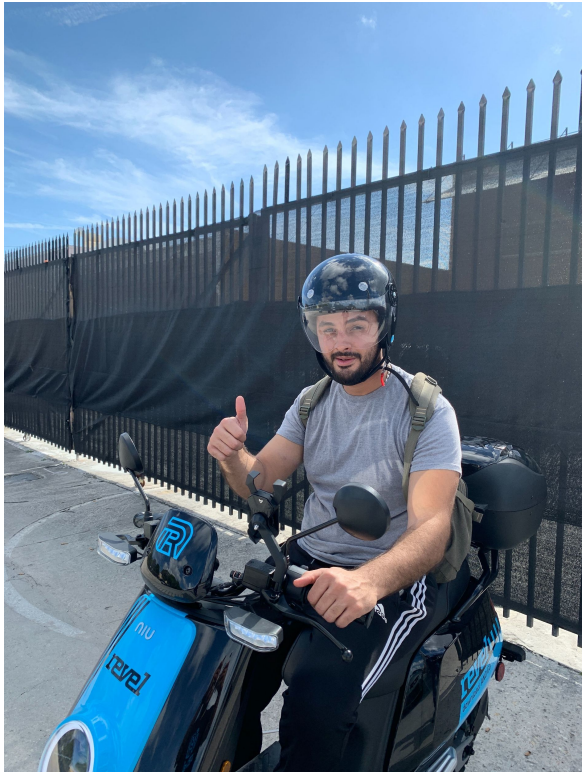
Great for short trips, middle mile and complete trips. Replace car trips w/ avg trip length of 3+ miles

Our Approach

- Never launch without city permission
- Ride on the roads, not sidewalks or bike lanes
- Provide two helmets and insurance
- Sustained engagement with city officials, electeds and community
- No gig-economy - all staff have benefits and health insurance
- Accountable to ourselves, our riders, our cities

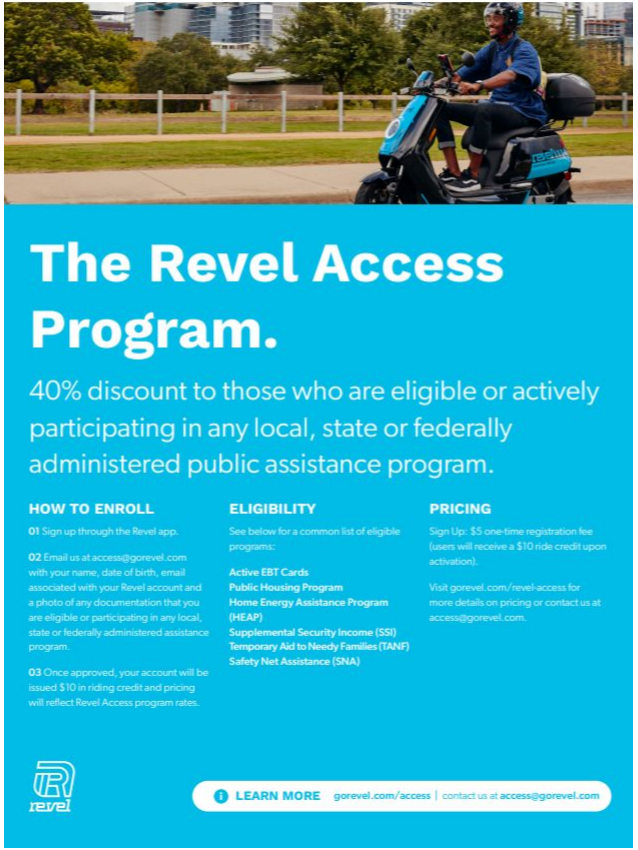
We’re Responsible And Responsive

- Lessons are provided 7 days a week
- 24/7 Customer Service hotline/email (English, Spanish & Creole)
- “Revel Rangers” work around the clock to immediately respond to any reports of improperly parked vehicles and keep the fleet clean and well-maintained
- Bad actors are fined and/or removed from the platform

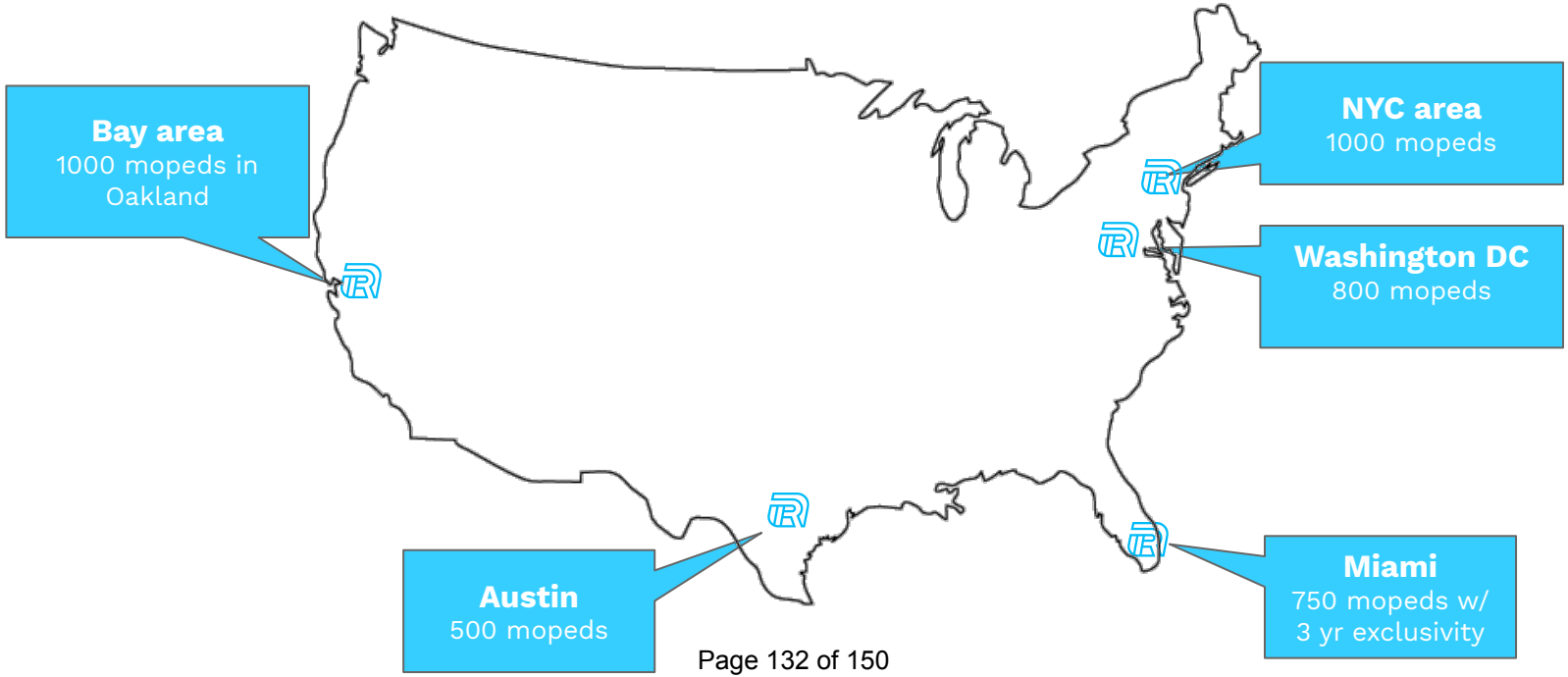


We Promote Access

- Revel is committed to providing mobility options for everyone
- Our Access program offers a 40% ride discount and $10 ride credit to anyone who is eligible for or participating in a local, state or federally administered assistance program
- We also offer a 20% discount to veterans and active duty military
- Our Access program has saved participants over $100,000 across markets



We're Now in Five US Cities



We Build Strong Partnerships

OPINION

Shared mopeds off to a good start in Austin, TX, unlike ride-hailing and e-scooters

Jason JonMichael (l), Assistant Director of Smart Mobility for the ATD, Revel COO Paul Suhey (center) and Revel CEO Frank Reig (right) launch Revel's Austin service

Rafael Salamanca, Jr @Salamancajr80 · Feb 20

Excited to sit with the team at @_GoRevel to discuss their all-electric moped ride share program coming to the Bronx. Thanks for bringing the mopeds, had a great test drive!

City of Oakland @Oakland · Follow

@OakDOT and shared electric vehicle company Revel today announced Oakland's first shared all-electric moped fleet, as part of the City's Car Sharing permit program! Revel will operate a fleet of 1,000 vehicles, currently being placed on Oakland streets.

buff.ly/2sdg9dH

Mayor Francis Suarez @FrancisSuarez · Feb 11

Proud to join #gorevel and @miamiparking to celebrate Revel's launch in @CityofMiami. Revel's all-electric mopeds will help reduce local air pollution and traffic in #Miami. This is yet another initiative to continue improving the quality of life of our residents.

Miami

Revel launched 750 mopeds in Miami on December 30, 2019 as part of a 3-year exclusive contract with the Miami Parking Authority (MPA).

Revel responded to an RFP put out by the MPA, and was selected out of several applicants to be the city's sole provider of shared electric mopeds.

Miami Mayor Francis Suarez announcing the launch of Revel along with (left to right) Ken Russell, Chairman, City of Miami Commission, Art Noriega, former CEO of MPA and current City Manager of Miami, and Frank Reig, CEO of Revel.

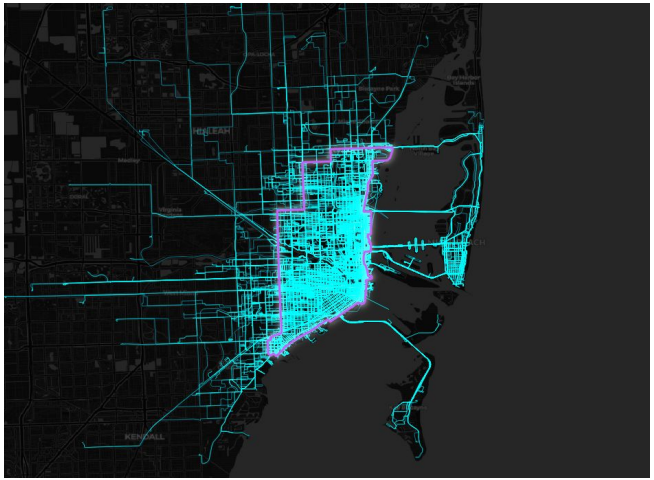
Miami is Ready to Revel

We've seen demand in **Miami**.

We have over **11K** activated users.

They've taken over **51K** rentals,

The average trip is around **3** miles, indicating that our trips are **replacing car trips.**



And we've started to see demand in **Miami Beach**

Out of the over 11K users, **3.5%** live within Miami Beach.

2% of rentals have driven through Miami Beach,

Over **2,500** miles have been driven within Miami Beach.

COVID19 Response

- Revel is available for essential trips in NY, DC, Austin and Oakland
- Free Rides for Health Care Workers (1300+ sign-ups) in all active Cities
- Enhanced training, operational and internal vehicle cleaning procedures
- Free rides for restaurant employees doing delivery - 21 restaurants participating
- Regular customer and local government communication regarding best riding practices, changes and additional measures being taken

NEW YORK POST

NEWS

The safest ways to travel amid the coronavirus outbreak, according to experts

By David Meyer March 19, 2020 | 12:26pm

HOME USA NYC MASS LA CHI SF DEN CAL

STREETSBLOG USA

Podcast / Transit / Bike/Ped / Smart Growth

Ten Ways Every City Should Respond to COVID-19 On Its Streets, Compiled by NACTO

EATER NEW YORK

Transit Companies Are Now Offering Restaurants Free Services for Food Delivery

The partnerships come with surprisingly few strings attached — for now

by Erika Adams | Apr 15, 2020, 1:29pm EDT

COVID19 Response

Revel @_GoRevel · Apr 22

.@EverymanNY has delivered over 4,000 cups of coffee to NYC's hospitals and essential businesses, and we're proud to count them as part of our restaurant partnerships program.

To help them serve our health care heroes, visit fuelfrontlines.com

Everyman Espresso

"As a health care worker in Washington, DC, your service has been indispensable. I have been using your service nearly everyday for the past 3 weeks to get to my job at the George Washington University Hospital. Thank you for all you're doing to support health care workers and the community at large. It is sincerely appreciated!"

- Robert, IT Program Manager at the George Washington University Hospital (DC)

revel

Our users love us!

Condé Nast Traveler

Currently Obsessed With: Speeding Through Brooklyn on a Revel Moped

CRAIN'S NEW YORK BUSINESS

Revel ride-share scooters bridge the gap in transit deserts

VOGUE

Stop Whining About Revel Scooters And Just Say Yes

electrek

Revel's 30mph shared electric mopeds have (finally) made it to California

"Shockingly **easy to use**, a 'hood-to-'hood no-brainer. So glad Revel is here, it better be to stay."

"Best **customer service** I've experienced, ever."

"I never knew how **fun and exciting** it would be until I got on it and I love it!"

Thank you

Call, text or email us anytime with questions, concerns or if you want to take a test ride!

Jonas Mikolich, General Manager
917.916.3895/jonas.mikolich@gorevel.com

Anne Emig, Associate Director, Cities
785-341-7325/anne.emig@gorevel.com

MIAMIBEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Jimmy L. Morales, City Manager

DATE: June 12, 2020

SUBJECT: **DISCUSS IMPLEMENTING THE PRODUCTION INDUSTRY COUNCIL'S DECEMBER 12, 2019 MOTION**

HISTORY:

The Production Industry Council (PIC) discussed and recommended that the City of Miami Beach ("CMB") consider the following regarding the branding of the City:

1. Virtually every resident, visitor, guest, friend, colleague, member of the media, and others refer to the two-week period in early December as "Art Basel week" DESPITE the fact that there are 20 plus other important and recognized art fairs.
2. These many art fairs together drive substantial revenue and exposure to COMB, and have become foundational to the branding for CMB as a world class destination.
3. "Art Basel" is a highly protected brand / trademark wholly owned by MCH Swiss Exhibition, Basel Switzerland.
4. MCH Swiss Exhibition company has, and will continue to, vigorously defend its rights to protect the use of its trademark.
5. Should MCH Swiss Exhibition company move its art fair to another city, it would pull the plug on COMB's use of the "Art Basel" brand, and with it take all of the associated economic brand value.
6. The CMB must NOT lose any brand value associated with the collection of art fairs that has been built over the years, and CMB can only protect its position by building and relying on its OWN brand that will withstand the test of time.
7. A non-exclusive license by Art Basel to COMB to use its brand will not suffice as the Art Basel brand will never be granted to CMB in perpetuity and without restriction.
8. COMB can/should no longer ride nearly exclusively on the coattails of the Art Basel brand and must 1) ESTABLISH, 2) OWN and 3) PROTECT its own trademark and domain name that encompass all art fair and related activities under a grand umbrella of brand protection.
9. Art Basel WILL continue to be Art Basel, and nothing related to Art Basel will change. However, under what I propose, the COMB will be able to have the latitude to promote art related events without the fear of trademark infringement for this exceedingly important economic engine that drives much of what the City of Miami Beach is famous for.
10. CMB, as the owner of its own protected brand, will enable the City to promote all art

related activities under its OWN brand, and not be beholden to any other interests. One cannot put a value on this freedom.

ANALYSIS:

In 2019, the Communications and Tourism and Culture Departments created the "Miami Beach Art Week" brand. Through all of our communications tools, residents and visitors are pushed to our mbartsandculture.com website where all the events, activities, and news that take place during that week are posted.

This brand is also used throughout the year to inform, educate and entertain about all of the arts and culture in Miami Beach.

Here is a dropbox link to the brochure of 2019 showing as an example of how the brand is already incorporated.

https://www.dropbox.com/s/hp6dl7q0zjg5kkk/Art%20Week%20Brochure%202019.pdf?dl=0

CONCLUSION:

As long as there maintains adequate resort tax funds to purchases ads and other marketing/branding collateral, we should be able to continue to leverage Miami Beach as a destination for art during Art Week and beyond.
In the meantime, the Administration can explore the purchase of a vanity URL.

Applicable Area

Not Applicable

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?	Does this item utilize G.O. Bond Funds?
No	No

Strategic Connection

Prosperity - Market and promote Miami Beach as a world class arts, culture, and quality entertainment destination.

ATTACHMENTS:

Description	Type
LTC PIC January 2020	Memo
Email from PIC Chairman	Memo

MIAMIBEACH

OFFICE OF THE CITY MANAGER
NO. LTC # 018-2020

LETTER TO COMMISSION

TO: Mayor Dan Gelber and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: January 9, 2020

SUBJECT: Miami Beach Production Industry Council Motion

The purpose of this Letter to the Commission ("LTC") is to inform the Commission of a motion passed by the Miami Beach Production Industry Council ("PIC") during its December 12, 2019 meeting.

Members Present: Daniel Davidson (Chair), Christina LaBuzetta (Vice Chair), Bruce Orosz, Joanna Kravitz and Muhammad Abdul and Aleksander Stojanovic (via phone).

Members Absent:

MOTION: To request the City of Miami Beach create or identify and purchase a domain name, and related intellectual property assets, in an effort to establish and promote a brand that protects Miami Beach art and cultural activities generated by, but not limited to, Miami Beach Art Week.

Motion Entertained By: Daniel Davidson
Motion Made By: Christina LaBuzetta
Motion Seconded By: Joanna Kravitz
Motion Passed: 5-0

CC:

Marcia Monserrat, Chief of Staff to City Manager
Matt Kenny, Director, Tourism & Culture

From: Daniel Davidson <dan@cineo.com>
Sent: Wednesday, May 13, 2020 2:25 PM
To: Samuelian, Mark <Mark@miamibeachfl.gov>; Arriola, Ricky <RickyArriola@miamibeachfl.gov>; Meiner, Steven <StevenMeiner@miamibeachfl.gov>; Richardson, David <DavidRichardson@miamibeachfl.gov>
Cc: Gelber, Dan <DanGelber@miamibeachfl.gov>; Morales, Jimmy <JimmyMorales@miamibeachfl.gov>; Shaw, Heather <HeatherShaw@miamibeachfl.gov>; Hennig, Veronica <VeronicaHennig@miamibeachfl.gov>; Woodruff, John <JohnWoodruff@miamibeachfl.gov>
Subject: Important Issue Regarding Intellectual Property - Art Basel / Art Fairs

Chairman Arriola and Members of the Finance & Economic Resiliency Committee:

Let me begin with a "Thank You" to each of you for the incredible time and energy that you provide to protect the interests of The City of Miami Beach and residents. Your tremendous effort is highly appreciated and does not go unnoticed.

I write to you today as a private citizen and one with a strong background in business creation/development & brand building. Having founded a number of venture backed companies, and having served for a number of years as the Chair of the Production Industry Council ("PIC") (most recently appointed by Commissioner Samuelian – to whom I am eternally grateful) I believe that I have insights into the unique business/branding needs of our very special and prominent city.

This letter is in reference to a motion that I brought forth, and that was unanimously approved, by the PIC and presented to Commission in the form of an LTC (#018-2020) dated January 9, 2020.

Let me briefly set the stage.

I believe that the City of Miami Beach has a problem that I believe can be summarized simply as follows:

a. Virtually every resident, visitor, guest, friend, colleague, member of the media, and others refer to the two-week period in early December as "Art Basel week" DESPITE the fact that there are 20 plus other important and recognized art fairs.
b. These many art fairs together drive substantial revenue and exposure to COMB, and have become foundational to the branding for COMB as a world class destination.
c. "Art Basel" is a highly protected brand / trademark wholly owned by MCH Swiss Exhibition, Basel Switzerland.
d. MCH Swiss Exhibition company has, and will continue to, vigorously defend its rights to protect the use of its trademark.
e. Should MCH Swiss Exhibition company move its art fair to another city, it would pull the plug on COMB's use of the "Art Basel" brand, and with it take all of the associated economic brand value.
f. The COMB must NOT lose any brand value associated with the collection of art fairs that has been built over the years, and COMB can only protect its position by building and relying on its OWN brand that will withstand the test of time.
g. A non-exclusive license by Art Basel to COMB to use its brand will not suffice as the Art Basel brand will never be granted to COMB in perpetuity and without restriction.
h. COMB can/should no longer ride nearly exclusively on the coattails of the Art Basel brand and must 1) ESTABLISH, 2) OWN and 3) PROTECT its own trademark and domain

name that encompass all art fair and related activities under a grand umbrella of brand protection.

i. Art Basel WILL continue to be Art Basel, and nothing related to Art Basel will change. However, under what I propose, the COMB will be able to have the latitude to promote art related events without the fear of trademark infringement for this exceedingly important economic engine that drives much of what the City of Miami Beach is famous for.

j. COMB, as the owner of its own protected brand, will enable the City to promote all art related activities under its OWN brand, and not be beholden to any other interests. One cannot put a value on this freedom.

I hereby strongly suggest that the COMB move quickly to identify, create and protect its own brand (trademark and domain name), that will serve as an overarching brand and become the *de facto* name for the ALL art related activities and fairs hosted by COMB. This will provide the long-term branding protection that COMB absolutely needs.

I will be pleased, should the City request, to donate my time free of charge to assist the City in this important effort.

To ignore the possible repercussions of COMB not owning, and being fully in control of, its own brand would be sheer folly with substantial downside and long-term adverse economic repercussions.

Thank you for your time and consideration.

Best,

Daniel Davidson
786-280-6565
Resident, COMB

MIAMIBEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Jimmy L. Morales, City Manager

DATE: June 12, 2020

SUBJECT: **UPDATE ON BYRON CARLYLE RFP NEGOTIATIONS**

HISTORY:

On January 18, 2019, the City issued Request for Proposals (RFP) No. 2019-100-KB for development of a mixed-use project with a cultural component. The City received two proposals in response.

On July 18, 2019, the Evaluation Committee ranked Pacific Star Capital, LLC as the top ranked proposer, and Menin Hospitality and KGTC, LLC as the second ranked proposer.

On October 19, 2019, Resolution No. 2019-30149 authorized simultaneous negotiations with the two proposers, provided that final award recommendation and contract material terms be subject to Commission approval.

On January 6, 2020, the Administration, aided by the City's real estate consultant, CBRE, Inc., met with the two teams to discuss their proposals, including timeline, proformas, and community and public benefits.

ANALYSIS:

The City's RFP proposed redevelopment of the Byron Carlyle Theater and abutting surface lot P85 (31,500 sf combined), with an option to include surface lot P80 (12,625 sf).

Pacific Star proposed an 11-story building with 160 hotel rooms, 11,430 sf retail, and 23,220 sf theater/cultural component, with a 2-story restaurant/retail building on P80. The developer proposed a 99-year lease of the main site at a price of $8.8 million to the City, and purchase outright of lot P80 for $3 million.

Menin Hospitality proposed a 7-story building with 114 residential units, 9,460 sf retail, and 10,410 sf cultural component, with a 5-story office/retail building on P80. The proposal sought conveyance of title by the City for both the Byron theater site and P80. In exchange, the developer would deed the cultural facility back to the City.

Following the January 6 meeting with the developers, CBRE provided an initial report of

discussion items and follow up questions (Attachment A). Since then, development projects have largely been paused while the Administration focused efforts on the City's pandemic response. Both developers have since confirmed to the City that they remain interested in the project. The Administration, with the assistance of CBRE, will now resume negotiations with Pacific Star and Menin Hospitality. Staff hopes to return to the Committee in the next few months with negotiated term sheets for discussion.

Applicable Area

North Beach

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?	**Does this item utilize G.O. Bond Funds?**
No	No

ATTACHMENTS:

	Description	**Type**
🗋	Attachment A - CBRE report	Memo

MIAMIBEACH

CITY OF MIAMI BEACH BYRON CARLYLE THEATER

500 71st St
Miami Beach, FL 33141

Folio Numbers:
02-3211-002-1070
02-3211-002-1090
02-3211-002-0950

Bids Received: 2

MENIN HOSPITALITY

- In lieu of a percentage of rent, we will provide workforce housing and deed back the cultural center to the City of Miami Beach as well as manage the workforce housing facility for the city
- Total Development Costs: $36,750,802
- Summary Development Program
  - Byron Carlyle & P85 Lot
    - 7-story building
    - 114 Residential Units
    - 9,460 SF Retail
    - 10,410 SF Cultural Component
  - P80 Lot
    - 5-story building
    - 27,470 SF Office
    - 4,530 SF Retail
  - Est. 2 year timeline overall development, 28-month construction timeline from signed city approvals

PACIFIC STAR CAPITAL

- Ground lease Theater & P85 Lot - $8,797,088, 99-year term
  - $500K on Possession Date
  - Remainder on Delay Date
- Purchase P80 Lot for $3M with intent to redevelop as retail
- Total redevelopment budget: $45,839,360, construction loan for 50% of the budget
  - Est. $3M hard cost to construct cultural center
- Summary Development Program
  - Byron Carlyle & P85 Lot
    - 11-story building
    - 160 Hotel Rooms
    - 11,430 SF Retail
    - 23,220 SF Theater/Cultural Component
  - P80 Lot
    - 2-story building
    - 10,920 SF Retail & Restaurants
  - Est. 2 year, 1 month timeline overall development, 15-month shell construction timeline

CBRE

MIAMIBEACH

CITY OF MIAMI BEACH | BYRON CARLYLE THEATER

500 71st St, Miami Beach, FL 33141

Folio Numbers:

02-3211-002-1070 | 02-3211-002-1090 | 02-3211-002-0950

QUESTIONS FOR CITY

- 13,000 SF difference in cultural component size between the two bid responese and the RFP required 10K. Is the City okay with a much larger cultural component?
- Does the City have a current appraisal?
- Which use is more compatible with City's goals: hotel or residential?
- Does the City want to see if there is additional interest if this site were broadly marketed & recompeted?

CBRE FOLLOW UP

- Determine value of FAR to then determine value of cultural center to the city
- Complete a Broker Opinion of Value (BOV) to understand the City's land value

QUESTIONS FOR DEVELOPER

MENIN HOSPITALITY

- What is the estimated cost to construct the Cultural Center?
- What is the estimated tax benefit to the City

PACIFIC STAR CAPITAL

- What is the mechanism by which the City occupies the cultural center? Lease? Condo Ownership?
- CBRE needs to determine the FAR value of the Hotel site. Determine by FAR and/or per hotel key.
- What hotel brand? Is there a demand study to support the number of keys proposed?
- Why $3M for the retail site but so little for hotel? Is Cultural Center construction cost considered contribution?
- What is estimated tax benefit to the City?

CBRE

MIAMIBEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Jimmy L. Morales, City Manager

DATE: June 12, 2020

SUBJECT: **REVIEW THE POSSIBILITY OF APPROPRIATING AND AUTHORIZING UP TO $700,000 FROM THE CITY GENERAL RESERVE FUNDS TO SUPPORT RENT, MORTGAGE, AND UTILITIES ASSISTANCE PROGRAM(S) FOR QUALIFIED CITY RESIDENTS DUE THE ECONOMIC CRISIS**

HISTORY:

The City has been providing emergency rent assistance for eligible residents who have been adversely impacted by COVID-19 resulting in rent arrears. The City is using a variety of federal funds including Community Development Block Grant (CDBG-CV) and HOME Investment Partnership (HOME). The households assisted through these funds must be United States citizens or permanent residents earning no more than 80 percent Area Median Income (AMI). As of June 5, 2020, the City has served 53 households with $97,121.66 in rent assistance.

While the City is currently collecting online rent assistance applications for a lottery to disburse an additional $336,000 in federal funds for rent assistance, there remain a significant number of residents who cannot access these rent assistance funds because they do not meet the U.S. residency requirement. Based on the initial wave of applications processed through appointments as well as the online views versus application for the second wave of funds, staff estimates that four of five households in the City needing rent assistance are ineligible to access federal funds.

ANALYSIS:

The federal residency requirements prevent many households in the City from accessing rent assistance. Many of these households are employed in local area businesses and may either possess a work permit or have applied for residency but have yet to achieve status.

The need for these families to be provided with rent assistance is substantial as estimated by the number of households inquiring about rent assistance but not actually applying or failing to submit required documentation. Thus far, the City estimates that about 150 from the initial pool of 502 households fits this criteria. As of 9am on June 5th, 2,573 people visited the online housing lottery portal but only 480 applied.

In order to serve this substantial amount of households who can potentially face homelessness

without fiscal intervention, the City would need a source of rent assistance funds that do not adhere to the residency requirements that apply to state and federal affordable housing funds. The Administration would support the use of General Fund monies as, if no intervention is provided, we would face an onslaught of homeless families once the eviction moratorium is lifted.

CONCLUSION:

Based on current rent assistance data, $700,000 could serve up to 378 households though we expect that, as additional time passes, that most households may need up to three months of assistance resulting in fewer households served.

Applicable Area

Not Applicable

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?	**Does this item utilize G.O. Bond Funds?**
No	No

Strategic Connection

Mobility - Address homelessness.