



MIAMI BEACH

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CITY CLERK'S OFFICE

OFFICE OF THE CITY MANAGER

LTC No. *024-2014*

LETTER TO COMMISSION

To: Mayor Philip Levine and Members of the City Commission

From: Jimmy L. Morales, City Manager

Date: January 13, 2014

Subject: **CENTENNIAL CELEBRATION AD-HOC COMMITTEE**

On July 17, 2013, the City Commission also adopted Resolution No. 2013-28269, formally establishing the Ad-Hoc Committee. The Ad Hoc Committee will be composed of seven (7) members who are direct appointments by the Mayor and City Commissioners with terms of membership to begin on July 31, 2013 and expiring on May 31, 2015 (subject to earlier or later sunset by the City Commission).

The City's Centennial will occur on March 26, 2015. The Administration has already begun planning for a Centennial celebration and is finalizing three (3) logo design alternatives to commemorate the event. The community will have an opportunity to vote for their favorite design through the City's website and social media. This will also start the media campaign around the celebration and build community support for the event.

Please submit your respective appointments to the City Clerk as soon as possible so the first meeting of the committee can be scheduled.

Please feel free to contact me with any questions.


JLM/KGB/MAS

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C: Kathie G. Brooks, Assistant City Manager
Raphael Granado, City Clerk



MIAMI BEACH

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CITY CLERK'S OFFICE

OFFICE OF THE CITY MANAGER

NO. LTC # 257-2013

LETTER TO COMMISSION

To: Mayor Matti Herrera Bower and Members of the City Commission

From: Jimmy L. Morales, City Manager

Date: July 26, 2013

Subject: **CENTENNIAL CELEBRATION AD-HOC COMMITTEE**

On June 5, 2013, the City Commission adopted Resolution No. 2013-28235 accepting the recommendation of the NCAC to establish an Ad-Hoc Committee for this purpose. On July 17, 2013, the City Commission also adopted Resolution No. 2013-28269 formally establishing the Ad-Hoc Committee. The Ad Hoc Committee will be composed of seven (7) members who are direct appointments by the Mayor and City Commissioners with terms of membership to begin on July 31, 2013 and expiring on May 31, 2015 (subject to earlier or later sunset by the City Commission).

As you know, the City's Centennial will occur on March 26, 2015. Planning for a Centennial celebration requires a lot of time and resources and should begin immediately, especially since a desire has been expressed to begin the Centennial celebration activities in 2014.

Please submit your respective appointments to the City Clerk as soon as possible so the first meeting of the committee can be scheduled.

Please feel free to contact me with any questions.

JLM/KGB/MAS

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C: Kathie G. Brooks, Assistant City Manager
Raphael Granado, City Clerk

RESOLUTION NO. 2013-28269

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA CREATING A CENTENNIAL CELEBRATION AD-HOC COMMITTEE TO PROVIDE IDEAS AND RECOMMENDATIONS PERTAINING TO ALL MATTERS WITH RESPECT TO EVENTS AND ACTIVITIES RELATED TO THE CITY OF MIAMI BEACH CENTENNIAL ON MARCH 26, 2015, AND PRESCRIBING THE DUTIES, MANNER OF APPOINTMENT, AND TERM OF OFFICE OF COMMITTEE MEMBERS.

WHEREAS, the City of Miami Beach Centennial will occur on March 26, 2015; and

WHEREAS, planning for a Centennial celebration requires a lot of time and resources; and

WHEREAS, the City Administration referred a discussion to the Neighborhood/Community Affairs Committee (NCAC) at the December 12, 2012 City Commission meeting; and

WHEREAS, the Neighborhood/Community Affairs Committee discussed this item at its January 28, 2013 meeting and recommended that the Miami Beach Visitor and Convention Authority (MBVCA) assume responsibility for this project and serve as the host committee; and

WHEREAS, the MBVCA is not able to manage or administer the coordination of the Centennial celebration, but is willing to help fund the costs of the celebration; and

WHEREAS, the NCAC met on May 20, 2013 and recommended in favor of establishing an Ad Hoc Committee to provide ideas and recommendations pertaining to all matters regarding Centennial events and activities to celebrate the City's heritage and to promote awareness of our history; and

WHEREAS, recommendations as to all matters with respect to the City's Centennial event and activities would best be provided by a Centennial Celebration Ad Hoc Committee composed of seven (7) members who are direct appointments by the Mayor and City Commissioners and who would report to and receive direction and input from the City Commission, with terms of membership to begin on July 31, 2013 and expiring on July 31, 2014 (subject to earlier or later sunset by the City Commission).

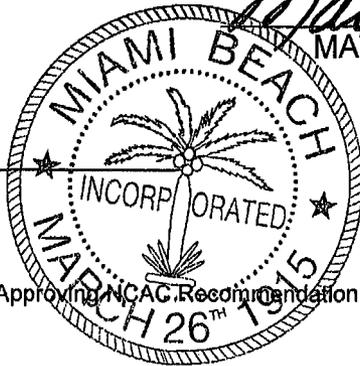
NOW, THEREFORE, BE IT DULY RESOLVED THAT THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that a Centennial Celebration Ad-Hoc Committee is hereby created whose members shall have the duty to provide ideas and recommendations pertaining to all matters with respect to events and activities related to the City of Miami Beach Centennial on March 26, 2015, and who shall report to and receive direction from the City Commission, and which shall be comprised of seven (7) members who are direct appointments by the Mayor and City Commission with terms of membership to begin July 31, 2013 and expiring on July 31, 2014 (subject to earlier or later sunset by the City Commission).

PASSED and ADOPTED this 17th day of July, 2013.

ATTEST:



RAFAEL GRANADO
CITY CLERK





MATTI HERRERA BOWER
MAYOR

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APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION


CITY ATTORNEY 7/12/13
DATE

Condensed Title:

A Resolution Creating A Centennial Celebration Ad-Hoc Committee To Provide Ideas And Recommendations Pertaining To All Matters With Respect To Events And Activities Related To The City Of Miami Beach Centennial On March 26, 2015, And Prescribing The Duties, Manner Of Appointment, And Term Of Office Of Committee Members.

Key Intended Outcome Supported:

Maximize Miami Beach as a Brand Destination

Promote and Celebrate Our City's Diversity

Supporting Data (Surveys, Environmental Scan, etc.): N/A

Item Summary/Recommendation:

The City's centennial will occur on March 26, 2015. Planning for a Centennial celebration requires a lot of time and resources. In order to kick-start the planning process the City Administration referred a discussion to the Neighborhood/Community Affairs Committee at the December 12, 2012 City Commission meeting.

The Neighborhood/Community Affairs Committee discussed this item at their January 28, 2013 meeting and agreed that planning for the City's Centennial should begin immediately and further stated that it should be a yearlong celebration. Upon further discussion, the Committee passed a motion recommending that the Miami Beach Visitor & Convention Authority (MBVCA) take this on as a project.

The MBVCA advised the Administration that they are happy to help provide funding for the event(s) and are also happy to participate in the process and serve on an advisory committee in support of the Centennial. However, the MBVCA is not able to manage or administer the coordination of the Centennial celebration.

The NCAC met on April 29, 2013 and directed the Administration to develop a recommendation for Centennial Celebration. Attached is a draft for your review and consideration. The NCAC met on May 20, 2013 and recommended in favor of establishing an Ad Hoc Committee to recommend a series of events to celebrate the City's heritage and promote awareness of our history.

On June 5, 2013, the City Commission adopted Resolution No. 2013-28235 accepting the recommendation of the NCAC to establish an Ad Hoc Committee tasked with making recommendations as to all matters with respect to the City's Centennial event. The Administration recommends the Ad Hoc Committee be composed of seven (7) members who are direct appointments by the Mayor and City Commissioners and who would report to and receive direction and input from the City Commission, with terms of membership to begin on July 31, 2013 and expiring on May 31, 2015 (subject to earlier or later sunset by the City Commission).

The Administration recommends adopting the recommendation of the Neighborhood/Community Affairs Committee.

Advisory Board Recommendation:

The item was discussed at the February 19, April 29 and May 20 Neighborhood and Community Affairs Committee meetings.

Financial Information:

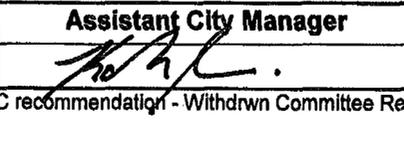
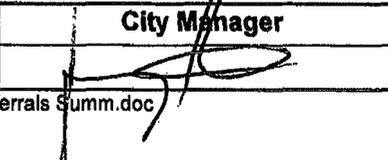
Source of Funds:	Amount	Account
1	N/A	
OBPI	Total	

Financial Impact Summary:

City Clerk's Office Legislative Tracking:

Max Sklar, Tourism, Culture and Economic Development Director

Sign-Offs:

Department Director	Assistant City Manager	City Manager
		

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MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMISSION MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: July 17, 2013

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA CREATING A CENTENNIAL CELEBRATION AD-HOC COMMITTEE TO PROVIDE IDEAS AND RECOMMENDATIONS PERTAINING TO ALL MATTERS WITH RESPECT TO EVENTS AND ACTIVITIES RELATED TO THE CITY OF MIAMI BEACH CENTENNIAL ON MARCH 26, 2015, AND PRESCRIBING THE DUTIES, MANNER OF APPOINTMENT, AND TERM OF OFFICE OF COMMITTEE MEMBERS.**

RECOMMENDATION

Adopt the Resolution.

FUNDING

N/A

BACKGROUND

The City's centennial will occur on March 26, 2015. Planning for a Centennial celebration requires a lot of time and resources. In order to kick-start the planning process the City Administration referred a discussion to the Neighborhood/Community Affairs Committee at the December 12, 2012 City Commission meeting.

The Neighborhood/Community Affairs Committee discussed this item at their January 28, 2013 meeting. The Committee agreed that planning for the City's Centennial should begin immediately and further stated that it should be a yearlong celebration. Upon further discussion, the Committee passed a motion recommending that the Miami Beach Visitor & Convention Authority (MBVCA) take this on as a project. The MBVCA would need to develop a comprehensive vision for the celebration and oversee the planning, fundraising, logistics and coordination of the Centennial celebration. They would also need to do the following as part of this project:

- Celebrate the City through a comprehensive use of its venues and amenities.
- Manage a broad range of activities whose content and pricing reflect the demographic, economic and cultural diversity of the City, including events that are free to the public.
- Work collaboratively with all parties interested in these goals, and especially with the City's cultural, historic and civic organizations.
- Creating an event to attract local, national, and international visitors.

- Coordinate with the City Administration and provide periodic updates to the Administration and City Commission.

The MBVCA advised the Administration that they are happy to help provide funding for the event(s) and are also happy to participate in the process and serve on an advisory committee in support of the Centennial. However, the MBVCA is not able to manage or administer the coordination of the Centennial celebration.

The NCAC met on April 29, 2013 and directed the Administration to develop a recommendation for Centennial Celebration. Attached is a draft for your review and consideration.

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CONCLUSION

The Administration also recommends creating a Centennial Celebration Ad-Hoc Committee with members appointed by the City Commission.

JLM/KGB/MAS

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Centennial Celebration Ad-Hoc Committee

Purpose: To advise the City Commission on any and all matters with respect to the events and activities related to the City of Miami Beach Centennial in 2015.

To provide ideas and recommendations for the implementation of those ideas to the Commission for events and activities that celebrates the 100th anniversary of the founding of the City of Miami Beach.

To solicit sponsorships and donations and conduct fund-raising to provide financial assistance for the centennial events and activities;

To hear citizens, neighborhood, or community input on Centennial activities and recommend appropriate action to the City Commission.

The Committee will sunset December 31, 2015.

Membership: The Centennial Celebration Committee shall consist of fourteen (14) members appointed by the City Commission, who shall serve without compensation at the pleasure of the City Commission. In making the appointments, the City Commission shall consider the following guidelines:

1. That members live or work within the City of Miami Beach.
2. That persons with various qualifications be represented on the Centennial Celebration Ad Hoc Committee, including community, historical and commercial interests.
3. Each Commissioner and the Mayor shall nominate two (2) members each.
4. Each member will serve through December 31, 2015.
5. The City Manager or his or her designee shall serve as ex-officio member of the Centennial Celebration Committee.

Centennial Vision Statement

A celebration of Miami Beach's heritage that promotes awareness of our history and creates lasting legacies as we move into the future.

The City to host a year-long celebration of public events and educational initiatives to celebrate Miami Beach's past, present and future.

Historic Initiatives

Work with a professional historian to implement programs that raise awareness of the City's history to appeal to diverse age groups and sectors of the community to ensure that the Centennial reached a vast and broad audience.

1. Centennial Exhibits

In an effort to highlight snapshots of the City's past, exhibits featuring Miami Beach's history can be circulated throughout our community. Portable exhibits comprised of text and photos displayed at various events and public facilities, including local parks and libraries.

2. Park Plaques

While residents and visitors regularly utilize City parks, very few know the origin of the park name. The Park Plaque project can involve producing and installing bronze plaques that featured brief biographies of the individuals for whom the parks are named. Permanent plaques can be made for the following City of Miami Beach parks:

3. Speakers Bureau Program

To raise awareness of local history, presentations can be developed on the following topics, "Miami Beach: A Brief History" and "Miami Beach: 100 Years Ago." Throughout the year, a group of trained volunteers can give free historic presentations to local community groups and organizations and Homeowner Associations. To accommodate a multitude of locations and audiences, a "low-tech" version of the presentation can also be delivered strictly with enlarged, mounted photos.

4. State Heritage Markers

Miami Beach is home to numerous historically significant sites and events. The City can apply to the Florida Department of State, Division of Historical Resources, for heritage markers to commemorate specific locations and milestones.

5. Traveling Trunks

Reaching out to future generations is of great importance throughout the Centennial. With a special focus on captivating school children, the Centennial historian can develop a collection of replica artifacts to be placed in a portable "trunk" and made available to local schools to provide students with an opportunity to receive a hands-on educational experience while learning about local history.

Public Events

1. City Events

Creating a series of exciting public events with a variety of themes, formats and locations to celebrate and maintain momentum throughout the entire year. The year-long series of events could begin with a public Centennial Celebration kick-off and concluded with an event on March 26, 2015 or on December 31, 2015 depending on direction from the City Commission and the Ad Hoc Committee.

2. Sanctioned Events

To maximize community engagement, local groups and organizations can be encouraged to register their events with the City to become a "Centennial Sanctioned Event." Sanctioned events can be provided the Centennial Celebration Logo and other material to incorporate the centennial theme, and in turn promoted on the City website and given permission to include the City Centennial logo on their promotional event materials.

Community Enhancement Projects

In addition to the numerous historic initiatives and public events, a variety of community projects could be conceived to enhance neighborhoods and leave lasting legacies for future generations. Projects could include a public art project, original commemorative poster and t-shirt that capture the past century of Miami Beach's history and/or creation of unique, permanent art installation at each school in the City.

1. Visual Memoirs Project

To generate excitement for the Centennial Celebration, the City can partner with the Miami Beach Visitor and Convention Authority and Miami Design Preservation League to utilize the Miami Beach Visual Memoirs Project and circulate it around Miami Beach. MDPL in partnership with Close-Up Productions recorded the memoirs of the City of Miami Beach through the stories of people who have been a part of the City's history.

These interviews have been combined and edited to create a museum installation. The full-length interviews are part of an audio-visual archive that will continue to expand as more interviews are conducted. Also during the project's, an educational video aimed at middle school students will be created from the interviews collected. MDPL and Close-Up Productions will develop a lesson plan and teacher guide that is complimentary to existing curriculum requirements for the middle school years.

The videos can also be posted on the City Centennial website and made available to the public on CD. The video can be shown on Channel 77, on the City's website and at SoundScape Park regularly throughout the Centennial year-long celebration.

2. Website

The City can create a website to promote the City Centennial. The site can serve as a clearing-house to document the ongoing celebration and included extensive information on Centennial initiatives and upcoming events through a variety of videos, photos, historic documents, copies of promotional materials, sponsorship information and press releases.

3. Centennial Logo Sign

Similar to what the City of Fort Lauderdale did, Miami Beach could create an iconic large scale replica of the City's Centennial logo to be erected at an agreed upon location. The sign can be illuminated in an official ceremony and remain as a focal point throughout year. The display would likely become a tremendous resident and tourist attraction that brands the City's 100th Birthday.

Sponsors

The vision for the Centennial is to create an inclusive, citywide celebration that is funded through donations and partnerships. The Committee, with the assistance of a professional fundraiser and the City's in-house Development Coordinator, can work to secured external funding and sponsorships with entities.

Funding

Preliminary estimates suggest that they City will need to budget and fund approximately \$200,000 over two (2) years for design, collateral material, fundraising, events coordination and other expenses. However, additional funding will need to be secured from private sponsors.