

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 Oty Commission

FROM:

Jimmy L. Morales, City Manager

DATE:

April 17, 2013

SUBJECT: REFERRAL TO THE NEIGHBORHOOD AND COMMUNITY AFFAIRS COMMITTEE TO DISCUSS THE CONTINUATION OF THE ADOPT-A-

**BEACH PILOT PROGRAM.** 

## BACKGROUND

On September 9, 2009, the City Commission adopted a resolution approving and authorizing the establishment of the Adopt-a-Beach Pilot Program for a period not to exceed one (1) year.

On December 9, 2009, the City signed a lease agreement with the Environmental Coalition of Miami and the Beaches (ECOMB) for the building located at 210 Second Street. Pursuant to the terms of the lease agreement, ECOMB agreed to coordinate the City's Adopt-a-Beach Pilot Program. ECOMB agreed to support this new initiative, relieving City staff of the time associated with implementing, coordinating and monitoring this program.

Participants of the Adopt-a-Beach Program pay \$200 to receive their logo on a sign at their adopted beach. Participants are required to commit to cleaning that beach a minimum of 4 times per year. The program was launched in 2010, since then 37 organizations have participated in the program. Of this number, only 18 conducted clean-ups and of those only 4 organizations conducted the minimum of 4 clean-ups required by the Program.

The Administration recommends referral to the City's Neighborhood and Community Affairs Committee for discussion.

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Agenda Item

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