



# MIAMIBEACH

OFFICE OF THE CITY MANAGER  
NO. LTC # *070-2014*

LETTER TO COMMISSION

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To: Mayor Philip Levine and Members of the City Commission

From: Jimmy L. Morales, City Manager

Date: March 4, 2014

Subject: **CENTENNIAL CELEBRATION**

Commissioner Steinberg has placed a discussion item regarding the City's Centennial on the March 5, 2014 City Commission agenda. This Letter to Commission (LTC) serves to provide you with an update prior to the discussion.

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 (NCAC) at the December 12, 2012 City Commission meeting. 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 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). To date, several vacancies remain for the Ad-Hoc Committee in order to have a quorum and begin meeting.

The Administration continues planning efforts for the Centennial and a summary of the efforts is attached for your reference. Additionally, the Administration recently met with Florida International University (F.I.U.) who has volunteered to assist and participate in our planning efforts. The Miami Beach Visitor and Convention Authority (MBVCA) has 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.

The Administration 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. The voting is scheduled to start around the City's 99<sup>th</sup> birthday celebration, which will start the media campaign around the celebration and build community support for the event.

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

## **Centennial Celebration Ad-Hoc Committee – Thursday, March 26, 2015**

**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 100<sup>th</sup> 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:** 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). 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 one (1) members each.
4. Each member will serve through May 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. The celebrations will begin September 2014 and run through August 2015, with a major public event on the Centennial, March 26, 2015.

## 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. **Launch January 2015. Final content due 9/15/14. Design/layout approved 10/15/14. Submit for manufacture after bidding 11/15/14. Schedule locations 12/14.**

**ASSIGNED:** Planning Department to coordinate and reach out to History Miami for assistance.

### 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. **Copy due 6/1/14. Complete manufacture by 8/15/14. Install 9/14.**

**ASSIGNED:** Planning Department to coordinate

### 3. Speakers Bureau Program

To raise awareness of local history, presentations can be developed on the following topics, "Miami Beach: A Brief History," "Miami Beach: 100 Years Ago," and "Miami Beach: The Next 100 Years." 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. **Partner with MDPL, Wolfsonian and other institutions to book speakers and schedule appearances by 9/15/14 for 10/14 launch. "Low-tech version" same as item #1. What about providing tour bus companies with script and marketing for Miami Beach History Tour?**

**ASSIGNED:** Communications and Planning Department to coordinate.

### 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. **Same as item #2.**

**ASSIGNED:** Planning Department to coordinate

### 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. **Content approved 6/1/14. Design approved 7/1/14. Manufacture completed 9/15/14 for delivery to schools 10/1/14.**

**ASSIGNED:** Planning Department, Leslie Rosenfeld and Maria Ruiz to coordinate

#### **6. In-School Arts Education**

The City is already contracted with Arts 4 Learning (A4L) to provide in-school curriculum based arts education programs and after-school art classes. The City will work with A4L to tie the programming to the City's Centennial in order to raise awareness of our local history. **Gary meeting with Sheila Womble in late February to discuss.**

**ASSIGNED:** Gary Farmer to coordinate

#### **7. Virtual Miami Beach Museum**

Although MDPL is developing an Art Deco Museum, the City does not currently have a museum dedicated to preserving the City's history. A component of the City's Centennial could be the creation and launch of a website that celebrates and honors the City's rich history using archives already of the City and other institutions.

### **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 will begin October 2014 with a public Centennial Celebration kick-off and concluded in August 2015. A major public celebration will occur on Thursday, March 26, 2015. The City also schedule a Centennial Eve Celebration in connection with the monthly food truck event in North Beach. **Kick-off in October with an Arts in the Parks concert or SoundScape movie event. Kick-off could also include a Gala Fundraiser in October. Proposed program due 6/1/14.**

**ASSIGNED:** Max Sklar and John Rebar to coordinate

#### **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. **LOGO final due 3/31/14. Event producers and art organizations have been notified. Centennial logo requirement included in all grant contracts issued 10/1/14.**

**ASSIGNED:** Max Sklar to coordinate

#### **3. Birthday Event – March 26, 2015 Proposed budget needed ASAP to proceed with planning. Fillmore reserved. NWS and MCB have been invited to participate. NWS trying to arrange indoor and Wallcast concert. Pop/rock concert in Fillmore paid by Community Benefit Fund. Outdoor performance/installation (Australia's Strange Fruit,**

Luminarium, etc) and giant birthday cake. This night should be a big party for residents with birthday presents for all. Fireworks to end the night.

**ASSIGNED:** Max Sklar to coordinate

**4. Coca-Cola Centennial Bottle: TBD**

**ASSIGNED:** Tonya Daniels to coordinate

**5. Hotel Association Participation: TBD**

**ASSIGNED:** Tonya Daniels to coordinate

## **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. **All due and submitted by 8/15/14.**

**ASSIGNED:** Max Sklar and Nannette Rodriguez to coordinate

**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.

Website to include interactive map, social media campaign and "This Day in Miami Beach History" components. Working draft due 6/1/14. Modifications completed 7/15/14. Additional uploads completed 9/1/14. Launch 10/1/14.

**ASSIGNED:** Information Technology to coordinate

### 3. Marketing

An extensive marketing and advertising program will be developed to promote the yearlong celebration to the local community. The City will work with the Greater Miami Convention and Visitors Bureau (GMCVB) and Miami Beach Visitor and Convention Authority (MBVC) to promote the Centennial nationally to raise awareness and attract visitors to participate in the events. Final concept and proposed campaign due 5/1/14. Collateral materials approved by 7/1/14 for immediate placements and production.

**ASSIGNED:**

### 4. 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 100<sup>th</sup> Birthday.

Replicas of the Centennial Logo could also be installed at all entrances to City and at the Lummus Park Clock. To be addressed after logo approved. Logo replica and sign concepts due 5/1/14. Final designs approved by 7/1/14. Manufacture complete by 9/1/14 for installation by 10/1/14.

**ASSIGNED:** Nannette Rodriguez to coordinate

### 5. Historical Images

Super graphics of historical photos from each century could be produced and displayed on buildings throughout the City.

## 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.

**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 17<sup>th</sup> day of July, 2013.

**ATTEST:**

  
\_\_\_\_\_  
RAFAEL GRANADO  
CITY CLERK



  
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MATTI HERRERA BOWER  
MAYOR

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APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION  
  
\_\_\_\_\_  
CITY ATTORNEY  DATE 7/12/13