# MIAMIBEACH

**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: Kathie G. Brooks, Interim City Manager

DATE: December 12, 2012

SUBJECT: **REFERRAL TO THE NEIGHBORHOOD/COMMUNITY AFFAIRS COMMITTEE A DISCUSSION REGARDING THE CITY OF MIAMI BEACH CENTENNIAL, WHICH WILL OCCUR ON MARCH 26, 2015.**

**ADMINISTRATION RECOMMENDATION**

Refer the item to the Neighborhood/Community Affairs Committee for discussion.

**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 believes a discussion is needed to develop a comprehensive vision of the celebration and agree to the tools needed for its implementation. The following topics should be considered as part of the discussion:

- Establishing a Host Committee representing a cross-section of the community and who would oversee the planning, fundraising, logistics and coordination of the Centennial celebration.
- 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.

**CONCLUSION**

The Administration recommends that the Mayor and City Commission refer the matter to the Neighborhood/Community Affairs Committee for discussion and further direction.

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**Agenda Item** C4A
**Date** 12-12-12

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