

# BAL HARBOUR

- V I L L A G E -

Mayor Jeffrey P. Freimark  
Vice Mayor Seth E. Salver  
Councilman David J. Albaum  
Councilman Buzzy Sklar  
Councilman David Wolf

Village Manager Jorge M. Gonzalez  
Village Clerk Dwight S. Danie  
Village Attorneys Weiss Serota  
Helfman Cole & Bierman, P.L.

## Bal Harbour Village Council

Regular Meeting Agenda  
December 18, 2023  
At 6:30 PM

Bal Harbour Village Hall • 655 - 96th Street • Bal Harbour • Florida 33154

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*This meeting will be conducted in-person. The meeting will also broadcast on the Village's website ([www.balharbourfl.gov](http://www.balharbourfl.gov)). Members of the public are also encouraged to participate by email ([meetings@balharbourfl.gov](mailto:meetings@balharbourfl.gov)) or by telephone at 305-865-6449.*

*BHV Who We Are, Vision, Mission, Values / The Bal Harbour Experience  
[The Bal Harbour Experience.pdf](#)*

### CALL TO ORDER/ PLEDGE OF ALLEGIANCE

### REQUESTS FOR ADDITIONS, WITHDRAWALS AND DEFERRALS

### PRESENTATIONS AND AWARDS

**PA1** Tourism Annual Presentation - FYE2023 [Click Here for Presentation](#)

### CONSENT AGENDA

### C6 - COUNCIL MINUTES

November 21, 2023 Regular Council Meeting Minutes  
[VillageCouncil-RegularCouncilMeetingMinutes\\_Nov21\\_2023\\_ADA.pdf](#)

### C7 - RESOLUTIONS

#### **C7A** Council Meeting Dates 2024

A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA; SETTING COUNCIL MEETING DATES FOR THE 2024 CALENDAR YEAR; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE.

[Item Summary - Council Meeting Dates 2024 ADA.pdf](#)

[Memorandum - Council Meeting Dates 2024 ADA.pdf](#)

[Resolution - Council Meeting Dates 2024 ADA.pdf](#)

[Attachment - 2024 Calendar of Meeting Dates ADA.pdf](#)

## R5 - ORDINANCES

- R5A** 1% Homeless & Domestic Violence Tax (Second Reading)  
AN ORDINANCE OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA, ADOPTING THE HOMELESS AND DOMESTIC VIOLENCE TAX, PURSUANT TO SECTION 212.0306(2)(d), FLORIDA STATUTES; PROVIDING FOR CONFLICTS; AND PROVIDING FOR AN EFFECTIVE DATE.  
[Item Summary - 1% Homeless & Domestic Violence Tax \(Second Reading\) ADA.pdf](#)  
[Memorandum - 1% Homeless & Domestic Violence Tax \(Second Reading\) ADA.pdf](#)  
[Ordinance - 1% Homeless & Domestic Violence Tax \(Second Reading\) ADA.pdf](#)  
[Attachment - 2023 Florida Statutes Local Food and Beverage Tax ADA.pdf](#)

## R7 - RESOLUTIONS

- R7A** Special Election - 1% Homeless & Domestic Violence Tax  
A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA: PROVIDING FOR THE SUBMISSION TO THE VILLAGE ELECTORS, IN ACCORDANCE WITH SECTION 212.0306(2)(d), FLORIDA STATUTES, OF THE AUTHORIZATION FOR MIAMI-DADE COUNTY TO IMPOSE A ONE-PERCENT FOOD AND BEVERAGE TAX ON QUALIFIED ESTABLISHMENTS; PROVIDING REQUISITE BALLOT LANGUAGE FOR SUBMISSION TO THE ELECTORATE; CALLING AN ELECTION ON THE PROPOSED AMENDMENT TO THE VILLAGE CODE TO BE HELD ON TUESDAY, NOVEMBER 5, 2024; PROVIDING NOTICE OF ELECTION; PROVIDING FOR BALLOTING; PROVIDING FOR INCLUSION IN THE CODE; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR AN EFFECTIVE DATE.  
[Item Summary -Special Election - Homeless and Domestic Violence Tax ADA.pdf](#)  
[Memorandum - Special Election - Homeless and Domestic Violence Tax ADA.pdf](#)  
[Resolution - Special Election - Homeless and Domestic Violence Tax ADA.pdf](#)  
[Attachment - Request to conduct Special Election on Nov. 5, 2024 General Election ADA.pdf](#)  
[Attachment - Estimate - Bal Harbour - Piggyback 2024 Election ADA.pdf](#)

- R7B** Performance Bonus 2023  
A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA; AUTHORIZING DISBURSEMENT OF VILLAGE GENERAL EMPLOYEE AND VILLAGE MANAGER PERFORMANCE BONUSES; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR AN EFFECTIVE DATE.  
[Item Summary - Performance Bonus 2023 ADA.pdf](#)  
[Memorandum - Performance Bonus 2023 ADA.pdf](#)  
[Resolution - Performance Bonus 2023 ADA.pdf](#)  
[Attachment - Village Manager Annual Report 2022-2023 ADA.pdf](#)

## R9 - NEW BUSINESS AND COUNCIL DISCUSSION

- R9A** Discussion Item - Boats on the Sandbar - Mayor Jeffrey P. Freimark  
[Boats on the Sandbar - Mayor Jeffrey P. Freimark ADA.pdf](#)

**R9B** Discussion Item - Village Hall Architect and Designer Change & Park Delay Remedies - Councilman Buzzy Sklar  
[Village Hall Architect and Designer Change & Park Delay Remedies - Councilman Buzzy Sklar ADA.pdf](#)

**R9C** Discussion Item - Electric Bikes - Councilman Buzzy Sklar  
[Electric Bikes - Councilman Buzzy Sklar ADA.pdf](#)

**R9D** Discussion Item - Beach Erosion - Councilman Buzzy Sklar  
[Beach Erosion - Councilman Buzzy Sklar ADA.pdf](#)

## **R9E - PUBLIC COMMENT**

## **R10 - VILLAGE MANAGER REPORT**

[Bal Harbour Waterfront Part Grand Opening Events - January 2024](#)

## **R11 - VILLAGE CLERK REPORT**

Lobbyist Report

[R11A1\\_Lobbyist Registration Report as of December12\\_2023\\_ADA.pdf](#)

## **R12 - VILLAGE ATTORNEY REPORT**

**R12A** Monthly Attorney Report

[Monthly Attorney Report November 2023 ADA.pdf](#)

## **END OF REGULAR AGENDA**

## **ADJOURNMENT**

One or more members of any Village Committee/Board may attend this meeting of the Council and may discuss matters which may later come before their respective Boards/Committees.

The New Business and Council Discussion Section includes a section for Public Comment. On public comment matters, any person is entitled to be heard by this Council on any matter; however, no action shall be taken by the Council on a matter of public comment, unless the item is specifically listed on the agenda, or is added to the agenda by Council action.

Any person who acts as a lobbyist, pursuant to Village Code Section 2-301 (Lobbyists), must register with the Village Clerk, prior to engaging in lobbying activities before Village staff, boards, committees, and/or the Village Council. A copy of the Ordinance is available in the Village Clerk's Office at Village Hall.

If a person decides to appeal any decision made by the Village Council with respect to any matter considered at a meeting or hearing, that person will need a record of the proceedings and, for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based (F.S. 286.0105).

All persons who need assistance or special accommodations to participate in virtual meetings please contact the Village Clerk's Office (305-866-4633), not later than two business days prior to such proceeding.

In accordance with the Americans with Disabilities Act of 1990, all persons who are disabled and who need special accommodations to participate in this proceeding because of that disability should contact the Village Clerk's Office (305-866-4633), not later than two business days prior to such proceeding.

All Village Council meeting attendees, including Village staff and consultants, are subject to security screening utilizing a metal detector and/or wand, prior to entering the Council Chamber, Conference Room, or other meeting area located within Village Hall. This is for the safety of everyone. Thanks for your cooperation.







# TOURISM AND RESORT TAX

FY 2023 Annual Review

October 1, 2022 - September 30, 2023

Village Council Meeting

December 18, 2023

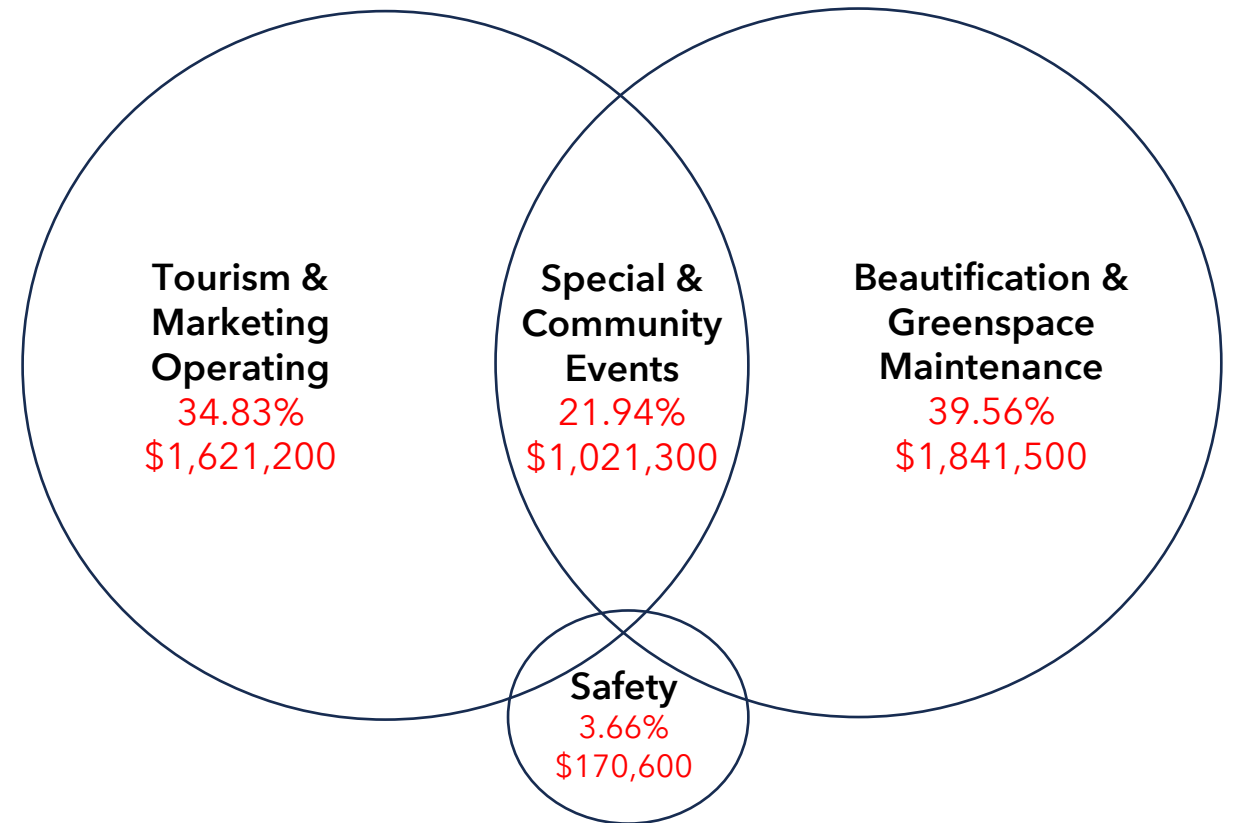
BAL  
HARBOUR  
- VILLAGE -

# RESORT TAX BUDGET FISCAL YEAR 2023

## Bal Harbour Resort Tax Budget FY 2022-2023 (October 1, 2022 - September 30, 2023)

Position Bal Harbour Village as a premier luxury and lifestyle destination worldwide, and contribute to the Bal Harbour Experience thru focusing on:

- ***Strengthening Brand Awareness and Demand***
  - Generate Public Relations / Media worthy activations
  - Establish and annualize programs and events
- ***Generating Business for our Partners***
  - Cultivate, Nurture and Expand key relationships
- ***Preserving Beautification and Safety***
  - Ensure a luxury quality experience for visitors and residents



# MONTHLY RESORT TAX REVENUES

## FISCAL YEAR TOTAL RESULTS

Monthly Resort Tax Revenues FY 2013 - 2023													
REVENUE	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23	\$ Change FY22 to FY23	% Change FY22 to FY23
October	120,587	163,681	(16,877)	225,796	199,879	211,585	227,153	245,321	194,121	337,746	387,400	49,653	15%
November	192,906	201,924	211,574	258,125	248,474	272,087	319,409	330,479	233,174	461,760	465,561	3,802	1%
December	208,273	265,558	257,025	402,892	341,099	463,489	599,164	580,196	432,757	742,433	667,331	(75,101)	-10%
January	389,421	362,730	375,933	339,431	358,485	416,841	473,030	508,538	454,324	640,444	657,196	16,752	3%
February	414,367	436,517	383,081	305,648	382,720	404,879	446,150	512,148	472,196	715,657	689,437	(26,219)	-4%
March	316,796	335,209	371,304	419,267	390,941	497,795	490,696	175,008	671,474	712,179	687,425	(24,753)	-3%
April	395,040	429,504	455,026	318,566	350,838	376,923	387,588	10,651	581,267	623,752	586,107	(37,645)	-6%
May	281,161	332,350	349,446	291,259	245,037	286,612	291,033	28,677	474,867	472,590	466,834	(5,756)	-1%
June	260,365	264,617	303,116	135,125	203,037	217,751	240,939	86,726	410,188	349,474	317,714	(31,760)	-9%
July	190,751	184,635	187,268	322,154	294,593	308,414	359,088	90,509	371,382	351,941	411,805	59,864	17%
August	274,732	267,498	264,003	216,440	221,016	231,341	281,542	106,809	275,196	315,996	321,222	5,225	2%
September	257,854	314,369	479,756	187,633	108,943	164,639	173,252	131,055	247,088	246,404	279,588	33,185	13%
<b>Fiscal Year Totals</b>	<b>3,302,253</b>	<b>3,558,592</b>	<b>3,620,656</b>	<b>3,422,336</b>	<b>3,345,062</b>	<b>3,852,356</b>	<b>4,289,043</b>	<b>2,806,119</b>	<b>4,818,033</b>	<b>5,970,374</b>	<b>5,937,622</b>	<b>(32,753)</b>	<b>-1%</b>

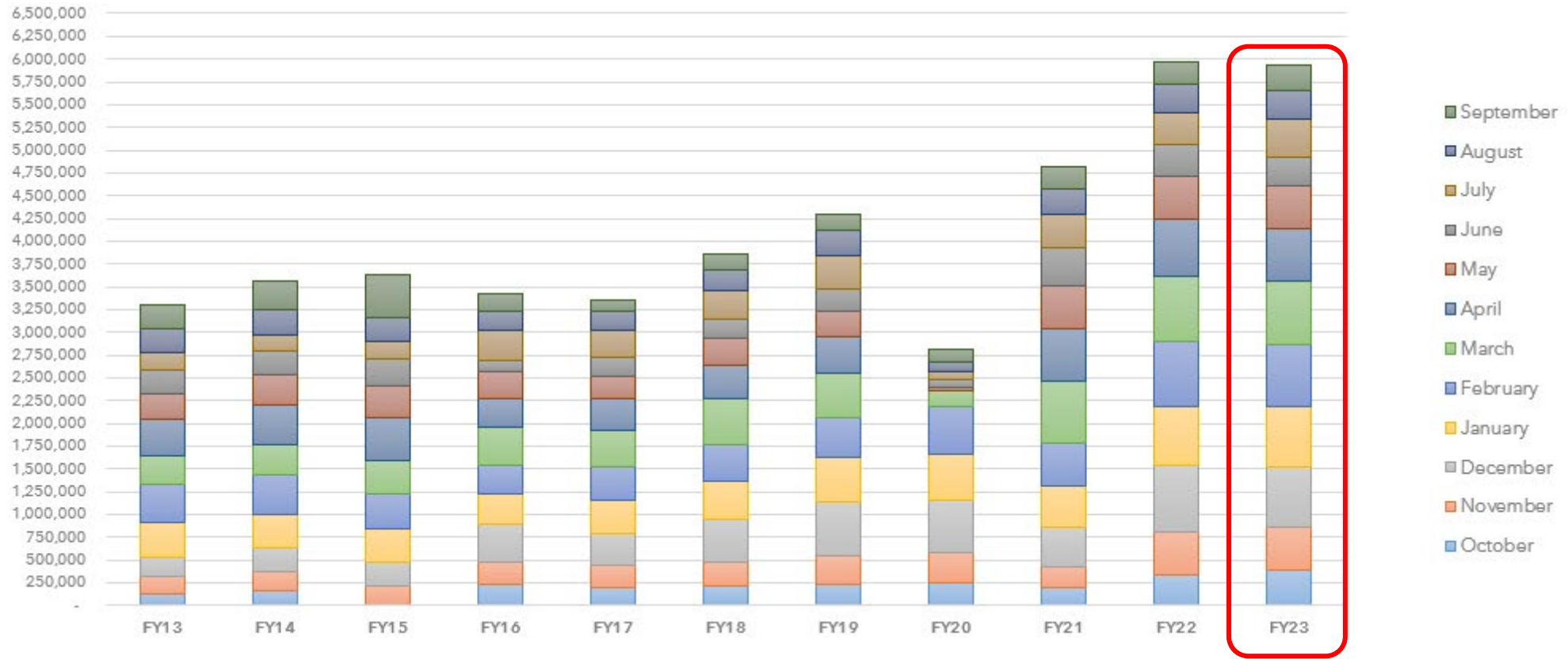
Village Record

Second Highest

Third Highest

# MONTHLY RESORT TAX REVENUES

## FISCAL YEAR TOTAL RESULTS



# EXPERIENCE BAL HARBOUR

Q1 FY 2023



**October 12**  
Rubell Museum  
Tour



**October 21**  
Unscripted Art  
Chat - Nathan  
Jungles



**November 17**  
Full Moon Yoga



**November 20**  
Unscripted Art  
Chat - Moshe  
Safdie

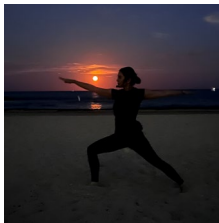


**December 5**  
Holiday  
Lighting



**December 29**  
Movie on the Beach

**October 8**  
Full Moon Yoga



**October 15**  
Movie on the Beach



**October 30**  
Music Series - SFSO



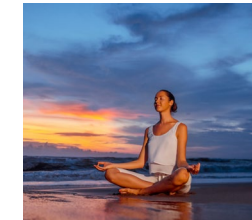
**November 17-20**  
Ice Skating



**Nov/Dec**  
Art Basel  
Activations



**December 7**  
Full Moon Yoga



**December 31**  
NYE  
Fireworks





# EXPERIENCE BAL HARBOUR

## Q2 FY 2023



**January 6**  
Full Moon Yoga



**January 29**  
Wendy Pedersen  
Jazz Quartet



**February 4**  
Full Moon Yoga



**February 19**  
Flamenco Concert

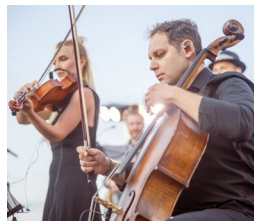


**March 1**  
Movie Night -  
MFF



**March 8**  
Full Moon Yoga

**January 1**  
New Year's  
Day Concert



**January 14**  
Movie Night -  
MJFF



**February 1**  
Unscripted Art  
Tour – Jewish  
Museum of Florida



**February 5**  
Movie Night



**Feb 19 - May 14**  
Farmers' Market



**March 5**  
Unscripted Art  
Tour - MOCA



**March 26**  
Music Series



# EXPERIENCE BAL HARBOUR

Q3 FY 2023



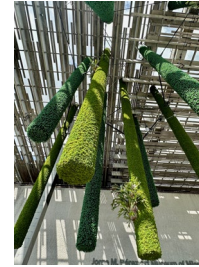
**April 6**  
Full Moon Yoga



**April 23**  
Spring Festival



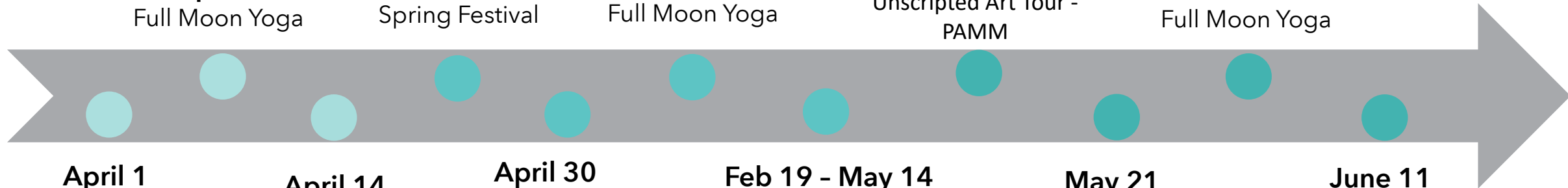
**May 5**  
Full Moon Yoga



**May 19**  
Unscripted Art Tour -  
PAMM



**June 3**  
Full Moon Yoga



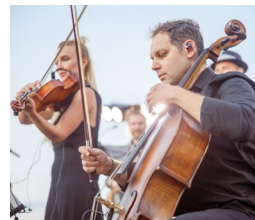
**April 1**  
Movie Night



**April 14**  
Unscripted Art  
Tour -  
HistoryMiami



**April 30**  
Music Series -  
SFSO



**Feb 19 - May 14**  
Farmers' Market



**May 21**  
Music Series



**June 11**  
Unscripted Art  
Tour - MODS





# EXPERIENCE BAL HARBOUR

Q4 FY 2023



**July 2**  
Full Moon Yoga



**July 4**  
Independence  
Day Celebration



**August 1**  
Full Moon Yoga



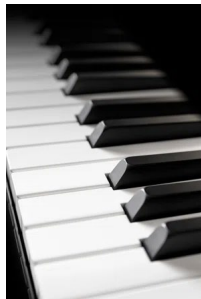
**August 30**  
Full Moon Yoga



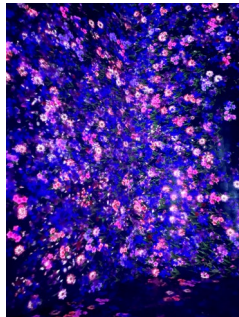
**September 10**  
Music Series -  
Salsa



**July 2**  
Music Series -  
Dueling  
Pianos



**July 3**  
Unscripted Art  
Tour -  
SuperBlue



**July 23**  
Music Series -  
SFSO



**August 23**  
Unscripted Art Tour  
- NSU Museum



12

**September 14**  
Unscripted Art Tour  
- Rubell Museum



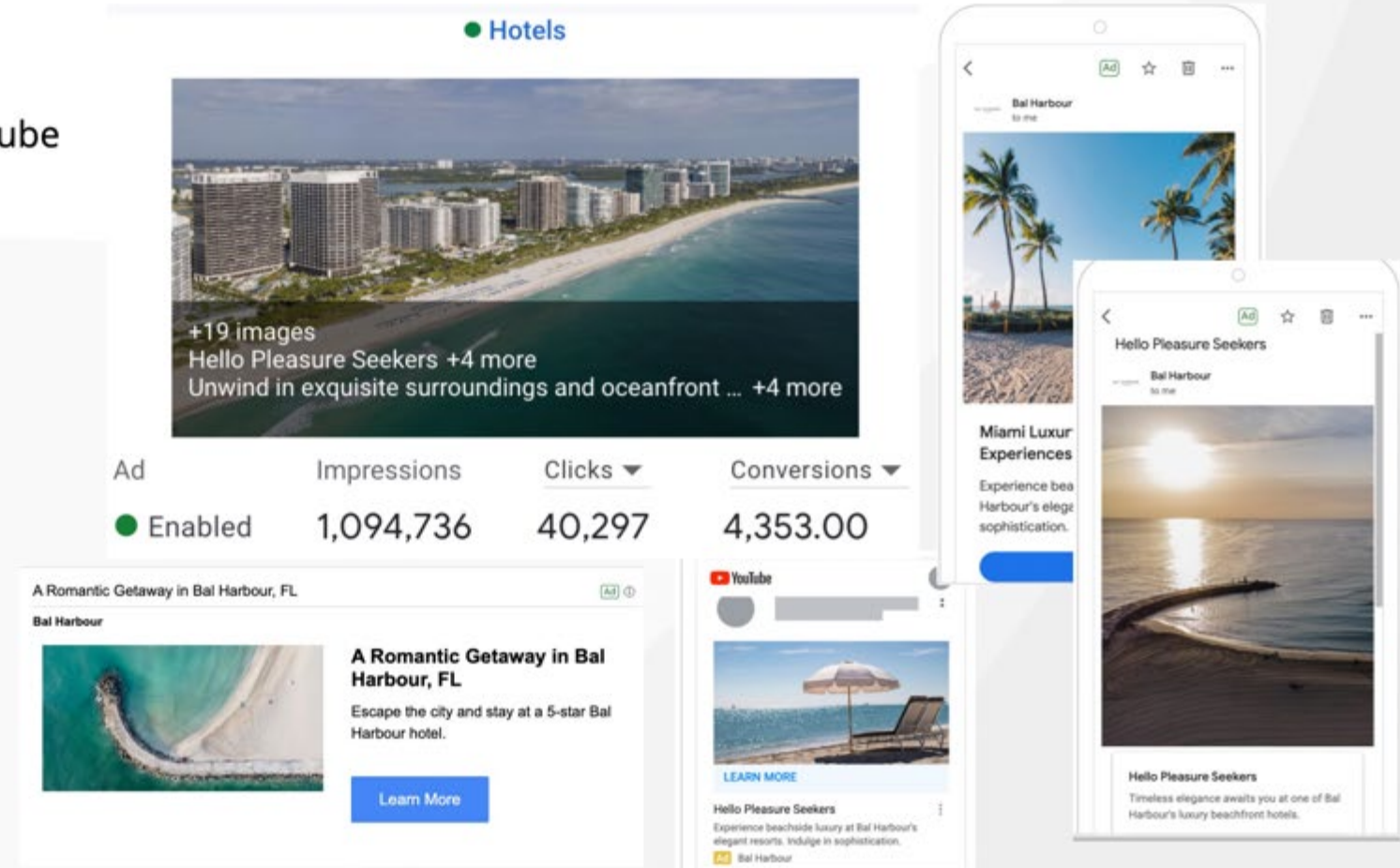


# DIGITAL ANALYTICS ADVERTISING EXAMPLES

## Discovery campaigns overview

### Discovery campaign performance summary:

- Expanded reach on Google, YouTube Home, and Discover Feed
  - Impressions: 1,094,736
  - Clicks: 40,297
  - Conversions: 4,353



# DIGITAL ANALYTICS

## WEBSITE FY 2023 VS FY 2022

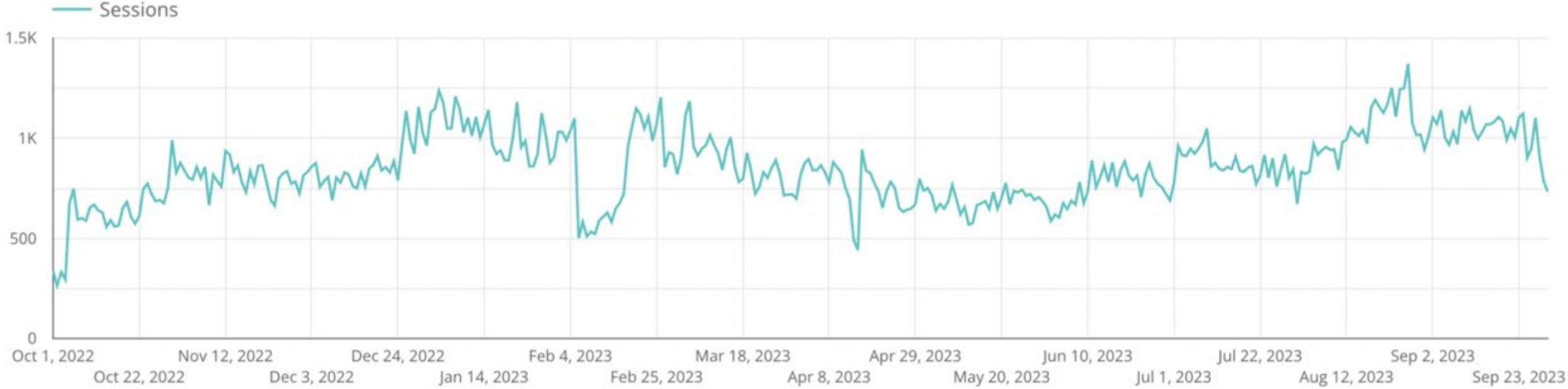
Users  
**263,589**  
↑ 0.6%

Sessions  
**309,664**  
↓ -1.9%

Pageviews  
**467,177**  
↓ -13.7%

Goal Completions  
**45,555**  
↑ 11.6%

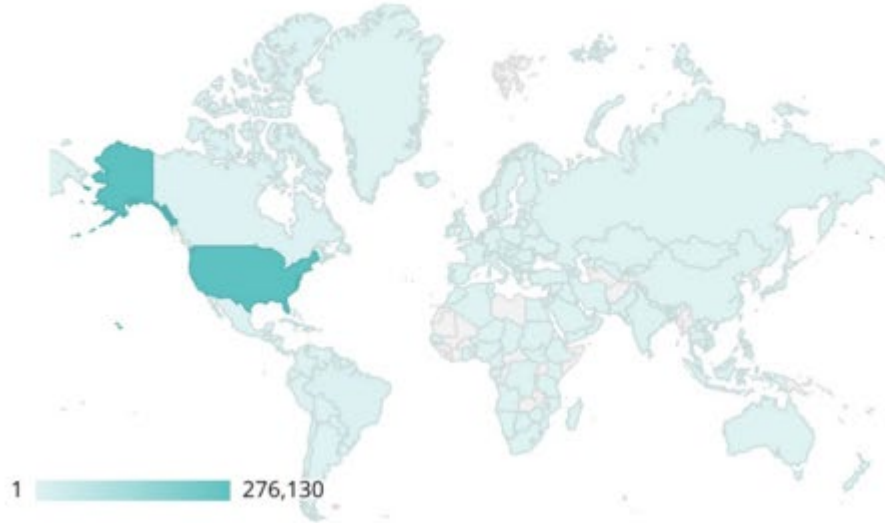
Activity over time



# DIGITAL ANALYTICS GEOGRAPHY

## WEBSITE FY 2023 VS FY 2022

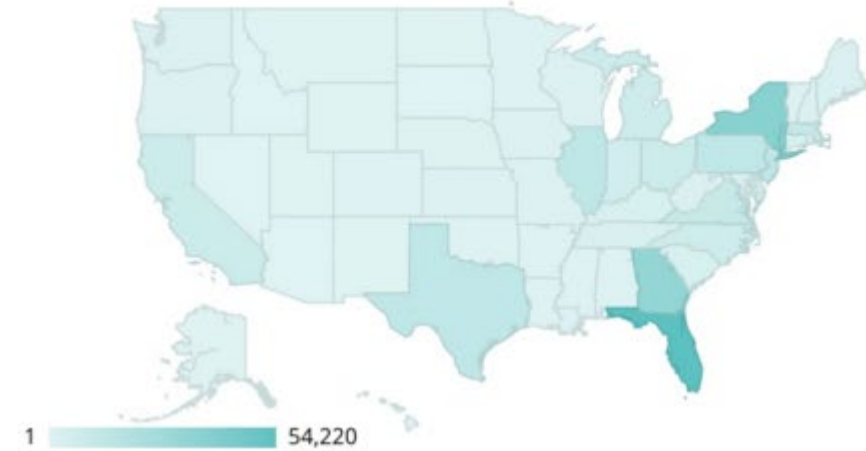
Global reach



	Country	Sessions ▾	% Δ
1.	United States	276,130	-3.2% ↓
2.	Brazil	7,371	83.3% ↑
3.	Canada	5,099	14.3% ↑
4.	(not set)	2,544	1,030.7% ↑
5.	Argentina	2,096	9.8% ↑
6.	United Kingdom	2,032	6.5% ↑
7.	Mexico	1,801	-1.0% ↓
	<b>Grand total</b>	<b>309,664</b>	<b>-1.9% ↓</b>

1 - 100 / 178 < >

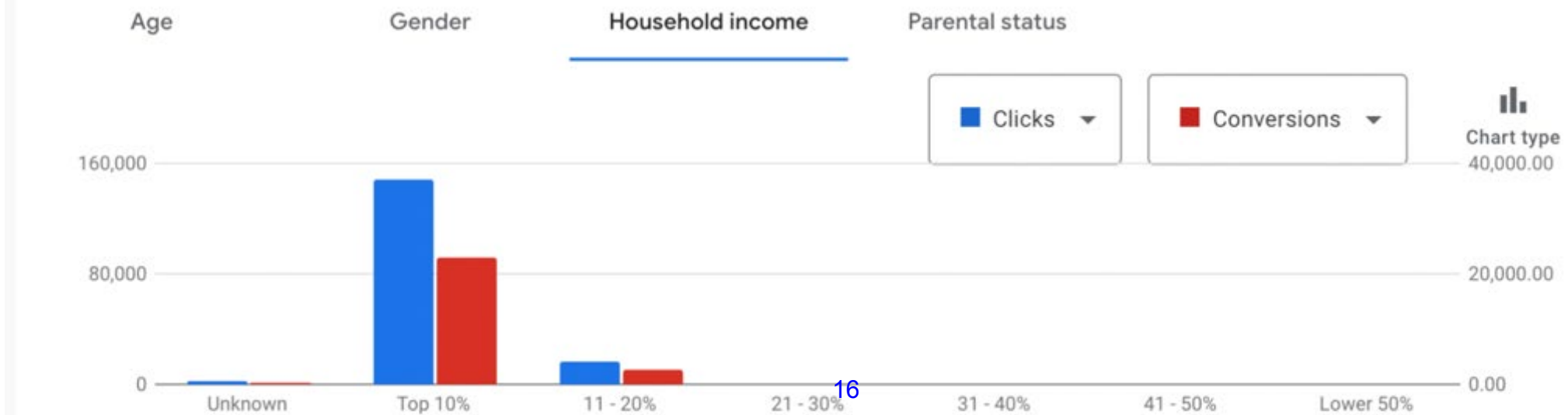
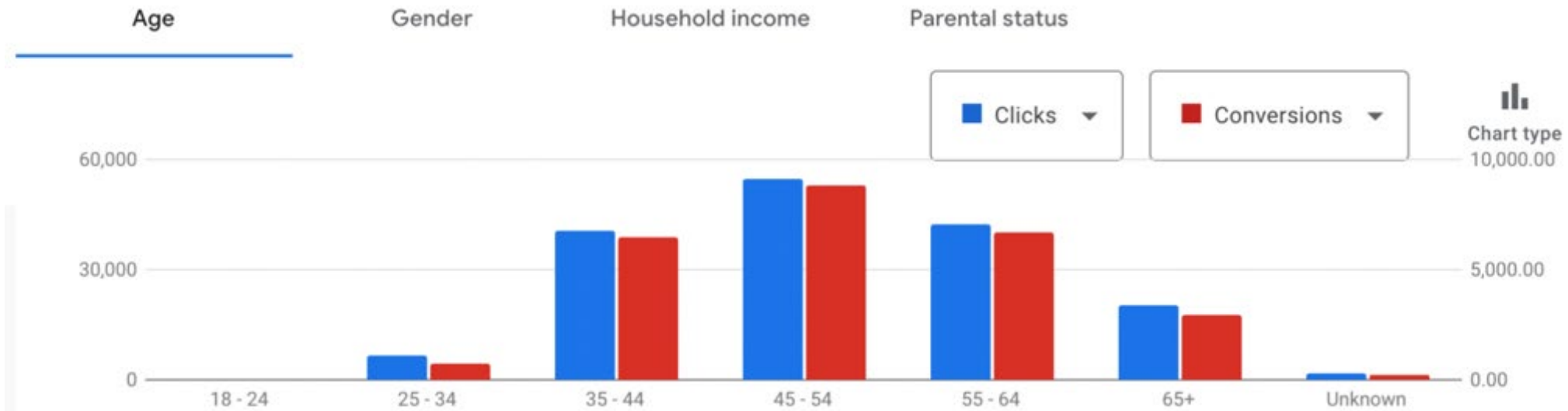
United states



	Region	Sessions ▾	% Δ
1.	Florida	54,220	-29.7% ↓
2.	New York	36,029	-31.1% ↓
3.	Georgia	32,107	43.9% ↑
4.	Illinois	13,728	-29.5% ↓
5.	Pennsylvania	12,594	1.4% ↑
6.	Texas	12,544	-26.4% ↓
7.	New Jersey	12,198	-36.4% ↓
	<b>Grand total</b>	<b>276,130</b>	<b>-3.2% ↓</b>

1 - 53 / 53 < >

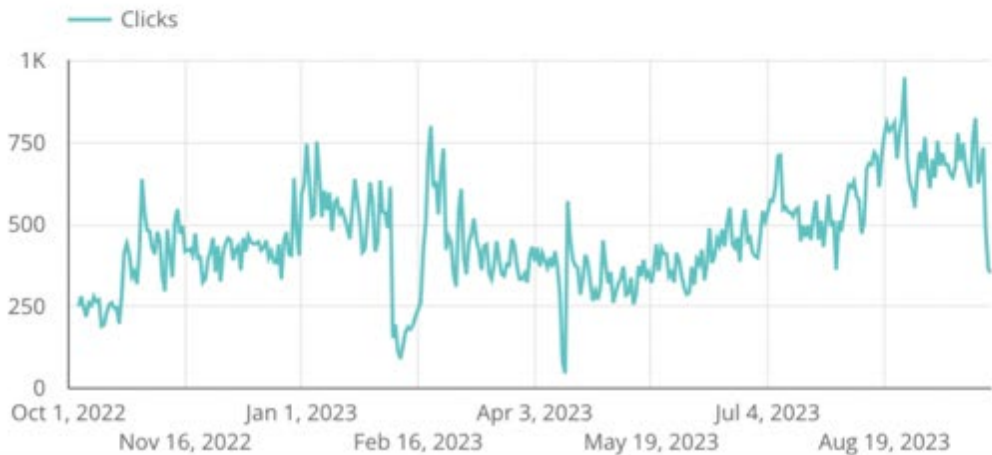
# STEPMILES-DIGITAL ANALYTICS ADVERTISING



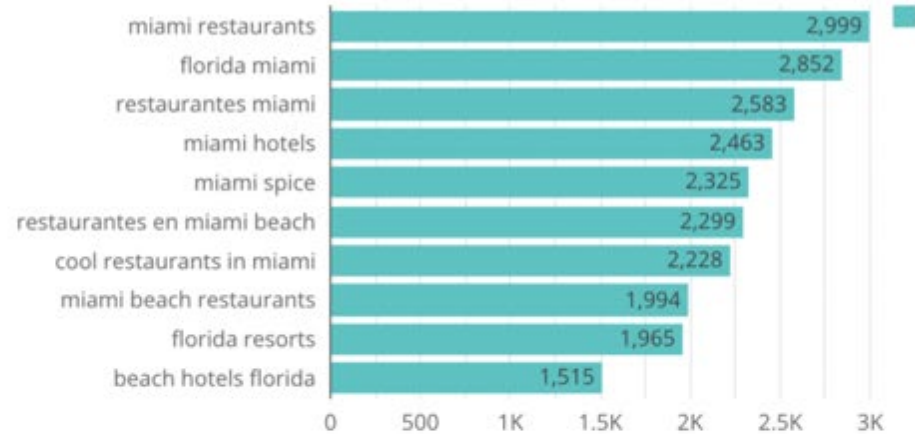
# DIGITAL ANALYTICS

## DIGITAL ADVERTISING FY 2023 VS FY 2022

### Paid search activity



### Clicks keywords and locations



	Metro area	Clicks
1.	New York, NY	38,911
2.	Miami-Ft. Lauderdale FL	35,652
3.	Philadelphia PA	14,780
4.	Atlanta GA	14,622
5.	Boston MA-Manchester NH	12,877
6.	Chicago IL	12,758
7.	Dallas-Ft. Worth TX	7,154
8.	Houston TX	5,016

# DIGITAL ANALYTICS

## DIGITAL ADVERTISING FY 2023 VS FY 2022

### Campaigns activity

Sessions

166,720

↑ 5.8%

Goal Completions

23,458

↑ 3.6%

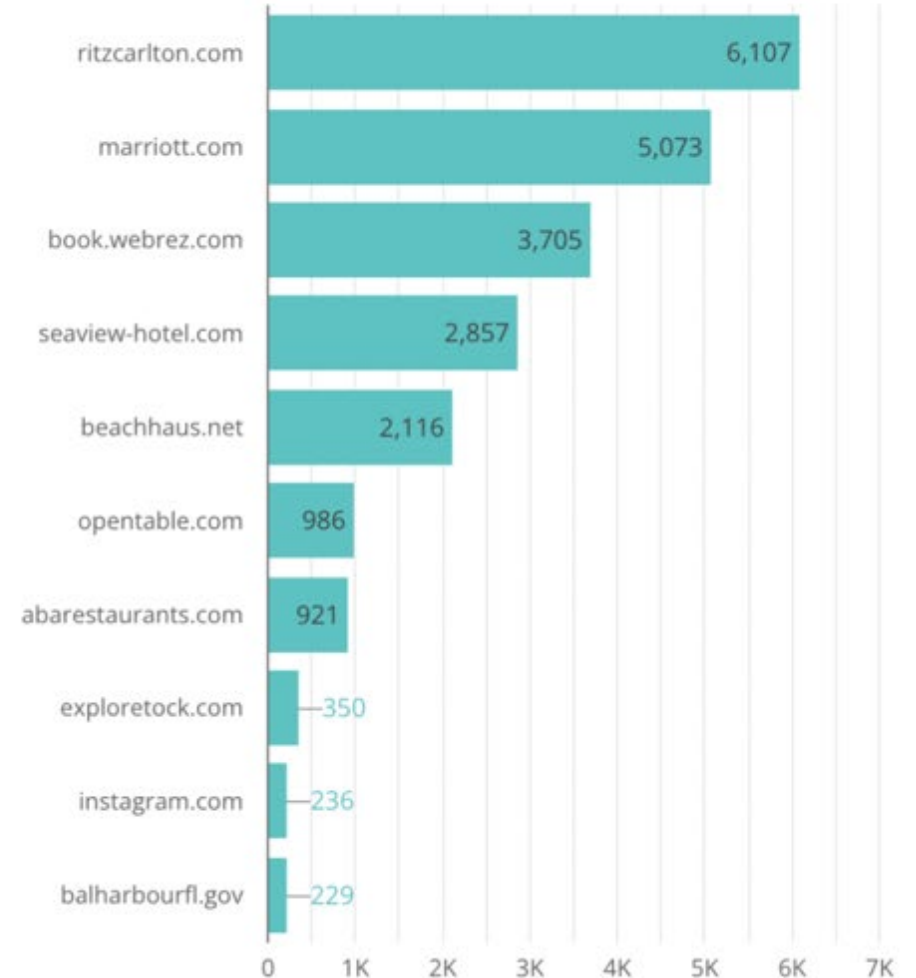
Pageviews

233,217

↓ -11.5%

	Campaign	Sessions	Goal Completions	Conversion rate
1.	Search - Hotels	56,497	11,132	19.7%
2.	Search - Restaurants	31,039	3,527	11.36%
3.	Discovery - Hotels	20,627	2,226	10.79%
4.	(not set)	18,181	1,940	10.67%
5.	Search - Vacations	12,739	2,040	16.01%
6.	Search - Romance	11,585	1,796	15.5%
7.	Search - Miami Spice NEW	5,711	489	8.56%
8.	Search - BR	4,892	467	9.55%
9.	Search - Beaches	3,832	520	13.57%
10.	Search - MX	771	37	4.8%
11.	Search - AR	619	71	11.47%
12.	Search - UK	227	29	12.78%
	<b>Grand total</b>	<b>166,720</b>	<b>24,274</b>	<b>14.56%</b>

### Outbound clicks and phone calls





# DIGITAL ANALYTICS SOCIAL MEDIA FY 2023

## Instagram data

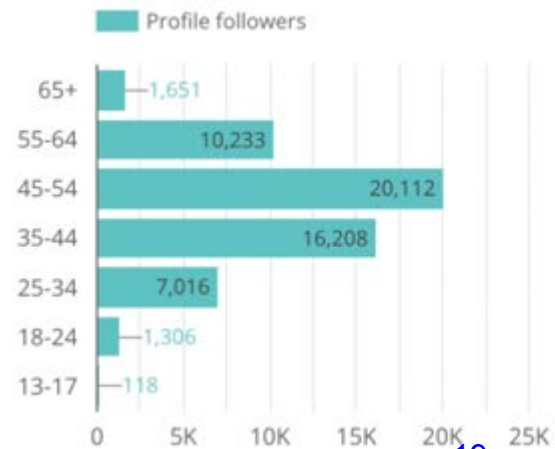
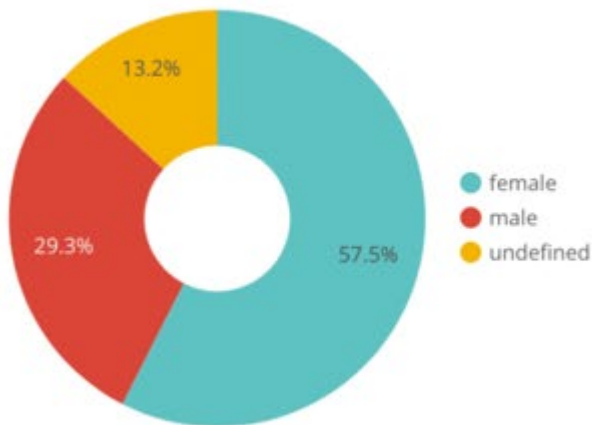
Profile followers  
56,161

Profile impressions  
28,000,290

Engagements  
15,748,795  
↑ 1,181.3%

Likes  
175,706  
↑ 115.6%

## Gender and age



## Followers location



	Country	Profile followers
1.	US	16,018
2.	BR	14,217
3.	AR	13,885
4.	CO	4,192
5.	CL	1,902
6.	MX	1,267
7.	CA	265
8.	ES	241

# DIGITAL ANALYTICS SOCIAL MEDIA FY 2023

Engagements

15,748,795

↑ 1,181.3%

Ad cost




\$69,787.59

↑ 222.0%

CPE

\$0.00

↓ -74.9%

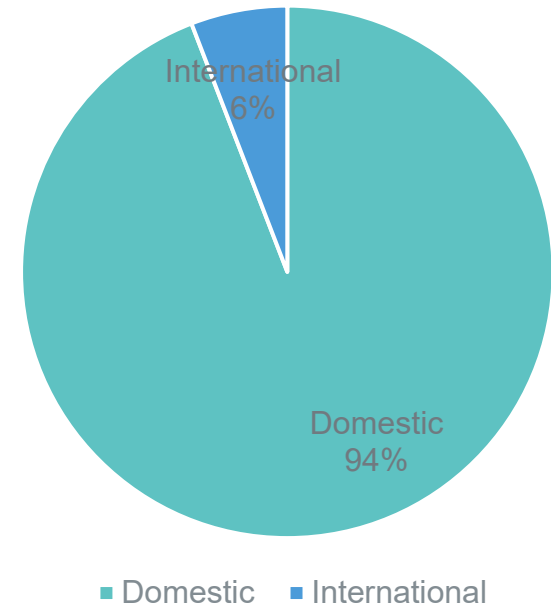
	Date (Date)	Image	Caption	Post URL	Likes	Comments	Views	Engagements ▾	Ad cost	CPE
1.	May 2, 2023		Beautiful sunrise at Bal Harbour 🌅 - - - 📷 by @noam_tal_photography - #balharbourflorida #visitbalharbour #beachlife #visitbalharbourflorida	<a href="https://www.instagram.com/p/CrvjRJLp_MQ/">https://www.instagram.com/p/CrvjRJLp_MQ/</a>	8,782	98	1,526,356	1,535,236	\$720	0
2.	Jun 9, 2023		Experience the holiday of your dreams with #BreathtakingOcean views from your room or suite at @stregisbalharbour - - - #balharbourflorida #visitbalharbour #beachlife #visitbalharbourflorida	<a href="https://www.instagram.com/p/CtRNPN0tAUm/">https://www.instagram.com/p/CtRNPN0tAUm/</a>	4,703	20	1,226,581	1,231,304	\$750	0
3.	Aug 29, 2023		Come and enjoy blue skies, ocean breeze , and swaying palms at Bal Harbour 🌴 - -	<a href="https://www.instagram.com/p/Cwh4cpgpkip/">https://www.instagram.com/p/Cwh4cpgpkip/</a>	2,402	15	1,173,897	1,176,314	\$900	0



# DIGITAL ANALYTICS SOCIAL MEDIA FY 2023

FY-2023 Advertising Budget Geo Split (excluding Restaurants) - Google Ads

Geo Markets	% Split	Yearly Spend
Domestic	94%	\$ 240,020
International	6%	\$ 14,945
<b>Totals</b>	<b>100%</b>	<b>\$ 254,965</b>



# FY 2023 GMCVB-LUXURY COOP CAMPAIGN

## Plan Parameters

**Primary Objective: Build awareness to luxury services and experiences offered in our most premium unique neighborhoods while driving partner hotel bookings in key neighborhoods: Sunny Isles, Bal Harbour and Surfside**

**45-55+ Couples  
(all pairings),  
Families, Empty-  
nesters, Early  
Retirees, top 5-  
10% HHI**

**TARGETING**

**May 19 - June  
for all areas,  
plus September  
for Bal Harbour**

**TIMING**

**Domestic: New York,  
Dallas, Boston,  
Philadelphia, San  
Francisco**  
**International:  
Argentina /Chile, Brazil,  
Mexico, UK**

**GEOGRAPHY**

**Great weather,  
beaches,  
dining, luxury  
shopping &  
outdoor activ.,  
family travel**

**MESSAGING  
FOCUS**

**KPIs: Bookings Clicks, CTR, CPC, Site Visits, Time spent on site, Impressions, ER**

# FY 2023 GMCVB-LUXURY COOP CAMPAIGN

**Incremental Luxury plan delivers over 30M impressions and an overall plan CPM of \$8.23. This is an increase of over 62% vs the original plan. Updates include a new DSP/Network and increased investment for Conde Nast Traveler and paid social.**

Luxury Partners	May 19	June	Sept.	Impressions
AdTheorent	Standard Display and Added Value Display: 6,481,750		Standard Display, Video and AV Display: 4,541,517	11,023,267
StackAdapt	Standard Display, High Impact, Native and AV Display: 5,033,147		Standard Display, High Impact, Native and AV Display: 3,522,098	8,555,245
FlightAware	Standard Display: 1,142,857		Standard Display: 1,000,000	2,142,857
Departures	Full Page Ad - Summer Escapes Issue: 1,000,000		Standard eNewsletter - AV: 1,500,000	2,500,000
Luxury Magazine	Full Page Ad and June Cardmember Insights eNewsletter: 252,020		Cardmember Insights eNewsletter: 101,000	353,020
CN Traveler	High Impact Crown unit, 2x Dedicated eBlast and Standard Display AV: 1,192,447		High Impact Crown Unit, Dedicated eBlast and Standard Display AV: 1,684,491	2,876,938
Paid Social	Carousel, Collections and Video Ads on FB/IG: 1,714,286		Carousel, Collections and Video Ads on FB/IG: 1,142,856	2,857,142
Paid Search	Google Responsive Search Ads: 42,000		Google Responsive Search Ads: 28,000	70,000
<b>TOTAL:</b>	May/June Impressions: 16,858,507		Sept. Impressions: 13,519,962	<b>30,378,469</b>

# FY 2023 GMCVB-LUXURY COOP CAMPAIGN

## PARTNER PERFORMANCE - Total May/June & September

Partner	Planned Impressions	Delivered Impressions	Clicks	CTR	CPC	Video Plays	VCR	Bookings	CPB
AdTheorent	11,023,267	11,975,852	17,693	.15	\$2.83	596,029	89%	893	\$56.13
StackAdapt	8,555,245	7,060,441	14,635	.21	\$2.05	NA	NA	314	\$95.53
Flight Aware	2,142,857	2,191,697	3,735	.17	\$8.03	NA	NA	275	\$109.09
Departures	2,500,000	2,500,000	344	.02	\$87.21	NA	NA	NA	NA
Luxury Mag	353,020	598,066	7,712	6.28	\$3.23	NA	NA	NA	NA
CN Traveler	2,876,938	2,989,998	3,635	.12	\$17.88	NA	NA	-	-
Paid Social	2,857,142	25,072,407	1,325,341	5.29	\$0.02	83,446	33%	NA	NA
Paid Search	70,000	123,432	9,931	8.05	\$1.02	NA	NA	NA	NA
<b>TOTAL:</b>	<b>30,378,469</b>	<b>52,511,893</b>	<b>1,383,027</b>	<b>2.63</b>	<b>\$0.18</b>	<b>679,475</b>	<b>85%</b>	<b>1,482</b>	<b>\$74.31</b>



# FY 2023 GMCVB-LUXURY COOP CAMPAIGN

## INTERNATIONAL VS DOMESTIC PERFORMANCE - Display

All partners except StackAdapt over-delivered for International impressions.

Total delivered impressions were 8.5MM with a solid CTR of .17

International CTR came in stronger vs domestic for two out of the three partners that ran both domestic and international market coverage.

Partner	Impr. Goal	Impressions	Clicks	CTR	CPC
Ad Theorent - Int'l	5,216,125	5,255,680	8,906	.17	\$2.36
Domestic	5,807,142	6,312,947	9,004	.14	\$2.63
StackAdapt - Int'l	3,018,415	2,487,289	4,161	.17	\$2.51
Domestic	5,536,830	4,573,152	10,474	.23	\$1.87
Flight Aware - Int'l	746,000	760,237	1,333	.18	\$7.98
Domestic	1,396,857	1,431,460	2,202	.15	\$9.10
Luxury Mag - Intl	21,020	21,020	NA	NA	NA
Domestic	332,000	468,590			
Total Int'l	9,001,560	8,524,226	14,400	.17	\$4.29

# FY 2023 GMCVB-LUXURY COOP CAMPAIGN

## INTERNATIONAL VS DOMESTIC PERFORMANCE - Paid Social

Paid social had a significant over delivery for the international markets with both the May/June and September periods showing higher click-thru-rates vs domestic.

Future efforts covering international will need to be better balanced in spending and markets are suggested vs the full country.

Audience	Impressions	CPM	Cicks	CTR	Engagement Rate
National Audience (May/June)	623,142	\$5.62	9,753	1.57%	0.22%
International Audience (May/June)	6,892,231	\$0.51	157,423	2.28%	0.13%
National Audience (September)	91	\$1.10	5	5.49%	n/a
International Audience (September)	17,556,943	\$0.74	1,158,160	6.60%	0.07%

# FY 2023 GMCVB-LUXURY COOP CAMPAIGN - LUXURY MAGAZINE

## Departures

Departures Summer Print issue  
On sale: 6/3/23  
Circulation: 500,000 to platinum and centurion cardmembers

Featured Text Link Newsletter  
Deployed: 9/6/23  
Send: 1.5M  
Opened: 700,200  
Click: 344 CTR: .05



### NOTEWORTHY

**A PAID MOMENT WITH TCS WORLD TRAVEL**  
Just a few weeks. That's all you need to circumnavigate the globe on TCS World Travel's signature Around the World Tour. A premium private jet, dedicated crew, and exclusive cultural experiences collectively maximize your exploring time. Unpack [all the details](#) in our article.

**A PAID MOMENT WITH MIAMI CVB**  
Seduced by the sand. Beyond iconic beaches, Miami serves up a rich combination of premium stays, award-winning dining, delightful shopping, and colorful arts. With a heaping spoonful of sun, [the spirited city](#) ticks all our boxes when it comes to an ideal getaway.

### EXPLORE DEPARTURES

Travel Culture Shopping Style Arts Wellness

**LC LUXURY CARD.**

**WELCOME TO MIAMI**

Southern Florida has lush hotels, oceanfront wellness and a buzzing restaurant scene. Whether you want to get a treatment at the world's first bonded St. Regis spa at The St. Regis Biltmore Resort or enjoy a meal and live music (plus a complimentary cocktail) at Culi La Tova in Little Havana, you've come to the right place to relax and indulge.

**FIVE-STAR STANDARD**

Greater Miami's lavish tropical beauty is the perfect inspiration for creating a glamorous luxury vacation. And no place does that better than Bal Harbour, Surfside and Sunny Isles Beach. Discover fabulous luxury hotels and spas, a Michelin-starred restaurant at its finest, high-end shopping that brings glamorous brands to the tropics, and art and culture that makes Miami a truly global destination. Choose from a variety of peak places in the area like the Four Seasons Hotel at The Surf Club or the Aqualina Resort and Spa and treat yourself to a luxurious retreat.

**PRIORITY RESTAURANT RESERVATIONS**

Luxury Card's Global Dining Collection includes more than 1,200 restaurants across 50 countries and 120 cities. Many are listed in the Dining section of your Luxury Card App. Chat with a live Concierge agent directly in the App to plan a special night out or a business lunch. You'll enjoy priority reservations in addition to a variety of perks, including:

- Welcome cocktail, Champagne or wine
- Complimentary appetizer or dessert
- Reserve room for waiters
- Complimentary table service

**MARK YOUR CALENDAR**

**JUNE 16-18**

**4th Food & Wine Classic**  
Contact Luxury Card Concierge to book the 4th Food & Wine Classic in Aspen, Colorado, for a culinary experience you won't forget. Enjoy three days of cooking demonstrations and tasting events.

**JUNE 18**

**Father's Day**  
Luxury Card Concierge® is available 24/7 to assist with gift selections and shipping for the special dads and father figures in your life.

**JUNE 21**

**Fête de la Musique**  
For the past 39 years in Paris, June 21 is not only the longest day of the year but also the day of the Fête de la Musique. This "Festival of Music" takes over the squares and parks of Paris with live bands, singers, amateur musicians, drummers and DJs scattered throughout the city, expressing themselves through music and inviting the crowd to enjoy themselves.

**LC**

Luxury Card Concierge®

My Account

Hotel & Travel

LUXURY MAGAZINE

Facebook, Instagram, Twitter, YouTube icons

6/8 Card Member Newsletter

Sent: 104,610  
Opened: 60,845  
Open Rate: 58.16%  
Clicks: 3,475  
CTR: 5.71 off opened



# FY 2023 GMCVB-LUXURY COOP CAMPAIGN

## Conde Nast Traveler

### DEDICATED EMAIL BLAST

Condé Nast Traveler  
06/16/2023

[View This Email in Your Browser](#) | [Unsubscribe from Promotions](#)

# Condé Nast Traveler

A SPECIAL MESSAGE FROM OUR PARTNER

## MIAMI

GREATER MIAMI & MIAMI BEACH



Greater Miami's lavish beauty is the perfect destination for a glamorous luxury vacation. Indulge while staying in Bal Harbour, Sunny Isles Beach, and Surfside.

[Discover More](#)



Discover the five-star hotels and spas, a Michelin-starred restaurant, high-end shopping, and art and culture that make Miami a truly global destination.

[Learn More](#)



Treat yourself to a luxurious retreat in Bal Harbour, Surfside, and Sunny Isles Beach. Visit [MiamiLuxuryTravel.com](#) to learn more.

[Explore More](#)

### DEDICATED EMAIL BLAST

Condé Nast Traveler  
09/01/2023

# Condé Nast Traveler

A SPECIAL MESSAGE FROM OUR PARTNER

## MIAMI

GREATER MIAMI & MIAMI BEACH



Discover the white sand beaches and lush landscapes that make Bal Harbour a slice of paradise within a one-mile radius.

[Discover More](#)



The breathtaking views of Bal Harbour Shores are home to tropical flowers, hot ponds, high-end shops and upscale dining.

[Explore](#)



Enjoy the serene elegance of Bal Harbour when you stay at one of the luxury beachfront hotels.

[Learn More](#)

All three Luxury areas featured

Bal Harbour featured in September

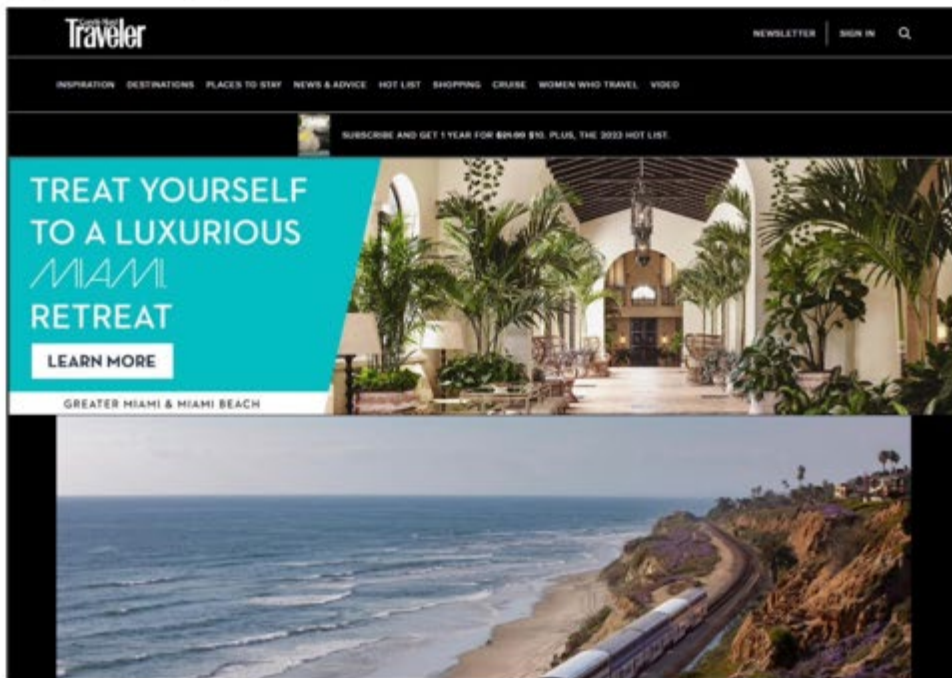


# FY 2023 GMCVB-LUXURY COOP CAMPAIGN

## Conde Nast Traveler

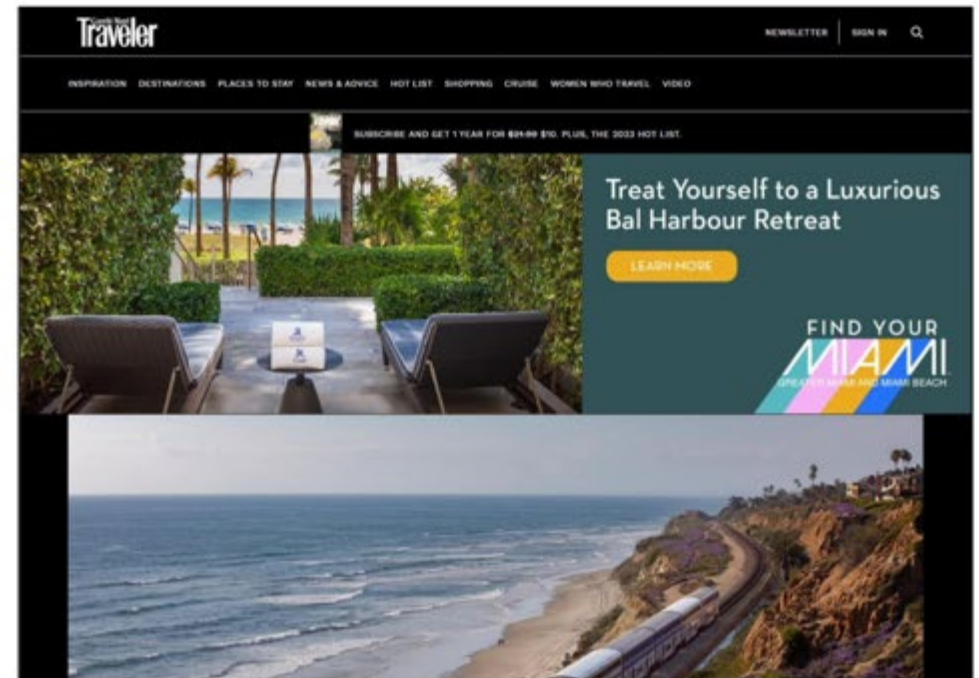
### STANDARD DISPLAY

8182418|Conde Nast|Display|Standard|Crown - Static|ROS||\_9x1  
05/19/2023 - 06/13/2023



### STANDARD DISPLAY

8182418|Conde Nast|Display|Standard|Crown - Static|ROS||\_9x1  
09/01/2023 - 09/30/2023



# FY 2023 GMCVB-LUXURY COOP CAMPAIGN

## FlightAware

AA1327 (AAL1327) American Airlines

flightaware.com/live/flight/AAL1327/history/20230519/1635Z/MMUN/KJ...

FlightAware - FlightAware Admin

9:41AM EST (English (USA))

FlightAware

Search for flight, tail, airport, or city. Forgot the flight number? Contact Us

Products Industries ADS-B Flight Tracking Community Company

**American Airlines 1327**  
AAL1327 / AA1327 / N940AM  
**EXPECTED TO DEPART IN 2 HOURS 38 MINUTES**  
[Where is my plane now?](#)

**CUN**  
CANCUN, MEXICO  
departing from **GATE TBD**  
[Cancun Intl - CUN](#)  
FRIDAY 19-MAY-2023  
11:25AM EST (on time)

**JFK**  
NEW YORK, NY  
arriving at **GATE 39**  
[John F. Kennedy Intl - JFK](#)  
FRIDAY 19-MAY-2023  
(on time) 04:26PM EDT

TREAT YOURSELF TO A LUXURIOUS MIAMI RETREAT  
LEARN MORE

NOT YOUR FLIGHT? AAL1327 flight schedule

Flight Details  
Track inbound plane  
All flights between CUN and JFK

Departure Times	
Gate Departure	Takeoff
11:25AM EST	11:35AM EST
Scheduled 11:25AM EST	Scheduled 11:35AM EST

Taxi Time: 10 minutes  
Average Delay: Less than 10 minutes

Arrival Times

30

AM646 (AMX646) AeroMexico

flightaware.com/live/flight/AMX646/history/20230526/131...

FlightAware - FlightAware Admin

9:28AM EST (English (USA))

FlightAware

Search for flight, tail, airport, or city. Forgot the flight number? Contact Us

Products Industries ADS-B Flight Tracking Community Company

**AeroMexico 646**  
AMX646 / AM646 / XA-MAT  
**EN ROUTE AND ON TIME**  
Arriving in 3 hours 50 minutes

**MEX**  
MEXICO CITY, MEXICO  
left **TERMINAL 2**  
[Lic. Benito Juárez Intl - MEX](#)  
FRIDAY 26-MAY-2023  
07:00AM CST (5 minutes early)

**LAX**  
LOS ANGELES, CA  
arriving at **TERMINAL 8**  
[Los Angeles Intl - LAX](#)  
FRIDAY 26-MAY-2023  
(on time) 10:29AM PDT

DISFRUTA UN RETIRO DE LUJO EN MIAMI  
CONOCE MÁS

NOT YOUR FLIGHT? AMX646 flight schedule

Flight Details  
View track log  
All flights between MEX and LAX

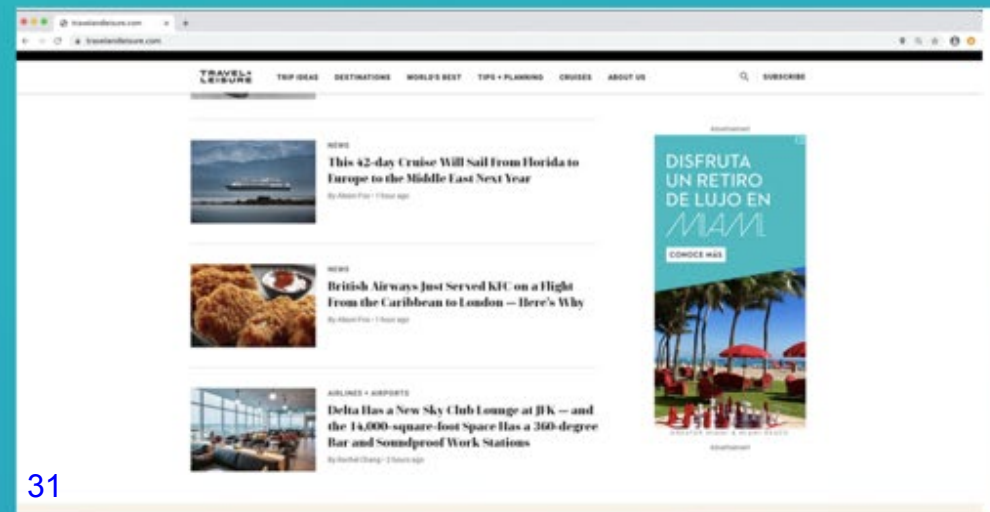
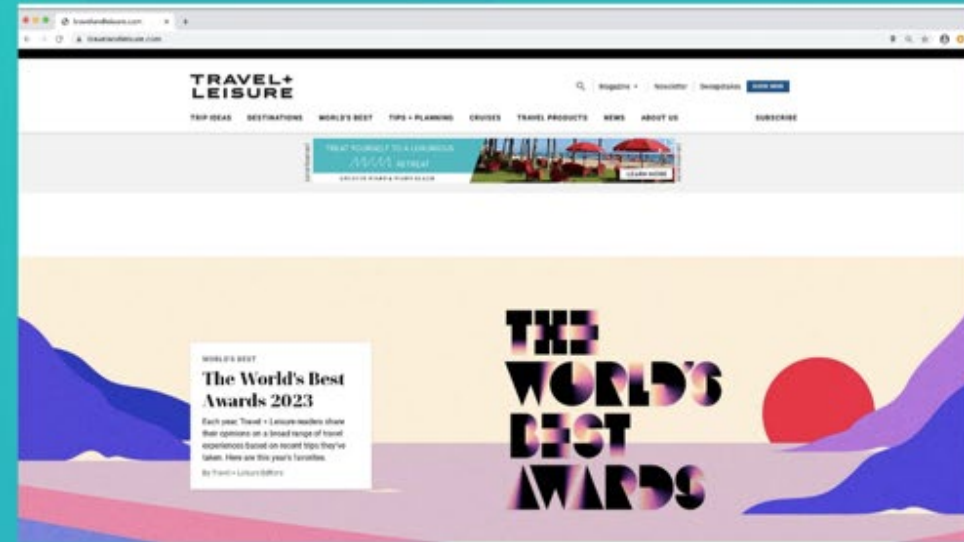
Departure Times	
Gate Departure	Takeoff
07:00AM CST	07:32AM CST
Scheduled 07:00AM CST	Scheduled 07:32AM CST

Taxi Time: 32 minutes  
Average Delay: More than 1 hour

Arrival Times

# FY 2023 GMCVB-LUXURY COOP CAMPAIGN

## AdTheorent





# FY 2023 GMCVB-LUXURY COOP CAMPAIGN

## Stack Adapt

USA TODAY

SUBSCRIBE NOW  
\$9.99 PER MONTH

NEWS SPORTS ENTERTAINMENT LIFE MONEY TECH TRAVEL OPINION CROSSWORDS INVESTIGATIONS NEWSLETTERS MORE

TREAT YOURSELF TO A LUXURIOUS  
MIAMI RETREAT

LEARN MORE

GREATER MIAMI & MIAMI BEACH

15-year-old pulls off another Wimbledon stunner

Read Story Wimbledon action Who is Coco Gauff? Video

TOP STORIES

- Trump faults teleprompter for 'viral' flub
- Trump adds mystery to why Pence canceled trip
- Hundreds of aftershocks follow giant SoCal earthq...
- Trump says he may leave executive order over on...
- Tedy Bruschi recovering after latest health scare
- 3 Russian visitors killed abusive dad, spark protest
- Why a \$100,000 pickup is suddenly within reach
- Deputy AG not yet briefed on DOJ surveillance pro...
- St. 'binifid' re-gifts on its 30th anniversary

The Washington Post  
Democracy Dies in Darkness

Sections

How to track where Google's tracking you

Treat yourself to a luxurious Miami retreat

Luxury comes standard in Bal Harbour, Surfside, or Sunny Isles Beach.

Sponsored By Greater Miami CVB

32

# FY 2023 GMCVB-LUXURY COOP CAMPAIGN

## PAID SOCIAL

Flight: 05/09/23-06/30/23

Impressions: 7,515,373

CPM: \$0.93

Landing Page Views: 15,578

CPLV: \$0.05

Link Clicks: 167,176

CPLC: \$0.04

CTR: 2.22%

Engagement Rate: 0.14%

Flight: 09/01/23-09/30/23

Impressions: 17,557,034

CPM: \$0.74

Landing Page Views: 1,071,029

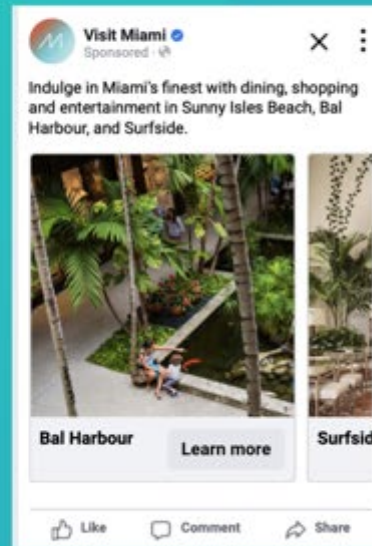
CPLV: \$0.01

Link Clicks: 1,158,166

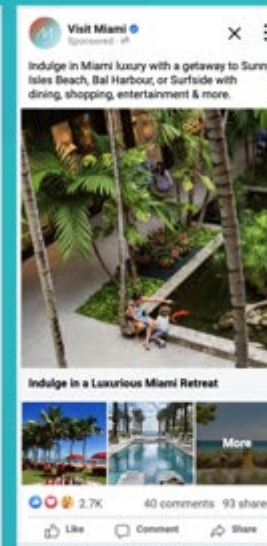
CPLC: \$0.01

CTR: 6.60%

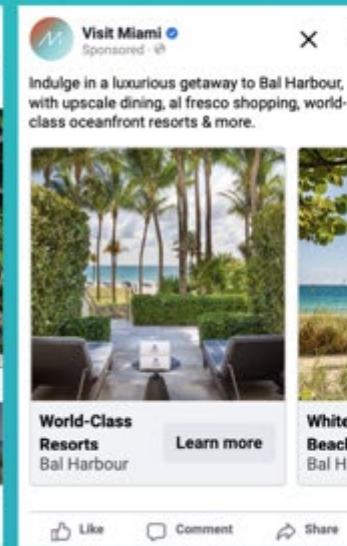
Engagement Rate: 0.07%



Luxury May/June Carousel



Luxury May/June Collections Ad



Luxury Bal Harbor Carousel



Luxury Bal Harbor Collections Ad

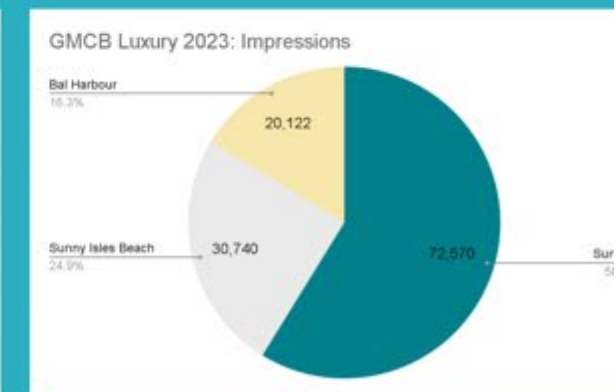
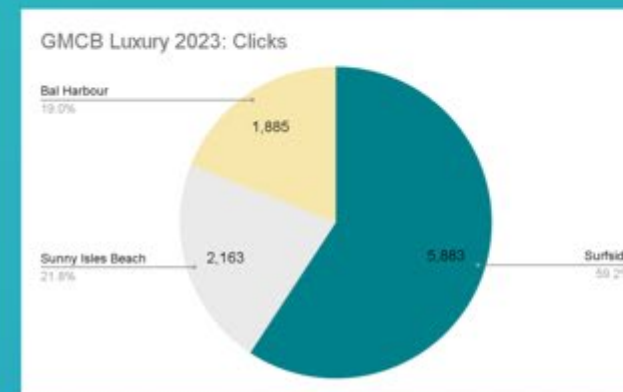
- Across both Luxury campaigns, the international audiences were the stronger performers and the top 3 countries that generated the majority of the results were: Mexico, Argentina and Brazil. This can likely be attributed to the the scale of these three countries and reaching the most relevant target audience who would interact with our content.
- The May/June Luxury garnered 151,608 landing page views and 7,515,373 impressions at a CPM of \$0.93, which was more efficient than our estimated CPM of \$7.
- The Luxury Bal Harbor campaign garnered 17,558,034 impressions at an efficient CPM of \$0.74, this campaign performed really well amongst our international target audience indicating that our content resonated with our target audience and helped drive traffic to the GMCVB site.
- Within both campaigns, the collections ad format were the top landing-page view generating creative and had strong CTRs. We recommend continuing to run collections ads to showcase the various offerings in Miami beach.



# FY 2023 GMCVB-LUXURY COOP CAMPAIGN

## PAID SEARCH

- **Overall**
  - **Flight: 5/9-9/30, while paused 8/7-8/15**
  - **“family friendly vacations”:** most-searched (most clicks and impressions) in all 3 locations
  - **Mobile devices saw the most traffic and higher CTRs (up to 84% higher per ad group)**
  - **Locations with most traffic**
    - United Kingdom
    - New York
    - Philadelphia
- **Surfside**
  - **Accounted for 56% of costs and 59% of campaign click traffic**
  - **Most efficient CPCs: \$0.96**
- **Sunny Isles Beach**
  - **Ended after 1 week into September**
  - **Lowest CTR (7.04%) of the 3 locations**
- **Bal Harbour**
  - **Traffic stayed low, until a large push after 1 week into September**
  - **Highest CTR (9.37%) of the 3 locations, but also highest CPCs (\$1.23)**
    - **Showed in the absolute top spot the most (30.56% when ads served)**



# FY 2023 GMCVB-LUXURY COOP CAMPAIGN

## KEY LEARNINGS / IMPLICATIONS

### Display/Video

- Networks continued to deliver on reach, bookings and efficient pricing
- Luxury schedule with 1:1 Newsletters outperformed CondeNast including their dedicated eBlasts.
- Departures link newsletter did very poorly and no bookings were tracked
- Strong video completion rate seen by AdTheorent
- StackAdapts standard display and high impact units outperformed native

### Paid Search

- As expected, mobile devices saw the most click traffic. However, they also saw the highest CTRs, 60%+ higher than computer or tablets.
- Images on ads can help ads take up more SERP space, drive higher CTRs, and showcase locations. Note: Dynamic images were pulled from ads' landing pages though.
- Search terms show irrelevant searches (e.g., trips in UK, cheap family vacations, Don's Family Vacations [YouTube channel]).

### Paid Social

- International pricing was extremely cost efficient and drove solid engagement.
- Impressions were low in September for Domestic coverage while International came in extremely heavy.

### Display/Video

- Continue to utilize a solid base of networks
- Expand use of the luxury titles and newsletters
- Consider eliminating the use of Departures or CondeNast unless additional tactics can be explored and dedicated newsletters
- StackAdapt was a solid performer for CTR but weather on bookings and pricing vs AdTheorent. Maintain a schedule with AdTheorent

### Paid Search

- Recommendation: Bid modifiers can help continue driving searchers on the more engaging device.
- Recommendation: Add selected, relevant Image assets sized to best specifications to help increase engagement.
- Recommendation: Continue quelling irrelevant searches with negative keyword additions.

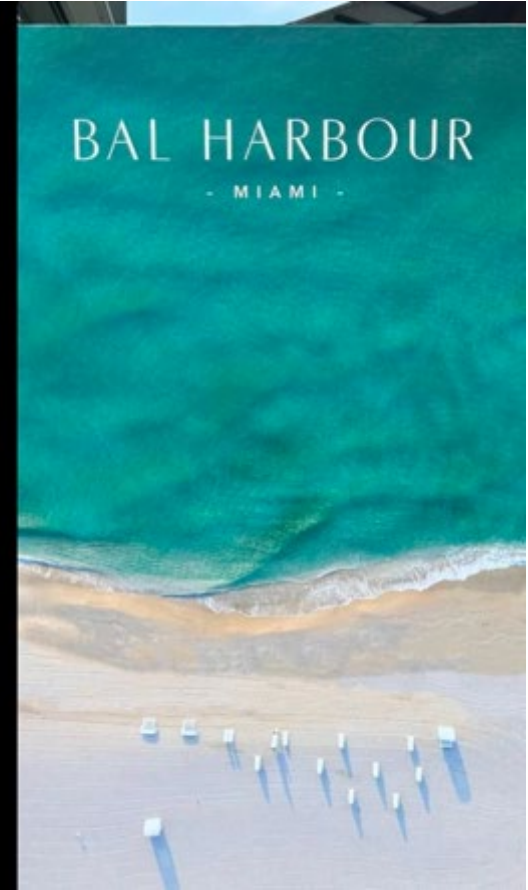
### Paid Social

- Refine our international targeting to specific cities to be comparable to the cities we're targeting within the Luxury National campaigns.
- Utilize ad set budgets to ensure that both national and international audience segments get an adequate spend.



# KEY IN-MARKET EVENTS

## MEDIA EVENT / MEXICO CITY





# KEY IN MARKET EVENTS - ROBB REPORT GUIDE / BRAZIL



## Robb Report Brasil realiza evento de lançamento do guia Bal Harbour

NOTAS 0 25/02/2019 18:30

[Comenta](#) [Compartilhe](#) [Tweet](#) [WhatsApp](#)



# FAMILIARIZATION TRIPS

## FY 2023

Date of Fam	Number of nights	Country of origin	Participants	Rep Initiator	Media	Influencer	Journalist
3-Nov-22	N/A	Argentina	Isabel Valenzuela	Carmen Florio	USA Ambassador in Chile	N/A	N/A
10-Nov-22	2 Nights	Brazil	Rodrigo Cunha	Flavia Pacheco	Viaja Pelo Mundo		Yes
1-Dec-22	N/A	Brazil	Antonio Camarotti	Flavia Pacheco	Forbes Brazil		Yes
1-Dec-22	N/A	Brazil	No Melo	Flavia Pacheco	Vogue Brazil		Yes
1-Dec-22	N/A	Brazil	Adriana Lerner	Flavia Pacheco	Bazaar Brazil		Yes
1-Dec-22	N/A	Brazil	Silviane Neno	Flavia Pacheco	Robb Report		Yes
1-Dec-22	N/A	Brazil	Ucha Meirelles	Flavia Pacheco		Yes	
1-Dec-22	N/A	Brazil	Suzana Gullo	Flavia Pacheco		Yes	
1-Dec-22	N/A	Brazil	Calmila Almeida	Flavia Pacheco		Yes	
1-Dec-22	N/A	Brazil	Catarina Torino	Flavia Pacheco		Yes	
1-Dec-22	N/A	Brazil	Marcela Menin	Flavia Pacheco		Yes	
1-Dec-22	N/A	Brazil	Paula Martins	Flavia Pacheco		Yes	
1-Dec-22	N/A	Brazil	Helena Augusta	Flavia Pacheco		Yes	
1-Dec-22	N/A	Brazil	Ana Dias	Flavia Pacheco		Yes	
1-Dec-22	N/A	Brazil	Paulina Sampalo	Flavia Pacheco		Yes	
1-Dec-22	N/A	Brazil	Gabriela Meike	Flavia Pacheco		Yes	
1-Dec-22	N/A	Brazil	Carol Scaff	Flavia Pacheco		Yes	
4-Dec-22	N/A	Brazil	Juju Norremose	Flavia Pacheco		Yes	
7-Dec-22	N/A	Argentina	Claudia Gonzalez -	Carmen Florio	LADEVI		Yes
7-Dec-22		Brazil	Thassia Naves	Flavia Pacheco		Yes	
8-Feb-23	N/A	Argentina	Francisco Simone	Carmen Florio	Diario Turismo	N/A	N/A
14-Feb-23		Argentina	Flor Florio	Carmen Florio		YES	
27-Feb-23		Brazil	Paula Roshel	Flavia Pacheco	L'Officiel Magazine		Yes
Date of Fam	Number of nights	Country of origin	Participants	Rep Initiator	Media	Influencer	Journalist
3-Nov-22	N/A	Argentina	Isabel Valenzuela	Carmen Florio	USA Ambassador in Chile	N/A	N/A
10-Nov-22	3 Nights	Brazil	Rodrigo Cunha	Flavia Pacheco	Viaja Pelo Mundo		Yes

# FAMILIARIZATION TRIPS

## FY 2023

4-May-23		Brazil	Juju Norremose	Flavia Pacheco		Yes	
5-May-23		Brazil	Antonio Camarotti	Flavia Pacheco	Forbes Brazil		Yes
22-May-23	N/A	Brazil	Juju Norremose	Flavia Pacheco		Yes	
2-Jun-23	N/A	Brazil	Eduardo Vanzak, Gabriela Pugliest, Tulio Dek	Flavia Pacheco		Yes	
4-Jun-23	N/A	Brazil	Bruno Santos	Flavia Pacheco		Yes	
10-Jun-23		Brazil	Joao Doria	Flavia Pacheco	Ex Governor from Sao Paulo	N/A	N/A
5-Aug-23	N/A	Argentina	Nicole Muse	Carmen Florio		Yes	
25-Aug-23		Brazil	Camila Coelho & Dafne Evangelista	Flavia Pacheco		Yes	
16-Nov-23	2 Nights	Brazil	Helinho Calfat	Flavia Pacheco		Yes	
12-Dec-23	N/A	Argentina	Jose Luis Valenzuela	Carmen Florio	Celebrate Travel Chile	N/A	N/A
04/26/2023 - 04/30/2023	4 Nights	Argentina	Luis Corbacho	Carmen Florio	Paneta Urbano		Yes
04/26/2023 - 04/30/2024	4 Nights	Argentina	Constanza benigochea	Carmen Florio	La Nación		Yes
04/26/2023 - 04/30/2025	4 Nights	Argentina	María del Cerro	Carmen Florio		Yes	
04/26/2023 - 04/30/2026	4 Nights	Argentina	Florencia Florio	Carmen Florio		Yes	
04/26/2023 - 04/30/2027	4 Nights	Argentina	Alejandra Arlette Barrionuevo	Carmen Florio	Elle Argentina		Yes
06/08/2023 - 6/8/2023		Brazil	Helena Lunardelli	Flavia Pacheco		Yes	
07/05/2023 - 07/09/2023	4 Nights	Brazil	Shoichi Iwashita	Flavia Pacheco	Simonde Luxury Website		Yes
07/05/2023 - 07/09/2024	4 Nights	Brazil	Maria Alonso Alfoinso Ferreira	Flavia Pacheco	Marie Claire Magazine		Yes
07/05/2023 - 07/09/2025	4 Nights	Brazil	Mariana Garcia Conte	Flavia Pacheco	Casa Vogue		Yes
07/11/2023 - 07/14/2023`	3 Nights	Argentina	Ana Bonamico	Carmen Florio		Yes	
07/11/2023 - 07/14/2023`	3 Nights	Argentina	Alejandra de Santes	Carmen Florio		Yes	
07/11/2023 - 07/14/2023`	3 Nights	Argentina	Roxana Macri	Carmen Florio	Forbes Argentina		Yes
07/11/2023 - 07/14/2023`	3 Nights	Argentina	Valeska Barends	Carmen Florio		Yes	
5/22/2023 - 5/26/2023	4 Nights	Brazil	Camila Gebour	Flavia Pacheco	VOGUE Brazil		Yes
7/17/2023 07/19/2023	2 Nights	Brazil	Helinho Calfat	Flavia Pacheco		Yes	
8/8/2023 - 08/09/2023	1 Night	Brazil	Juju Norremose	Flavia Pacheco		Yes	
March 2-5 2023	3 Nights	Mexico	Sara Maria Garcia	Andrea Echavarría and Mariana Espiritu	Marie Claire		Yes
March 2-5 2023	3 Nights	Mexico	Stephanie Jaqueline Ramirez-	Andrea Echavarría and Mariana Espiritu	InStyle Magazine		Yes
May 1st 2023	N/A	USA	Malik Coherel				Yes
May 29th - Junes 1st 2023	3 Nights	Mexico	Paulina Gutiérrez	Andrea Echavarría and Mariana Espiritu	Food & Wine Magazine		Yes
May 29th - Junes 1st 2023	3 Nights	Mexico	Raymundo Zamarripa	Andrea Echavarría and Mariana Espiritu	Quién Magazine		Yes
May 29th - Junes 1st 2023	3 Nights	Mexico	Bárbara Terán Lara	Andrea Echavarría and Mariana Espiritu	Golf & Spa Magazine		Yes

# REPS EARNED MEDIA

## FY 2023 YTD EARNED MEDIA RESULTS

Total FY 2023 Earned Media: \$1,880,132.63    Rep Total Cost \$228,100    ROI 8.24:1

Mexico  
ACCOMS LATAM

YEAR TO DATE FY 2022 --  
MEXICO

**PRINT**

Circulation/UVM: 2,975,049

**AD VALUE: \$106,740.99**

**DIGITAL**

Circulation/UVM: 2,815,359

**AD VALUE: \$83,842.83**

**TOTAL AD VALUE:**

**\$171,525.44**

**SOCIAL MEDIA**

Reach: 5,790,408

\*

Brazil  
Flavia Pacheco

YEAR TO DATE FY 2022 --BRAZIL

**PRINT**

Circulation/UVM: 1,677,782

**AD VALUE: \$1,507,079.72**

**DIGITAL**

Circulation/UVM:

6,960,599.78

**AD VALUE: \$666,377.22**

**TOTAL AD VALUE:**

**\$1,079,212.19**

**SOCIAL MEDIA**

Reach: 31,693,655

Argentina / Chile  
Carmen Florio

YEAR TO DATE FY 2022 --ARGENTINA/CHILE

**PRINT**

Circulation/UVM: 1,156,000

**TV COVERAGE**

**AD VALUE: N/A**

**DIGITAL**

Circulation/UVM: 654,205,884

**TOTAL AD VALUE: \$629,395**

**SOCIAL MEDIA**

Reach: 75,150,500



# MEDIA HITS ARGENTINA

EL PLANETA URBANO



Miami: por qué vale la pena seguir eligiendo a la "Ciudad del sol"

22 De Mayo De 2023

POR EL PLANETA URBANO

CONOCE EL DISTRITO QUE COMBINA PLAYAS, FIRMAS DE ALTA MODA Y HOTELERÍA CINCO ESTRELLAS EN UN AMBIENTE TRANQUILO Y FAMILIAR.

EL PLANETA URBANO



41



La Elegancia De Le Zoo

**Carpaccio, decíamos, es el gran clásico de Bal Harbour y el restaurante italiano más famoso de Miami Beach.** En sus mesas conviven celebridades de todo el mundo con habitués locales, que piden los clásicos de una carta certera: burrata, spaghetti con frutto di mare, volcán de chocolate o tiramisú. Todo es bueno, rico, enorme, y la atención de mozos clásicos, como los de antes, marca la diferencia.

Más allá de Le Zoo, donde solía encontrarse el clásico Makoto, **una nueva propuesta emerge en Bal Harbour con sabores de medio oriente que conquistan el paladar.** **Aba**, que significa "padre" en hebreo, se destaca por un diseño interior fabuloso, con árboles naturales entre sus mesas. miles de lucecitas



# MEDIA HITS ARGENTINA



## A 15 minutos de South Beach

A tan solo 15 minutos del vibrante South Beach, y otros 15 de Wynwood Wall -el nuevo barrio artístico de Miami-, se encuentra la tranquila villa de Bal Harbour. Su población es de 3000 habitantes y sus 2,5 kilómetros cuadrados, rodeados de arenas blancas y aguas cristalinas en un ambiente seguro, invitan al relax.



Recientemente las playas de Bal Harbour fueron ampliadas con 84.000 metros cúbicos de arena, la más significativa de su historia.

42



Uno de los "Rituales al Anochecer" de St. Regis es el sableado de champán que se remonta a las batallas de Napoleón Bonaparte



El St. Regis está ubicado frente al mar y cuenta con



# MEDIA HITS ARGENTINA



Las 102 habitaciones del Ritz-Carlton Bal Harbour poseen bañeras independientes frente a amplios ventanales -del piso al techo- para disfrutar al máximo de la vista del océano.



Beach Haus ofrece todas las comodidades de un hogar en sus departamentos



Vista del Canal y del océano desde las habitaciones del The Ritz-Carlton Bal Harbour.

Por [Constanza Bengochea](#)



Conforme a los criterios de



[Conocé The Trust Project](#)



# MEDIA HITS ARGENTINA



marie claire



DESTINO MIAMI: 5 RESTAURANTES ASIÁTICOS QUE NO TE DEBERÍAS PERDER (LUXE LATAM)

VIAJES | 11-07-2023 14:08

## Destino Miami: 5 restaurantes asiáticos que no te deberías perder

Esta ciudad concentra la escena culinaria más dinámica de los Estados Unidos. Desde chefs famosos hasta diseñadores de interiores de renombre, los restaurantes están invirtiendo para elevar las experiencias gastronómicas a un nuevo nivel.



marie claire

### Makoto Bal Harbour

Desde que llegó a Miami en el 2011, [Makoto](#), de Stephen Starr – dirigido por el chef y socio Makoto Okuwa – ha sido considerado como uno de los mejores restaurantes japoneses de Miami.

Makoto ofrece un elegante menú que presenta versiones innovadoras de los clásicos asiáticos y el chef Makoto evoluciona su estilo con platos divertidos y exquisitamente presentados que rinden homenaje a la tradición japonesa.



Makoto

44



marie claire

Makoto recientemente se mudó al exclusivo Bal Harbour Shops, y presenta en un diseño contemporáneo y acogedor, completamente diferente al de la ubicación anterior.



Makoto

La estética fue concebida por la diseñadora internacional de renombre mundial [India Mahdavi](#), quien pasó dos años en la planificación creando el concepto.

La visión de Mahdavi cobra vida como un espacio más femenino, encantador y mágico para la experiencia Makoto.



# MEDIA HITS ARGENTINA



The St. Regis Bal Harbour Resort tiene 216 habitaciones en tres torres con vistas al Atlántico.

## Beach Haus Bal Harbour

Es una estructura de tres niveles con vistas al canal intracostero. Cuenta con una piscina al aire libre y está a un breve paseo de cinco minutos de la playa de **Bal Harbour**, que tiene sillas y sombrillas disponibles. Proporciona alojamiento en apartamentos que cuentan con una cocina completa y un diseño que refleja la sencillez y uso de materiales de la estética nórdica, adecuados para estancias familiares.



Por **Evelin Meza**

27 Ago, 2023



La localidad de Bal Harbour es conocida por su enfoque en la hospitalidad y el turismo.

(@balharbourflorida/Instagram)

Bal Harbour, situado en la punta norte de Miami Beach, se distingue por ser una localidad de dimensiones compactas, con poco más de un kilómetro y medio de extensión. A diferencia de otras



# MEDIA HITS ARGENTINA

DESTINOS

## LOS PREFERIDOS DE BAL HARBOUR

Por: Natalia Cechinato

Miami se ha transformado en un destino favorito para los argentinos, y Bal Harbour es uno de los distritos más encantadores de Florida. No solo porque uno logra relajarse por completo en esa playa paradisíaca de mar turquesa, sino porque también se puede disfrutar de una exquisita gastronomía, del arte y del mejor shopping. Una combinación perfecta para unas vacaciones soñadas.



Es el distrito más renombrado de Miami y sigue atrayendo a miles de argentinos que buscan playas cálidas, privacidad y servicio. Esta es la verdadera "Ibiza Americana", con una amplísima playa y dueña de una atmósfera cordial y refinada. Allí todos los esfuerzos se centran en elevar la escala de servicio para que cada experiencia genere momentos únicos. En esta nota, un itinerario para pasar los mejores días en este destino.

### #1 CHECK-IN

**Sea View Hotel** es el primer hotel de Bal Harbour que aún conserva su carácter tradicional y de época.

**St Regis Bal Harbour Resort**, por su parte, está cumpliendo diez años de excelencia en Miami y fue categorizado cinco estrellas y cinco diamantes. Todo lo que se vive es de excelencia y calidad, uno día que es mucho más que cinco estrellas. Cuenta con grandes detalles que realmente hacen la diferencia desde el momento del alojamiento. Cuenta con vitelinos de gran amplitud y comodidad. El servicio de playa es extremadamente completo. Y creo que lo más espectacular de este hotel, además de sus vistas, es su spa, algo visto pocas veces. Un spa fuera de serie, así como los tratamientos que ofrece. Si tuviera que describir este hotel en pocas palabras, diría que es el lugar perfecto y más completo para pasar las mejores vacaciones. Y su ubicación no es menos, justo frente al shopping más lindo de Miami.



Lobby Hall of mirrors, St Regis Bal Harbour

**The Ritz-Carlton Bal Harbour** es único en su estilo, ya que cuenta con habitaciones en formato de semipiso o piso entero si se reservan ambas habitaciones. El recibimiento de este hotel, más allá de su alojamiento, que es impecable, fue muy destacado. El servicio que ofrece desde que uno llega hasta que se va es de excelencia, así como su personal. Estuve en una de las mejores habitaciones del hotel y puedo contarles sobre su gran comodidad y la amplitud que tienen. Puede disfrutar también de su gastronomía, desde el desayuno, que se destaca por su gran variedad, hasta sus almuerzos increíbles.

**Beach Haus Bal Harbour** es un hotel boutique de estilo residencial para acomodar familias en largas estancias, y en breve inaugura un módulo de 60 habitaciones adicionales. Es muy recomendable, un lugar en el que sin duda me quedaría tal vez en una estancia más larga. Brinda también la posibilidad de alojamiento de varias familias. Absolutamente nuevo, impecable y supermoderno.



# MEDIA HITS ARGENTINA



El St. Regis Bal Harbour es el mejor lugar en Miami para el viajero de lujo, para los "jetsetters", "fashionistas" y personas en búsqueda de nuevas experiencias de alta gama. Hoy es un momento ideal para redescubrir el resort y cada una de sus habitaciones y suites, todas con amplia vista al mar y donde ningún lujo está fuera del alcance.

Localizado sobre el Atlántico, en la prestigiosa localidad de Bal Harbour, frente a Bal Harbour Shops y a tan solo 15 minutos de South Beach, cuenta con 215 habitaciones y suites, variedad de opciones de gastronomía gourmet y el icónico **Remède Spa**, con una amplia variedad de tratamientos faciales y corporales, y exquisitas instalaciones, un oasis para él/ella.

Reconocido por sus amplias opciones de habitaciones, los huéspedes que viajan a The St. Regis Bal Harbour tienen 64 opciones de suites de estilo residencial de una, dos, cuatro y ocho habitaciones, ideales para una estancia prolongada. Su play,

como una de las mejores, de Florida brinda servicio completo y cuenta con amplias piscinas para grandes y para niños con servicio personalizado. Dentro del Resort se puede disfrutar de **Le Gourmandise**, con terraza al aire libre y en con un entorno muy luminoso, que ofrece servicio de snacks, almuerzo, high tea y snacks durante todo el día, **Atlantides**, un subterráneo restaurante mediterráneo, inspirado en la isla de Santorini Grecia, amplio, amable, con un increíble buffet y su reconocido brunch del domingo. Y por último, **The St Regis Bar**, este lugar de encuentro recientemente renovado, cuenta con variedad de tragos, música en vivo y el tradicional muelle del sur para la apertura del champagne, como lo hacen en todos los buques St Regis del mundo.

En honor al 10º aniversario del Resort y al 75º aniversario de Bal Harbour, los huéspedes son bienvenidos a disfrutar de una experiencia exclusiva, transcurrido por un fin de semana que los diferentes programas presentan, entre ellos se encuentra la experiencia Diamond que incluye avión ida y vuelta en Jet



Privado, cuatro noches de alojamiento en la Suite Presidencial, dos tratamientos faciales en Remède Spa, uno limitado de las "villas", frente al mar con comodidades de una suite, experiencia de con experto de modas en Bal Harbour Shops, experiencia en la joyería de alta gama De Beers, cena Wine Vault at The St. Regis Bar, con un menú de 7 pasos con menúaje realizado por expertos. Un servicio de High Tea para dos en Le Gourmandise, entre los principales servicios. Precios y condiciones pueden consultarse directamente al Resort.

#### ACERCA DE BAL HARBOUR, MIAMI

Bal Harbour, Florida, cumpliendo su 75 aniversario, ha sido y será un nombre por siempre asociado con la mejor experiencia de compras. Hoy convertido en

un destino turístico obligado para quienes visitan Miami, ya que cuenta con hotelera excepcional, restaurantes gourmet y celebrados programas culturales. Su reconocido centro de compras, Bal Harbour Shops, es un paraíso de compras para los fanáticos de la moda y los viajeros de primer nivel, se trata de una experiencia única que concentra una selección de tiendas de lujo en un paseo a cielo abierto rodeado de vegetación tropical exuberante. Esta soleada comunidad playera ofrece un amplio rango de hoteles elegantes, entre ellos, el exclusivo St. Regis Bal Harbour Resort, The Ritz-Carlton Bal Harbour, el hotel boutique Beach Haus Bal Harbour y el The View Hotel. Su exultante escena gastronómica incluye al restaurante Makoto, cocina moderna Japonesa, Coppaccio de cocina italiana, Le Joli, Bistro Frances, y Hillstone para cocina americana, entre otros.

# MEDIA HITS ARGENTINA

DESTINOS

## BAL HARBOUR

Todas las novedades de Bal Harbour, el distrito de Miami reconocido por su ambiente elegante y un estilo de vida frente al mar.



# 2023



### ABA, EL NUEVO RESTAURANTE DE BAL HARBOUR SHOPS

ABA, que significa "padre" en hebreo, presenta un menú que fusiona los sabores del Mediterráneo con fuerte influencia proveniente de Israel, Líbano, Turquía y Grecia. Su ambientación evoca la escena de un verano en el Mediterráneo, con 250 asientos y un comedor interior muy temático de esa región que presenta tonos tierra y elementos naturales. Exuberantes árboles de olivos, hiedras, plantas colgantes y árboles en macetas, y lámparas de iluminación vintage, faroles parisinos y lámparas doradas marroquíes también re-crean este encantador lugar. Cuenta con espacio exterior en el patio central de Bal Harbour Shops.



### EVENTOS 2023

#### CLASE DE YOGA EN LA PLAYA, 4 DE FEBRERO

Los huéspedes podrán participar de esta clase de yoga en la playa que se realizará al atardecer, mientras asoma la primera luna llena del año. Una actividad para manifestar y expresar una actitud positiva hacia 2023, en el marco de la belleza de la playa y el mar.

#### FLEURS DE VILLES - VOYAGE, DEL 3 AL 12 DE MARZO

Se presenta nuevamente y por tercer año consecutivo la muestra floral más espectacular de la región, realizada con una increíble variedad de flores frescas. En esta oportunidad, la temática será de viajes y lugares icónicos. Un recorrido inspirado en los destinos turísticos más impactantes del mundo. Una muestra creada por los mejores floristas del sur de Florida que celebra las costumbres, el patrimonio cultural y a la gente de cada uno de los destinos elegidos alrededor del mundo. Se localizará mayoritariamente en Bal Harbour Shops, pero también habrá instalaciones en el Círculo de los Fundadores de Bal Harbour, en la avenida Collins y en The Ritz-Carlton y St. Regis Bal Harbour.

Harbour es un lugar que invita al relax, al encuentro placentero con la playa y el arte; a disfrutar de la buena gastronomía, de las compras y del arte. Reconocido por la diversidad de sus playas, sus hoteles y Bal Harbour Shops, sigue atrayendo a miles de turistas que buscan privacidad y servicio de calidad.

Una vez por todos los años, tiene novedades para ofrecer: mejoras edilicias, nuevas propuestas arquitectónicas, nuevas boutiques que se incorporan a Bal Harbour Shops y una extensa agenda de actividades para el disfrute de sus residentes y de todos los que visitan el sitio o se hospedan en cualquiera de sus hoteles. Allí todos los esfuerzos se centran en elevar la escala de servicio para que cada experiencia cree momentos únicos.

### NUEVO BEACH HAUS NATIONAL RENTAL

Ofertas de viviendas con la comodidad de un hogar, departamentos totalmente equipados, propuestas de estudios, suites de uno y dos dormitorios. Recientemente se incorporaron 63 departamentos adicionales a las existentes, conformando un complejo residencial de 93 unidades. Ubicadas a un corto paseo de distancia de la playa, estas viviendas son ideales para cumplir el sueño de unas verdaderas vacaciones junto al mar y de estilo de vida local.

[www.beachhaus.net](http://www.beachhaus.net)



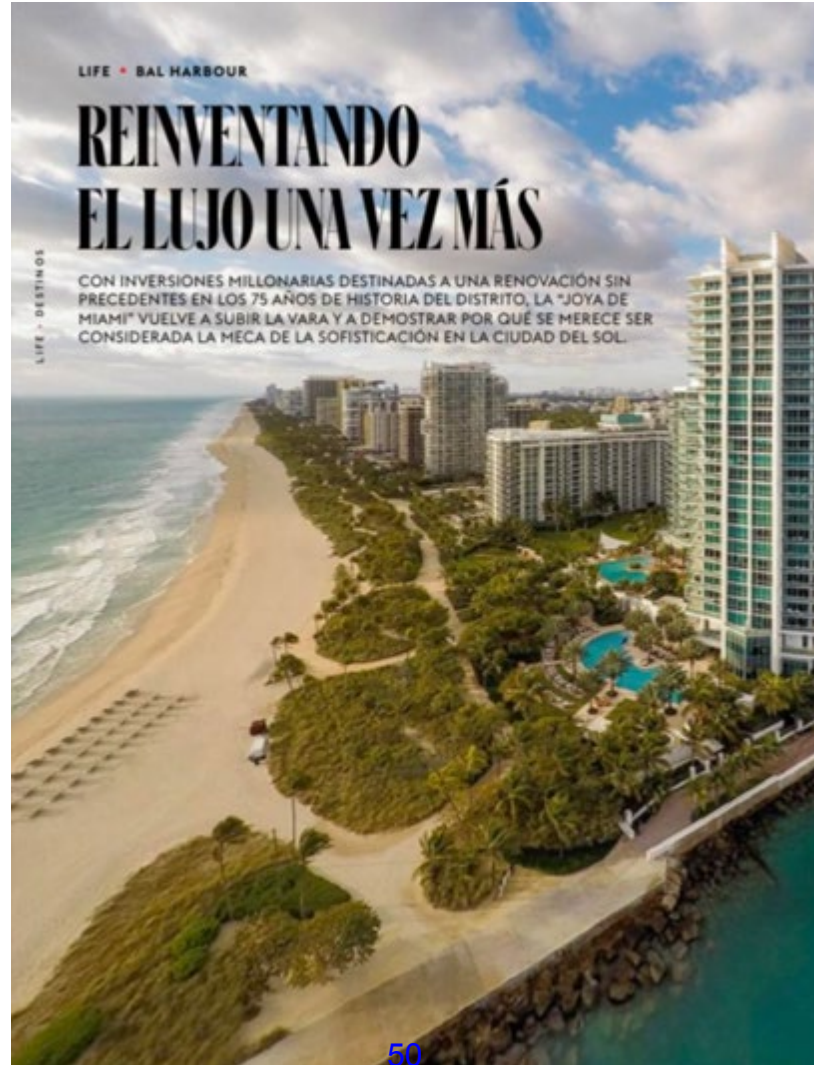


# MEDIA HITS ARGENTINA



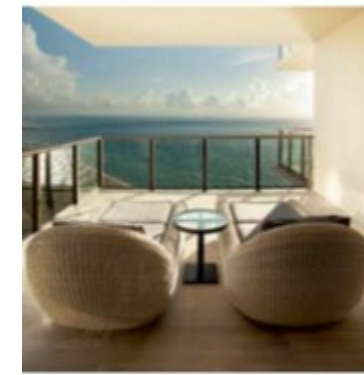


# MEDIA HITS ARGENTINA



**Quien haya viajado en los últimos años lo sabe:** Miami está, más que nunca, de moda. Esta afirmación no luce referencia a la actual Mesomanía desenfrenada, aunque su desembarco es una señal ineludible del increíble momento que atraviesa esta ciudad que hoy ofrece mucho más que playas idílicas de aguas turquesas, sol radiante y palmeras esbeltas.

El boom turístico y económico es innegable. Solo en 2022, Miami recibió a más de 50,6 millones de viajeros. Pero esa es apenas la punta del iceberg: la verdadera hazaña es que logró convertirse en el nuevo hogar de cientos de miles de personas, entre nómadas digitales y profesionales de altos ingresos, que llegan desde Europa, Asia, Medio Oriente y, por supuesto, Latinoamérica. Pero también (y esta es la mayor sorpresa) de ciu-



Al paraíso de la ciudad  
Más vibrante que nunca, Bal Harbour ofrece cuatro opciones de hospedaje y una renovada propuesta gastronómica, que combina lugares que ya son icónicos con nuevos restaurantes que se convierten en un must.



dades como Nueva York, San Francisco, Los Ángeles y Chicago. Un fenómeno que tuvo mucho que ver con la pandemia, si bien no parece estar desacelerándose: según las proyecciones del estado de Florida, para 2027, Miami se convertirá en el nuevo código postal de otras 300.000 personas.

En medio de este auge imparable, en un área de apenas 2,5 km² en la punta norte de Miami Beach, Bal Harbour se sube a la ola con su particular sello de distinción. Se trata de "la joya de la ciudad": el distrito más exclusivo, donde el término "ultra lujo" queda chico. Pero este oasis de playa, compras, moda y tendencias, marcas top de gama, hoteles cinco estrellas y cocina gourmet no se quedó dormido en los laureles de sus 75 años de glamorosa historia. Atraviesa una renovación sin precedentes, que le ha permitido ganar también nuevos atributos como meca del arte, la cultura y el wellness, sin perder el gran diferencial por el cual sus visitantes y residentes la eligen una y otra vez: más allá de encontrarse con un Bal Harbour más vibrante que nunca, ricos y famosos de un altísimo poder adquisitivo (inversamente proporcional al bajo perfil que eligen cultivar) siguen destacando su atmósfera tranquila, relajada y segura. Y eso, sin dudas, es un valor invaluable de una "vida bien vivida".

Al frente de esta renovación está Jorge González, quien administró Miami Beach por más de una década y fue el impulsor de Art Basel Miami, el evento que, 20 años atrás, empujó a cambiar la imagen de la ciudad. "Mi trayectoria siempre se centró en el espacio público, la planificación urbana y la creación de un destino y comodidades para nuestros residentes y visitantes, y toda obra o mejora debe tener un sentido", dice el Village Manager de Bal Harbour sobre su misión. Por eso, generar espacios y experiencias que conecten a las personas cada vez más y mejor con el magnífico entorno natural es de absoluta prioridad. Una visión que atraviesa toda su gestión; es así que la actual agenda de actividades en las playas de Bal Harbour (que, en 2022, fueron ampliadas con 184.000 m² de arena) incluye eventos tan diversos y originales como prácticas de yoga al amanecer, al atardecer y durante las noches de luna llena, o el ciclo Sounds by the Sea, de conciertos de música clásica.





# MEDIA HITS BRAZIL

## FOLHA DE S.PAULO

DESDE 1921 ★ ★ ★ UM JORNAL A SERVIÇO DO BRASIL



Vista de Bal Harbour, vilarejo com hotéis e boutiques de luxo em Miami.

### Bal Harbour é bolha para quem quer curtir Miami sem 'bagaceira'

Brasileiros são maioria em vilarejo delimitado por dois hotéis requintados, praia exclusiva e boutiques de luxo

**Colômbio Gouveia**

Miami. É curioso que a maioria dos brasileiros que se mudam para Miami não vão para a cidade de Miami Beach, com seus prédios aquedrez e o reputation de ser a cidade de Miami. Ao invés disso, vão para o vilarejo de Bal Harbour, que tem uma população de cerca de 10 mil habitantes. É lá que os brasileiros estão se estabelecendo em massa.

É verdade que a cidade de Miami é grande e movimentada, mas Bal Harbour é um vilarejo exclusivo, com hotéis de luxo, boutiques e uma atmosfera de elite. É lá que os brasileiros estão se estabelecendo em massa.

O vilarejo de Bal Harbour é delimitado por dois hotéis requintados, a praia exclusiva e as boutiques de luxo. É lá que os brasileiros estão se estabelecendo em massa.

Segundo o diretor de marketing do hotel Ritz-Carlton, o vilarejo de Bal Harbour é uma bolha de elite, com hotéis de luxo, boutiques e uma atmosfera de elite. É lá que os brasileiros estão se estabelecendo em massa.



Interior de Bal Harbour Hotel, com suas áreas comuns, jardins e piscinas para quem quer curtir Miami sem 'bagaceira'.

Bal Harbour Vilage. Lá é onde os brasileiros estão se estabelecendo em massa. É lá que os brasileiros estão se estabelecendo em massa.

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**Brasil**

**St. Regis Bal Harbour**  
O vilarejo de Bal Harbour é delimitado por dois hotéis requintados, a praia exclusiva e as boutiques de luxo. É lá que os brasileiros estão se estabelecendo em massa.

**Ritz-Carlton Bal Harbour**  
O vilarejo de Bal Harbour é delimitado por dois hotéis requintados, a praia exclusiva e as boutiques de luxo. É lá que os brasileiros estão se estabelecendo em massa.

**Sea View Hotel**  
O vilarejo de Bal Harbour é delimitado por dois hotéis requintados, a praia exclusiva e as boutiques de luxo. É lá que os brasileiros estão se estabelecendo em massa.



# MEDIA HITS BRAZIL

Forbes Brazil



De cima para baixo: sala destinada a casal no spa, vista da suite presidencial e o bar St. Regis

ST. REGIS BAL HARBOUR, EM MIAMI BEACH, FAZ 10 ANOS. LANÇA NOVO CONCEITO DE SPA E RECEBE CINCO ESTRELAS DO FORBES TRAVEL GUIDE 2022 STAR AWARDS

POR ANTONIO CARABOTTI

## CELEBRAÇÃO TRIPLA

RELIQUARIAS HOTELARIA



**P**elo nono ano consecutivo, o Forbes Travel Guide Star Awards concedeu cinco estrelas ao The St. Regis Bal Harbour e seu spa. A conquista deve ainda mais brilho à celebração do 10º aniversário do hotel de 27 andares e de excelente localização em Miami Beach (Flórida, EUA).

O spa lançou um novo conceito, com menu de tratamentos inéditos, reforçando o caráter de experiências exclusivas que diferenciam o hotel. Agora, o The St. Regis Spa conta com 12 salas de tratamento, hidromassagem, sauna seca e a vapor, além de um salão de relaxamento.

Inspirado na linha de requinte de Caroline Aster (1830-1908), o novo spa deve surpreender até mesmo os hóspedes habituais. Com design elegante, o local homenageia o Irish Room, original no The St. Regis New York, onde os aristocratas da cidade se divertiam com privacidade.

As entrar no keogge perfumado de boas-vindas, os hóspedes optam por um tratamento da Caroline Collection, Wellness Collection, Body Massage ou Facial, todos com produtos das marcas de spa e beleza reconhecidas internacionalmente, como Sothys, Omorovicza e Intracellicals. Cada detalhe é pensado para cultivar o hóspede.

Entre as novas opções exclusivas de bem-estar, o tratamento que tem feito mais sucesso é o Ouro 24K Wrap, uma viagem de 90 minutos desenvolvida sob medida para reconectar mente e corpo ao mesmo tempo em que a pele se hidrata. O primeiro passo é uma esfoliação de corpo inteiro, seguida de uma massagem relaxante no couro cabeludo. Enquanto a máscara de limpeza funciona para aquecer e desintoxicar a pele, a hidromassagem leva a mente a um outro patamar de tranquilidade.

Palmas também para o espaço disponível nas salas de tratamento destinadas a casal que escolhem o The Four Elements Couple's Journey, com 90 minutos de duração. É possível a presença de duas pessoas na banheira. O tratamento prevê uma consulta pessoal, e inclui esfoliação incrível de corpo inteiro, banho de hidromassagem e massagem no couro cabeludo, além de usar produtos CBD para combater a inflamação, nutrir a pele e promover relaxamento profundo. ●



# MEDIA HITS BRAZIL



01 atualidade

TASTE OF AMERICA

Adriana Willian

## ABA: restaurante mediterrâneo acaba de inaugurar no Bal Harbour Shops



COM gastronomia que reúne o melhor da culinária de Israel, Líbano, Turquia e Grécia, casa faz parte do grupo Lettuce Entertainment Yau

Foto: Lettuce Entertainment

Chegar a um da culinária mediterrânea ABA, que já possui uma unidade em Chicago e outra em Austin. Inaugurando seu térreo de 100 metros quadrados em um Bal Harbour Shops, o ABA é a primeira casa do grupo Lettuce Entertainment no sul da Flórida, sendo pelo diretor executivo e presidente da Florida Mall Inc. Inc., o top chef Alan e Chef Patrick, CI também. Na gastronomia, o ABA traz um estilo de comida mais leve com influências de todo o Mediterrâneo, principalmente Israel, Líbano, Turquia e Grécia.

O lettuce Entertainment foi criado para trazer o melhor do mundo para o Brasil, com a abertura da ABA, que significa muito para nós, não só porque nos ajuda na Florida com um lugar como Bal Harbour Shops, pois também uma história pessoal com o shopping. Alan diz: a viagem do sul da Florida para a culinária é um dos momentos pessoais para fazer parte da casa o ABA, sendo o presidente da Lettuce Entertainment, S.J. Heston.

ABA, que significa "aba" em hebraico, apresenta um menu que combina sabores de todo o Mediterrâneo com influências das cidades de Israel, Líbano, Turquia e Grécia. Os ingredientes de cada prato incluem o melhor do campo e grãos, preparados com técnicas de grande e sempre frescos e naturais, sendo com peças de animais de fazenda, saudável e delicioso, trazendo ao table. A abertura é precedida com um mês de programação e arte.

Alan diz: a casa de estilo e de todos os outros restaurantes e da variedade do Bal Harbour Shops, uma casa que representa o melhor de todo o Mediterrâneo e do sul da Flórida com seus espaços que oferecem opções de culinária mediterrânea, orgânica e saudável. No projeto, que inclui também a arte e o design, que é o primeiro e único projeto de arquitetura local e internacional.

O primeiro e único restaurante de ABA. Com mais de 250 lugares, a sua decoração conta o melhor do Mediterrâneo com uma atmosfera e diversidade que dá prazer durante com uma viagem e a culinária mediterrânea com um toque de arte. Mas os pratos sempre modernos e elegantes. No andar de cima, é possível encontrar um bar com uma grande variedade de bebidas e música ao vivo, além de um espaço para eventos e reuniões.

"Estamos muito felizes em apresentar à comunidade o primeiro restaurante de ABA, e estamos muito orgulhosos em trazer o melhor do mundo para Bal Harbour. A culinária de Miami continua a crescer e a variedade e a qualidade a aumentar para fazer parte de uma comunidade", diz Alan Heston.

### SERVIÇO

Local: Bal Harbour Shops  
- 5000 Collins Ave, 11º andar  
115, Bal Harbour, FL 33154  
Site: www.abarestaurant.com  
Instagram: @abarestaurant



# MEDIA HITS BRAZIL

## topdestinos

176

roteiro | TODO O LEGADO DA ANTIGA ROTA DA SEDA SOMADO AOS MUSEUS, CULTURA E RELIGIÃO NO UZBEQUISTÃO | Bal Harbour é puro luxo e está sempre se reinventando; confira as boas novas | uma viagem repleta de descobertas na milenar e histórica Jordânia | aventura | um tour emocionante e contemplativo de moto pelas highways até o Alasca | a expedição RedBull acelera tudo na travessia Amadora | Brasil | uma porção muito especial de Alagoas, Porto de Pedras e a praia do Pacacho | sofisticação | dicas preciosas para curtir o Six Senses Ibiza | mapa da bebida | Shochu, a bebida alcoólica mais consumida no Japão | diário de bordo | St. Tropez por Jujá Nememose

MUNDO TOP

## topdestinos

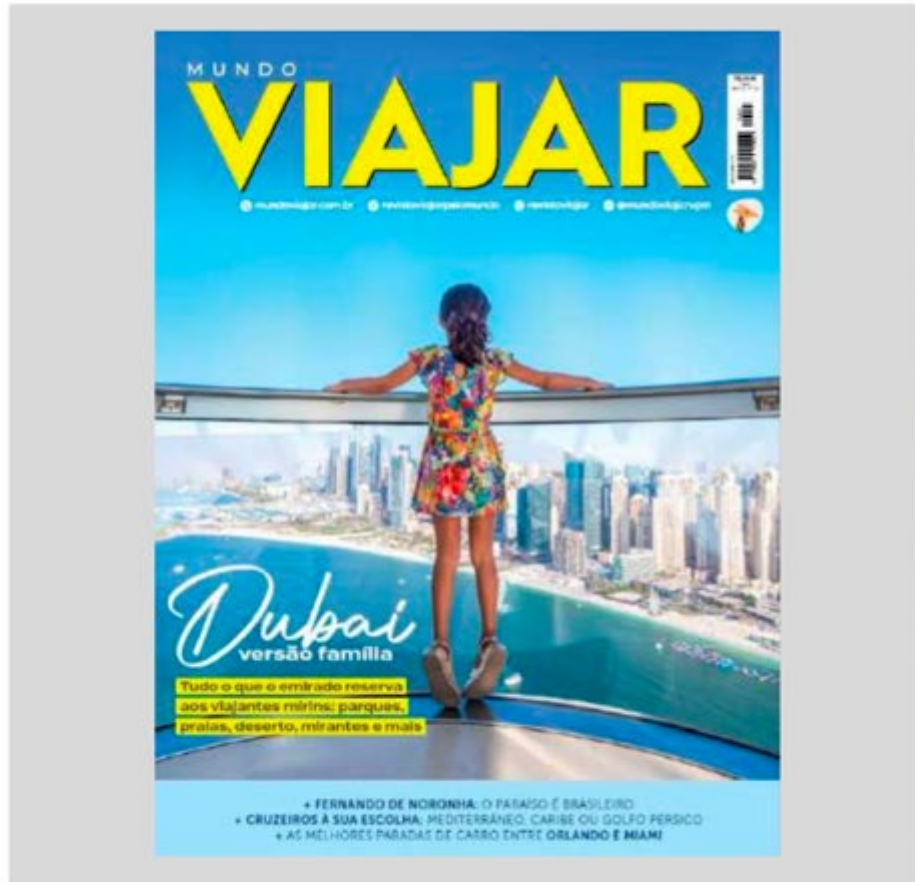


ROTEIRO / BAL HARBOUR





# MEDIA HITS BRAZIL







# MEDIA HITS BRAZIL

## marie claire



58



## PARAÍSO SE MUDOU PARA BAL HARBOUR

CONHEÇA O SOFISTICADO VILAREJO DE MIAMI QUE  
OFERECE ATRAÇÕES PARA TODOS OS GOSTOS

POR MARIA RITA ALONSO  
COLABOROU ISADORA FACELLO

**O** ABRAÇO ENTRE A ÁGUA azul cristalina e a areia branquinha faz de Miami um paraíso de tirar o fôlego. Um dos destinos queridinhos dos brasileiros, a cidade divide-se em várias prefeituras. Uma delas é Bal Harbour, um vilarejo rico em vários sentidos - esse enclave luxoso é versátil nas opções que oferece aos visitantes, combinando infraestrutura e natureza. Em comemoração ao seu 75º aniversário, celebrado neste ano, Bal Harbour passou por uma série de melhoramentos para entregar ainda mais ao seu exigente e sofisticado público. Nem as praias ficaram para trás: uma ampliação iniciada em 2021 dobrou a largura da faixa de areia, tornando-a ainda mais cômida para os turistas e perfeita para a desova de tartarugas.

A localização privilegiada torna Bal Harbour um tesouro seguro, limpo e relaxante, ainda que esteja próximo do agito de outras partes de Miami - está a 20 minutos de aeroportos internacionais e a apenas 15 de Wynwood e Design District. A culinária é excepcional, porque reflete o jato eclético de Miami, uma cidade receptiva onde diversas culturas se combinam com harmonia. Tudo isso de frente para o mar.



137

# MEDIA HITS BRAZIL

## @CASAVOGUEBRASIL





# MEDIA HITS BRAZIL

## BAL HARBOUR Influencer Visit – Camila Coelho



camilacoelho

Seguindo

Enviar mensagem



12.044 publicações

10,1 mi seguidores

937 seguindo

CAMILA COELHO

Share LOVE wherever you go!

Founder & Creative Director of @belaluz & @camilacoelhocollection

@epilepsyfdn Ambassador & Board Member

📍 [linktr.ee/Camila\\_Coelho](https://linktr.ee/Camila_Coelho)

Seguido(a) por flaviapachec, milena.ferriz, stealthelook e outros 135 pessoas



Glowey MAKE...



TUTORIAL



BREASTFEED...



G:14 TUTORIAL



MakeupTUTO...

<https://www.instagram.com/camilacoelho>



# MEDIA HITS MEXICO

## Robb Report

→ **Online:** Beach Haus Bal Harbour has a new vacation residence in Miami

→ **Reach**                      23,333 UMV's

→ **Ad  
Equivalence**                \$49,500.00 USD



# MEDIA HITS MEXICO



**another**

**aire**  
EXPANSION

→ Print: The Style of Sunshine

→ Reach 232,200 UMV's

→ Ad  
Equivalence \$39,944.44 USD



# MEDIA HITS MEXICO



## Gentleman

→ Online: 3 restaurants you must visit at Bal Harbour Shops in Miami

→ Reach 400,000 UMV's

→ Ad Equivalence \$7,222.22 USD

# MEDIA HITS MEXICO



**REFORMA**  
CORAZÓN DE MÉXICO

→ Print: Destination for foodies

→ Reach 592,310.60 UMV's

→ Ad  
Equivalence \$12,600 USD

# MEDIA HITS MEXICO



## marie claire

→ Online: [VOYAGE a floral exhibition for women](#)

→ Reach 33,333 UMV's

→ Ad  
Equivalence \$1,944.44 USD



# MEDIA HITS MEXICO



## FOOD & WINE

→ Online: Bal Harbour: Miami's best kept "secret"

→ Reach 66,666 UMV's

→ Ad  
Equivalence \$2,725 USD

# MEDIA HITS MEXICO



# Quién

→ Online: Bal Harbour: The ideal destination for those looking for luxury and comfort in Florida

→ Reach 133,333 UMV's

→ Ad Equivalence \$6,111.11 USD

# MEDIA HITS MEXICO



## **Golf & Spa** Lifestyle Magazine

→ Print: Under the blue Miami sky

→ Reach 253,440 UMV's

→ Ad  
Equivalence \$20,000 USD



# MEDIA HITS MEXICO



# Forbes

→ Online: This is how "Bal Harbour" a gourmet corner in Miami, is renewed

→ Reach 823,333 UMV's

→ Ad Equivalence \$5,298.61 USD

# MEDIA HITS MEXICO



## MÉXICO **FOOD** *and* **TRAVEL**

→ Online: Bal Harbour: The luxury beach destination in Florida that everyone wants to travel to

→ Reach	7,666 UMV's
→ Ad Equivalence	\$2,566.67 USD

# NEXT STEPS

- Tourism Strategic Plan
- Opening of Avenue 31 & Laperouse at the Bal Harbour Shops
- Beach Haus Expansion





# BAL HARBOUR

- V I L L A G E -

Mayor Jeffrey P. Freimark  
Vice Mayor Seth E. Salver  
Councilman David J. Albaum  
Councilman Buzzy Sklar  
Councilman David Wolf

Village Manager Jorge M. Gonzalez  
Village Clerk Dwight S. Danie  
Village Attorneys Weiss Serota  
Helfman Cole & Bierman, P.L.

## Bal Harbour Village Council

Regular Meeting Minutes

November 21, 2023

At 630 PM

Bal Harbour Village Hall • 655 - 96th Street • Bal Harbour • Florida 33154

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*This meeting was conducted in-person. The meeting was also broadcast on the Village's website ([www.balharbourfl.gov](http://www.balharbourfl.gov)). Members of the public were also encouraged to participate by email ([meetings@balharbourfl.gov](mailto:meetings@balharbourfl.gov)) or by telephone at 305-865-6449.*

**CALL TO ORDER/ PLEDGE OF ALLEGIANCE**-- Mayor Freimark called the meeting to order at 6:15 P.M. following the General Employees' Retirement Board Meeting.

The following were present:

Mayor Jeffrey Freimark  
Vice Mayor Seth Salver  
Councilman David Albaum  
Councilman David Wolf  
Councilman Buzzy Sklar

Also present:

Ramiro Inguanzo, Assistant Village Manager  
Dwight S. Danie, Village Clerk  
Susan Trevarthen, Village Attorney

## REQUESTS FOR ADDITIONS, WITHDRAWALS AND DEFERRALS

Councilman Sklar asked that Agenda Item C7A be pulled from the Consent Agenda and considered at the end of the meeting. He acknowledged the Public Works Team for expeditiously upgrading the lighting on Frontage Road. Mayor Freimark recognized the team that put the holiday lighting ceremony at Founders' Circle.

## PRESENTATIONS AND AWARDS

**PA1** Proclamation - Alzheimer's Awareness Month

Mayor Freimark presented a proclamation for Alzheimer's Awareness Month.

## CONSENT AGENDA

### C6 - COUNCIL MINUTES

**C6A** Village Council Meeting Minutes - October 17, 2023

### C7 - CONSENT AGENDA RESOLUTIONS

**C7A** A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA; ACCEPTING THE DETERMINATION OF THE VILLAGE BUILDING OFFICIAL THAT AVENUE31 LLC D/B/A AVENUE 31 CAFÉ APPLICATION TO THE STATE OF FLORIDA DEPARTMENT OF ALCOHOLIC BEVERAGES AND TOBACCO FOR A 2COP LICENSE IS COMPATIBLE WITH VILLAGE ZONING REGULATIONS; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR AN EFFECTIVE DATE.

This item was considered a at 8:19 P.M. following the Public Comment Section of the Meeting. Councilman Sklar left the meeting at 8:19 P.M.

Mr. Gonzalez introduced the item.

There were no comments from the public.

**MOTION: A Motion to approve the Resolution was moved by Mayor Jeffrey Freimark and seconded by Vice Mayor Seth Salver.**

**VOTE: The Motion passed by unanimous voice vote (5|4-0).**

**C7B** A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA; AUTHORIZING AND APPROVING THE DONATION OF \$5,000.00 OF LAW ENFORCEMENT TRUST FUNDS TO THE ROTARY CLUB OF BAL HARBOUR; AUTHORIZING AND APPROVING THE DONATION OF \$2,500.00 OF LAW ENFORCEMENT TRUST FUNDS TO "DO THE RIGHT THING OF MIAMI, INC."; AUTHORIZING AND APPROVING THE DONATION OF \$2,500.00 OF LAW ENFORCEMENT TRUST FUNDS TO FATHERS M.I.A, INC; PROVIDING FOR IMPLEMENTATION; AND PROVIDING AN EFFECTIVE DATE.

**C7C** A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA; APPROVING AN EXPENDITURE FOR MICROSOFT 365 G3 GOVERNMENT LICENSING FROM PROTECTED TRUST AT AN ANNUAL COST NOT TO EXCEED \$38,496; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE.



- C7D** A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA; APPROVING AN AGREEMENT BETWEEN BAL HARBOUR VILLAGE AND SELECTRON TECHNOLOGIES TO ENABLE THE BUILDING DEPARTMENT TO UTILIZE THE SELECTTXT SERVICE AT A COST NOT TO EXCEED \$36,500 FOR THE FIRST YEAR AND RECURRING COSTS AFTER YEAR ONE OF \$14,000; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR AN EFFECTIVE DATE.
- C7E** A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA; APPROVING AN AMENDMENT TO THE AGREEMENT BETWEEN THE VILLAGE AND CLEAN SPACE INC. FOR JANITORIAL SERVICES AT THE NEW BAL HARBOUR WATERFRONT PARK, IN AN AMOUNT NOT TO EXCEED \$40,404 ANNUALLY; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE.
- C7F** A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA; APPROVING AN AMENDMENT TO THE AGREEMENT BETWEEN THE VILLAGE AND BRIGHTVIEW LANDSCAPE SERVICES INC. FOR GROUNDS MAINTENANCE SERVICES AT THE NEW BAL HARBOUR WATERFRONT PARK, IN AN AMOUNT OF \$21,463.75; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE.

**MOTION: A motion to approve the Consent Agenda with Agenda Item C7A having been pulled was moved by Vice Mayor Seth Salver and seconded by Councilman Buzzy Sklar.**

**VOTE: The Motion passed by unanimous voice vote (5-0).**

## **R5 - ORDINANCES**

- R5A** AN ORDINANCE OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA, ADOPTING THE HOMELESS AND DOMESTIC VIOLENCE TAX, PURSUANT TO SECTION 212.0306(2)(d), FLORIDA STATUTES; PROVIDING FOR CONFLICTS; AND PROVIDING FOR AN EFFECTIVE DATE.

This item was considered at 8:08 P.M. following Agenda Item R9B. Mr. Gonzalez introduced the item saying that this item stemmed from a discussion item at the last Council meeting. He described the change in State legislation that would allow municipalities now exempt from collecting a one-percent food and beverage tax for homeless and domestic violence (Bal Harbour, Miami Beach and Surfside) the choice of conducting a referendum on whether Miami-Dade County could levy a one percent tax on qualified establishments. He said that though most of the affected restaurants having gross annual revenues greater than \$40,000 would be located in the Shops, some of the restaurants in the condos might meet the criteria. He said an additional one-percent tax

would generate around between \$600 and \$700 thousand, a significant increase to the Homeless Trust, which would take affect around January 2025.

Ronald Book, Chairman of the Homeless Trust Board of Trustees, added that the fund that would come from the three municipalities would lead to the pathway for ending homelessness in Miami-Dade County.

Vice Mayor Salver asked if the Village could exempt condominium restaurants to which Ms. Trevarthen responded that they could not be exempted.

Councilman Sklar said that he was all for helping out the homeless, but he didn't know if a tax should be imposed on the residents.

Mayor Freimark said that ultimately the voters would decide by referendum.

There were no comments from the public.

**MOTION: A motion to approve the ordinance on first reading was moved by Councilman Buzzy Sklar and seconded by Vice Mayor Seth Salver.**

<b>ROLL CALL</b>	<b>VOTE</b>
Mayor Jeffrey P. Freimark	<b>Yes</b>
Vice Mayor Seth E. Salver	<b>Yes</b>
Councilman David J. Albaum	<b>Yes</b>
Councilman Buzzy Sklar	<b>Yes</b>
Councilman David Wolf	<b>Yes</b>

**VOTE: The Motion passed by unanimous roll call vote (5-0).**

## **R7 - RESOLUTIONS**

**R7A** A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA; APPROVING THE BAL HARBOUR VILLAGE LEGISLATIVE AGENDA FOR THE 2024 FLORIDA LEGISLATIVE SESSION; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR AN EFFECTIVE DATE.

Mr. Gonzalez introduced introducing the Village's lobbyist, Ronald Book, saying that Mr. Book has been tasked to advocate for grants and funding for capital projects.

Mr. Book said that the two projects for which he had been directed to focus on were good and solid projects. He recognized Rana Brown, his associate who assist with Bal Harbour Legislative items.

There were no comments from the public.

**MOTION: A Motion to approve the Resolution was moved by Councilman David Albaum and seconded by Councilman Buzzy Sklar.**

**VOTE: The Motion passed by unanimous voice vote (5-0).**

**R7B** A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA; APPROVING AN AGREEMENT BETWEEN THE VILLAGE AND LANSIGHT TECHNOLOGY, LLC FOR FULLY MANAGED INFORMATION TECHNOLOGY SERVICES AT A TOTAL COST NOT TO EXCEED \$171,000.00; APPROVING AN AMENDMENT TO THE FISCAL YEAR 2023-2024 BUDGET IN THE AMOUNT OF \$70,000 TOWARDS THE COST OF THESE SERVICES; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE.

This item was considered at 7:14 PM following the Agenda Item R7D. Mr. Gonzalez introduced the item saying that the Village would be reverting back to outsourcing IT services after the Village's IT analyst resigned. He said that the Village had undertaken a solicitation process after which Lansight had provided the lowest estimate and was being recommended by staff.

Councilman Sklar noted that the item was for an additional \$70 thousand to the already budgeted \$100 thousand for IT services, to which Mr. Gonzalez added that it was also for approval of the contract.

There were no comments from the public.

**MOTION: A Motion to approve the Resolution was moved by Vice Mayor Seth Salver and seconded by Councilman Buzzy Sklar.**

**VOTE: The Motion passed by unanimous voice vote (5-0).**

**R7C** A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA; ADOPTING A SCHEDULE OF FEES IMPOSED BY THE VILLAGE FOR THE RENTAL OF FACILITIES AT THE NEW BAL HARBOUR WATERFRONT PARK; PROVIDING FOR CONFLICT; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR AN EFFECTIVE DATE.

Mr. Gonzalez introduced the item adding that the Village had received the Temporary Certificate of Completion that would allow staff to move in and make the building ready for its official opening. Sylvia Flores, Director of Recreation, Arts and Culture, presented a



three-tiered fee structure for indoor and outdoor events, with the addition of a limited-use package that was not included in the agenda packet.

A general discussion ensued regarding different options for residents, residents representing professional events and non-residents with the general consensus to go with the fee structure was submitted in the agenda packet, and modify later it, if necessary.

There were no comments from the public.

**MOTION: A Motion to amend the Resolution to include a limited-use package was moved by Vice Mayor Seth Salver and seconded by Mayor Jeffrey Freimark.**

**VOTE: The Motion passed by unanimous voice vote (5-0).**

**MOTION: A Motion to approve the Resolution as amended was moved by Councilman David Albaum and seconded by Councilman Buzzy Sklar.**

**VOTE: The Motion passed by unanimous voice vote (5-0).**

**R7D** A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA; APPROVING THE DISPLAY OF PUBLIC ART ON VILLAGE PROPERTY DURING 2023 ART BASEL; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR AN EFFECTIVE.

This item was considered at 6:55 PM following the Consent Agenda. Vice Mayor Salver introduced Michelle Azout, Principal of Michelle Azout Art Adviosry, 1270 97th Street, Bay Harbour Islands. Ms. Azout provided a presentation for the art exhibit "Kidnapped from Israel: Milk Cartons Project" proposed to be exhibited during Miami Art Week. She showed works of Nitzan Mintz and Dede Bandid, artist that have collaborated with Tal Huber for the Milk Carton Project. She then presented concepts for the Milk Carton Project that would display photos of Israeli hostages. She added that there would be no cost for the Village.

Mayor Freimark asked how indemnification for the Village would be handled, to which Ms. Azout said that she did not have an answer. Mr. Gonzalez said that the Village would work with Ms. Azout to make sure the project met Building Department requirement and find an appropriate location, and to work with Legal to craft an agreement with the proper indemnification.

Mayor Freimark said that he had attended a North American Mayors Conference on anti-Semitism and had the opportunity to speak with family members of hostages, saying that listening to their experiences and what they are dealing with was brutal. He said that he would be in favor of the project.

Councilman Albaum agreed that he would be in favor of the project.

Councilman Wolf also agreed that he was in favor, adding that it would be favorable to place it somewhere other than the green space, if possible, for more visibility.

Neca Logan, 64 Camden Drive, said the space in front of the Guard House would be a difficult spot to place the exhibit due to lack of parking and the presence of other artwork.

Penny Sepler, 10275 Collins Avenue, suggested the placement could be in front of the Oceana.

Councilman Sklar added that being that the artwork was so powerful the placement should be in a place where it gets the most eyes.

Mr. Gonzalez said that he would work on finding the best location.

Ms. Trevarthen summarized the proposed resolution.

**MOTION: A Motion to approve the Resolution was moved by Vice Mayor Seth Salver and seconded by Councilman Buzzy Sklar.**

**VOTE: The Motion passed by unanimous voice vote (5-0).**

## **R9 - NEW BUSINESS AND COUNCIL DISCUSSION**

**R9A** Discussion Item - Council Meeting Dates 2024 - Village Manager Jorge M. Gonzalez

This item was considered at 7:37 P.M. following agenda item R7C. There was a general consensus to change the April 16, 2024 Council Meeting to April 9, 2024 and to change the October 15, 2024 meeting to October 29, 2024. Mr. Gonzalez said that he would bring a Resolution to the December Council meeting to approve the 2024 calendar.

**R9B** Discussion Item - Update on Negotiations Regarding the Oceana Development Agreement - Village Manager Jorge M. Gonzalez

Mr. Gonzalez introduced the item providing a brief history of the development agreement with the Oceana that had language in it that specified that its restaurant would be open to the public that would allow it to be a mixed-use project. He said that research shows that when the property was being developed the owners had received from FEMA the equivalence of a variance freeing up the ability to come to a tentative agreement.

Mickey Marrero, Bercow Radell Fernandez, 200 S. Biscayne Blvd., representing the Oceana, said that the association had engaged Enea Garden Design to create concepts for the creation of public spaces. He said that a fire lane and location of the dune prevented the installation of structures and playground equipment. He presented low-level landscaping improvements for the walk lane and the area just east of Collins. He said that he had the authority to offer \$1 million to the Village for other improvements.

Mr. Gonzalez said that the green space and path is estimated to be \$120 thousand and \$880 thousand for park improvements, the location of which would be decided by the Village.

Councilman Sklar said that he had been discussing alternative spots for an east side park with the Village Manager and Public Works.

Vice Mayor Salver said that he feels that the Village is conceding to easily and that there needs to be an amenity to the Village that would exist for as long as the building exists. He suggested that in addition to the \$1 million, the Oceana provide something like a beach chair concession available to all Bal Harbour residents.

Councilman Sklar noted that the amenity should somehow be retroactive for the years that that the building has been up.

Councilman Wolf agreed that a dollar amount does not quite suffice for an amenity. He agreed that a type of beach chair concession would be beneficial.

Mayor Freimark said that he would put a straw man out for discussion suggesting that the Ocean provide the Village \$1 million, plus the work proposed for the front green space plus a beach concession that would provide at least two chairs to residents.

Mr. Marrero said that he would need to go back to the association after which he would meet with Mr. Gonzalez.

## **R9C - PUBLIC COMMENT**

There were no comments from the public.

## **R10 - VILLAGE MANAGER REPORT**

## **R11 - VILLAGE CLERK REPORT**

### **R11A** Lobbyist Report



**R12 - VILLAGE ATTORNEY REPORT**

**R12A** Village Attorney Report

**END OF REGULAR AGENDA**

**ADJOURNMENT** The meeting was adjourned at 8:57 PM.

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Mayor Jeffrey Freimark



Attest:

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Dwight S. Danie, Village Clerk



# BAL HARBOUR

- VILLAGE -

## COUNCIL ITEM SUMMARY

### Condensed Title:

**A RESOLUTION SETTING COUNCIL MEETING DATES FOR THE 2024 CALENDAR YEAR.**

### Issue:

Should the Council approve the Resolution setting meeting dates for calendar year 2024?

### The Bal Harbour Experience:

- Beautiful Environment     Safety     Modernized Public Facilities/Infrastructure  
 Destination & Amenities     Unique & Elegant     Resiliency & Sustainable Community  
 Other: Section 22 of the Village Charter requires the Village Council meet at least once each month, with the exception of August.

### Item Summary / Recommendation:

Section 22 of the Village Charter requires that the Village Council meet at least once each month, except for August which is considered Summer Recess. For several years, the Village Council has opted to meet on the third Tuesday of each month at 6:30 p.m.

As discussed at the November 21, 2023 Council Meeting, there does not appear to be a conflict with this pattern in 2024, with the exceptions in the months of April and October.

The April meeting is being proposed for the second Tuesday (9<sup>th</sup>). The October meeting is being proposed for the fifth Tuesday (29<sup>th</sup>) due to conflicts that would affect a quorum.

Additionally, since September requires two meetings for the adoption of the fiscal year budget, the date of September (10<sup>th</sup>) First Budget Hearing and September (17<sup>th</sup>) is highlighted as the potential 2<sup>nd</sup> budget hearing date.

As in prior years, the Council will participate in the Annual Retreat, to take place February 22<sup>nd</sup> and 23<sup>rd</sup> 2024.

**THE ADMINISTRATION RECOMMENDS APPROVAL OF THIS RESOLUTION.**

### Advisory Board Recommendation:

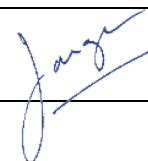
N/A

### Financial Information:

	Amount	Account	Account #
	X	X	X

### Sign off:

Director Title	Chief Financial Officer	Village Manager
Director Name	Claudia Dixon	Jorge M. Gonzalez



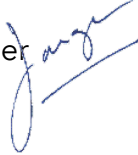


# BAL HARBOUR

- VILLAGE -

## COUNCIL MEMORANDUM

TO: Honorable Mayor and Village Council

FROM: Jorge M. Gonzalez, Village Manager 

DATE: December 18, 2023

SUBJECT: **A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA; SETTING COUNCIL MEETING DATES FOR THE 2024 CALENDAR YEAR; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR AN EFFECTIVE DATE.**

### **ADMINISTRATIVE RECOMMENDATION**

I am recommending approval of this Resolution.

### **BACKGROUND**

Section 22 of the Village Charter requires that the Village Council meet at least once each month, except for August which is considered Summer Recess. For several years, the Village Council has opted to meet on the third Tuesday of each month at 6:30 p.m.

As discussed at the November 21, 2023 Council Meeting, there does not appear to be a conflict with this pattern in 2024, with the exceptions in the months of April and October.

The April meeting is being proposed for the second Tuesday (9<sup>th</sup>). The October meeting is being proposed for the fifth Tuesday (29<sup>th</sup>) due to conflicts that would affect a quorum.

Additionally, since September requires two meetings for the adoption of the fiscal year budget, the date of September 10<sup>th</sup> First Budget Hearing and September (17<sup>th</sup>) is highlighted as the potential 2<sup>nd</sup> budget hearing date.

As in prior years, the Council will participate in the Annual Retreat, to take place February 22<sup>nd</sup> and 23<sup>rd</sup> 2024.

### **THE BAL HARBOUR EXPERIENCE**

Section 22 of the Village Charter requires that the Village Council meet at least once each month, except for August which is considered Summer Recess.

**CONCLUSION**

The following dates have been selected for the council meeting dates for 2024 after general discussion and consensus by the Village Council. I, therefore, recommend approval of this item.

Monthly Village Council Meetings

January 16, 2024	May 21, 2024	September 17, 2024
February 20, 2024	June 18, 2024	October 29, 2024
March 19, 2024	July 16, 2024	November 19, 2024
April 9, 2024	(August Recess)	December 17, 2024

Annual Retreat

February 22<sup>rd</sup> & 23<sup>th</sup>

Attachments:

1. 2024 Calendar of Meeting Dates

RESOLUTION NO. 2023-\_\_\_\_

A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA; SETTING COUNCIL MEETING DATES FOR THE 2024 CALENDAR YEAR; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE.

**WHEREAS**, Section 22 of the Village Charter requires that the Village Council meet at least once each month, except for August; and

**WHEREAS**, last year the Village Council opted to meet the third Tuesday of each month at 6:30 p.m.; and

**WHEREAS**, The Village Council desires to continue meeting the third Tuesday of each month for 2024 at 6:30 p.m. and

**NOW, THEREFORE, BE IT RESOLVED BY THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA, AS FOLLOWS:**

**Section 1.** **Recitals Adopted.** That the above stated recitals are hereby adopted and confirmed.

**Section 2.** **Setting Village Council 2024 Meeting Dates.** The Village Council Meeting dates for the 2024 calendar year will be the third Tuesday of each month at 6:30 PM except for the April 2024 meeting being proposed for the second Tuesday (9th) and the October 2024 meeting being proposed for the fifth Tuesday (29th).

**Section 3.** **Implementation.** The Village Manager is hereby authorized to take any actions necessary to implement the purposes of this Resolution. Any changes to the Council meeting dates for 2024 calendar year may be approved by motion of the Village Council.



**Section 5. Effective Date.** That this Resolution shall take effect immediately upon the adoption hereof.

PASSED AND ADOPTED this 18<sup>th</sup> day of December, 2023.



\_\_\_\_\_  
Mayor Jeffrey P. Freimark

ATTEST:

\_\_\_\_\_  
Dwight S. Danie, Village Clerk

APPROVED AS TO FORM AND LEGAL SUFFICIENCY:

\_\_\_\_\_  
Village Attorney  
Weiss Serota Helfman Cole & Bierman P.L.

## JANUARY

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## FEBRUARY

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

## MARCH

M	T	W	T	F	S	S
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## APRIL

M	T	W	T	F	S	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## MAY

M	T	W	T	F	S	S
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## JUNE

M	T	W	T	F	S	S
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## JULY

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## AUGUST

M	T	W	T	F	S	S
				1	2	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## SEPTEMBER

M	T	W	T	F	S	S
						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

## OCTOBER

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## NOVEMBER

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

## DECEMBER

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## JANUARY

1st • New Years Day  
15th • Dr. Martin Luther King's Birthday

## FEBRUARY

19th • Presidents Day  
22th & 23th • Village Council Retreat

## MARCH

23rd & 24th • Purim  
31th • Easter Sunday

## APRIL

22nd - 30th • Passover  
29th • Good Friday

## MAY

27th • Memorial Day

## JUNE

11th - 13th • Shavuot  
19th • Juneteenth

## JULY

4th • Independence Day

## AUGUST

Council Recess

## SEPTEMBER

2th • Labor Day  
10th • Budget Hearing

## OCTOBER

2nd-4th • Rosh Hashanah  
11th & 12th • Yom Kippur  
16th - 23rd • Sukkot  
23rd - 25th • Shmini Atzeret/Simchat Torah

## NOVEMBER

11th • Veterans Day  
28th & 29th • Thanksgiving

## DECEMBER

25th (December) - 2nd (January) • Chanukah  
25th • Christmas Day

Proposed Village Council Meeting Dates  
Council Retreat Dates  
Budget Hearing Date  
Holidays - Village Hall Open Dates

Weekend Dates  
Village Hall Observed Holidays  
Village Election Date  
Village Induction Date

# BAL HARBOUR

- VILLAGE -

## COUNCIL ITEM SUMMARY

### Condensed Title:

**AN ORDINANCE OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA, ADOPTING THE HOMELESS AND DOMESTIC VIOLENCE TAX, PURSUANT TO SECTION 212.0306(2)(d), FLORIDA STATUTES.**

### Issue:

Should the Village Council approve an Ordinance on 2<sup>nd</sup> Reading that would add the Homeless and Domestic Violence Tax of 1% at all eligible restaurants in Bal Harbour Village, subject to approval by the voters at a general election?

### The Bal Harbour Experience:

Beautiful Environment     Safety     Modernized Public Facilities/Infrastructure  
 Destination & Amenities     Unique & Elegant     Resiliency & Sustainable Community  
 Other: \_\_\_\_\_

### Item Summary / Recommendation:

This Ordinance was unanimously approved on 1<sup>st</sup> Reading at the November 21, 2023 Council meeting. Section 212.0306, Florida Statutes, authorizes Miami-Dade County to levy a homeless and domestic violence tax. This one percent tax is collected on establishments that gross over \$400,000 that are licensed by the State of Florida to sell alcoholic beverages for consumption on the premises, except for hotels and motels. The tax has been since 1993 collected throughout Miami-Dade County with the exception of establishments in the cities of Miami Beach, Surfside and Bal Harbour Village.

In the 2023 Florida Legislative Session, a bill passed and was approved by the Governor that would allow communities such as Miami Beach, Surfside and Bal Harbour to adopt the Homeless and Domestic Violence Tax after approval by voter referendum. Approval of this Ordinance would be the first step required by the legislation passed in the 2023 Florida Legislative Session which would allow the Village to place a ballot question on a future general election asking voters in Bal Harbour Village for their approval in implementing the Homeless and Domestic Violence Tax which would apply to restaurants in Bal Harbour which generate over \$400,000 in gross receipts annually, excluding restaurants in hotels. If approved by a majority of the voters in Bal Harbour, this tax would take effect on the first day of January following the general election in which the Ordinance was approved.

**THE ADMINISTRATION RECOMMENDS APPROVAL OF THIS ORDINANCE.**

### Financial Information:

Amount	Account	Account #
X	X	X

### Sign off:

Tourism Director	Chief Financial Officer	Village Manager
Ramiro J. Inguanzo	Claudia Dixon	Jorge M. Gonzalez



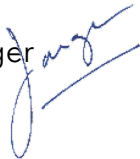


# BAL HARBOUR

- V I L L A G E -

## COUNCIL MEMORANDUM

TO: Honorable Mayor and Village Council

FROM: Jorge M. Gonzalez, Village Manager 

DATE: December 18, 2023

SUBJECT: **AN ORDINANCE OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA, ADOPTING THE HOMELESS AND DOMESTIC VIOLENCE TAX, PURSUANT TO SECTION 212.0306(2)(d), FLORIDA STATUTES; PROVIDING FOR CONFLICTS; AND PROVIDING FOR AN EFFECTIVE DATE.**

### ADMINISTRATIVE RECOMMENDATION

Approval of this Ordinance is recommended.

### BACKGROUND

This Ordinance was unanimously approved by the Village Council on First Reading at the November 21, 2023 Village Council meeting. An accompanying Resolution is being presented at the December 18, 2023 Council meeting calling for a referendum to be placed on the ballot on the November 2024 general election, as defined in Florida Statutes s. 97.021.

Section 212.0306, Florida Statutes, authorizes Miami-Dade County to levy a homeless and domestic violence tax. This one percent tax is collected on establishments that gross over \$400,000 that are licensed by the State of Florida to sell alcoholic beverages for consumption on the premises, except for hotels and motels. The tax is collected throughout Miami-Dade County with the exception of establishments in the cities of Miami Beach, Surfside, and Bal Harbour Village. The homeless tax legislation was enacted in 1993, and state statute exempted cities or villages imposing a municipal resort tax as authorized by Chapter 67-930 from the homeless and domestic violence tax. Therefore, establishments in Bal Harbour Village, along with the City of Miami Beach and the Town of Surfside, are exempt from this tax. In all other cities in Miami-Dade County, 85 percent of the tax receipts go to the Miami-Dade County Homeless Trust, the governing body which oversees the use of a portion of the tax dedicated to homeless programs.

By way of background in the Village, at the February 21, 2017 Village Council meeting, Councilman David Albaum placed a discussion item on the agenda regarding how the Village could help with homeless issues countywide. At this meeting, it was agreed that the Village would connect with the Miami-Dade County Homeless Trust to explore options. At the January 15, 2019 Council meeting, then-Councilman (now Mayor) Jeffrey Freimark placed a follow-up discussion item regarding this issue. At the September 10, 2019

Village's First Budget Hearing, the Mayor and Council discussed options and directed the Village Manager to place a Resolution on the September 17, 2019 Council agenda to approve a donation to the Miami-Dade County Homeless Trust of \$50,000 from the Resort Tax Fund Balance, with the intent of making it a recurring donation each year, subject to the approval of the Village Council. For the FY 2020-2021, this item was not funded due to the anticipated and undetermined impacts as a result of the COVID-19 pandemic. At the June 15, 2021 Council meeting, the Council reinstated the \$50,000 donation for the FY 2021-2022. The \$50,000 contribution was again approved for the 2022-2023 and 2023-2024 fiscal years.

In the 2023 Florida Legislative Session, a bill passed and was approved by the Governor that would allow communities such as the City of Miami Beach, the Town of Surfside and Bal Harbour Village, to choose to place an item on a ballot for voter approval to levy a homeless and domestic violence tax within their respective jurisdictions. The following is the language approved by the Legislature:

*Sales in cities or towns presently imposing a municipal resort tax as authorized by chapter 67-930, Laws of Florida, are exempt from the taxes authorized by subsection (1); however, the tax authorized by paragraph (1)(b) may be levied in such city or town if the governing authority of the city or town adopts an ordinance that is subsequently approved by a majority of the registered electors in such city or town at a referendum held at a general election as defined in s. 97.021. Any tax levied in a city or town pursuant to this paragraph takes effect on the first day of January following the general election in which the ordinance was approved. A referendum to reenact an expiring tax authorized under this paragraph must be held at a general election occurring within the 48-month period immediately preceding the effective date of the reenacted tax, and the referendum may appear on the ballot only once within the 48-month period.*

Attached is a copy of the Florida Statutes which address this food and beverage tax, along with excerpts of the bill analysis.

At the October 17, 2023 Village Council meeting, Mayor Freimark placed a discussion item on the agenda for the Village Council to explore the possibility of placing an item on a future general election ballot regarding approval of implementing this tax in eligible establishments in Bal Harbour Village. Ron Book, Chairman of the Miami-Dade County Homeless Trust was in attendance at the Council meeting and provided an overview of the issue and of the steps needed to move forward. The Mayor and Council asked that this item return at the November 2023 Council meeting in order for them to take action and this Ordinance was approved at that meeting.

### **ANALYSIS**

The Miami-Dade County Homeless Trust organizes and directs the Miami-Dade County Homeless Plan. The Trust's annual budget is comprised of local food and beverage proceeds from the Homeless and Domestic Violence Tax which are used to leverage federal, state and private funding. The Trust receives no general fund dollars from Miami-

Dade County. The Miami-Dade County Homeless Trust serves as the lead agency for Miami-Dade County’s homeless Continuum of Care (CoC), responsible for the oversight, planning and operations of the all homeless efforts in the County; Implementing the Homeless Plan which provides a framework for preventing and ending homelessness in Miami-Dade County; Serving as the collaborative applicant for federal and state funding opportunities; Administering grants and overseeing operations and fiscal activities for more than 100 housing and services programs operated by more than 20 competitively selected non-profit providers and government entities; Managing Miami-Dade County’s Homeless Management Information System (HMIS), the local technology system used to collect client-level data on the provision of housing and services to homeless individuals and families and persons at risk of homelessness; and Developing policy and serving in an advisory capacity to the Board of County Commissioners on issues involving homelessness.

As described in the background section of this memo, Bal Harbour Village is one of only three cities in Miami-Dade County that are currently exempt from the Homeless and Domestic Violence Tax. The Florida Legislature has now approved language that gives cities such as ours an option to ask voters for their consideration on whether to approve the implementation of the homeless and domestic violence tax on a ballot question in a general election in Miami-Dade County. As statutorily defined, the only eligible election is the November election. Passage of this Ordinance would be the next required step which would allow the Village to place a ballot question in a future general election, as required by the State’s legislation.

If the Homeless and Domestic Violence Tax were collected in Bal Harbour Village, restaurants in hotels would be exempt, as well as any restaurant that does not generate over \$400,000 in gross receipts annually. Currently, the following restaurants would meet the criteria where the 1% tax would apply:

- ABA
- Carpaccio
- Hillstone
- Makoto
- Le Zoo
- Bal Harbour Tower Restaurant
- Oceana Bal Harbour Restaurant
- Majestic Restaurant
- Harbour House Restaurant

For only the restaurants listed above, the following is the annual revenue generated on a 2% tax, based on the collective revenue for these restaurants for the past two fiscal years:

<b>Qualifying Restaurants</b>	<b>Current 2% Food &amp; Beverage Tax</b>	<b>Estimated Additional 1% Collection</b>
<b>FY2023</b>	<b>\$ 1,418,449</b>	<b>\$ 709,225</b>
<b>FY2022</b>	<b>\$ 1,218,787</b>	<b>\$ 609,393</b>



Based on the above calculations of the 2% collected for Food and Beverage which the Village collects, it is expected that if the voters approved the levy of the Homeless and Domestic Violence Tax in Bal Harbour Village, a 1% tax would yield approximately \$600,000 - \$700,000 based on the current revenue collections, but subject to change based on amounts collected.

If approved by a majority of the voters in Bal Harbour, this tax would take effect on the first day of January following the general election in which the ordinance was approved and Miami-Dade County would begin to collect this tax in the same manner they collect all other county taxes.

### **THE BAL HARBOUR EXPERIENCE**

Homelessness is an issue which impacts communities in a myriad of ways including public safety, and efforts supporting homeless programs and solutions help contribute to a safer community. Efforts to assist with homelessness would contribute to the elements of Beautiful Environment and Safety in our community.

### **CONCLUSION**

Approval of this Ordinance at 2<sup>nd</sup> Reading would be the first step required by the legislation passed by the State of Florida in the 2023 Legislative Session. This will allow the Village to place a ballot question on the November 2024 general election, asking voters in Bal Harbour Village to approve implementing the Homeless and Domestic Violence Tax in eligible restaurants in Bal Harbour. If approved by a majority of the voters in Bal Harbour, this tax would take effect on the first day of January following the general election in which the ordinance was approved.

Attachments:

1. Florida Statutes Local Option Food and Beverage Tax

ORDINANCE NO. 2023-\_\_\_\_

AN ORDINANCE OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA, ADOPTING THE HOMELESS AND DOMESTIC VIOLENCE TAX, PURSUANT TO SECTION 212.0306(2)(d), FLORIDA STATUTES; PROVIDING FOR CONFLICTS; AND PROVIDING FOR AN EFFECTIVE DATE.

**WHEREAS**, in 1993, the Florida Legislature authorized Miami-Dade County to levy a homeless and domestic violence tax of one percent on establishments grossing over \$400,000 that are licensed by the State of Florida to sell alcoholic beverages for consumption on the premises, except for hotels and motels (Section 212.0306, Florida Statutes); and

**WHEREAS**, the statute exempted cities or villages imposing a municipal resort tax as authorized by Chapter 67-930 (Bal Harbour, Surfside, and Miami Beach) from this tax; and

**WHEREAS**, this year, the Florida Legislature amended subsection (2)(d) of the statute so these three municipalities could choose to place an item on a ballot for voter approval of the levying of the homeless and domestic violence tax within their jurisdictions, by adopting an ordinance and then placing a ballot question on a future general election; and

**WHEREAS**, if this tax is approved by a majority of the voters in Bal Harbour, this tax will take effect on the first day of January following the general election in which the Ordinance was approved.

**NOW, THEREFORE, BE IT ORDAINED BY THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA, AS FOLLOWS:**

**Section 1. Recitals Adopted.** That the above recitals are true and correct and incorporated into this Ordinance by this reference.

**Section 2. Adoption of Tax, Subject to Voter Approval.** That, pursuant to Section 212.0306(2)(d), Florida Statutes, the Village Council hereby adopts a homeless and domestic violence tax of one percent on establishments grossing over \$400,000 that are

licensed by the State of Florida to sell alcoholic beverages for consumption on the premises, except for hotels and motels. Following voter approval of this tax at a general election, this tax will become effective on the first day of January following the date of that election.

**Section 3. Clerk to Distribute.** That, if the tax is approved by the voters, the Village Clerk shall transmit documentation of the levying of the tax to the Florida Department of Revenue and to the Miami-Dade County Tax Collector.

**Section 3. Conflicts.** That all sections or parts of sections of Village resolutions or ordinances that conflict with this Ordinance are repealed to the extent of such conflict.

**Section 4. Effective Date.** That this Ordinance shall take effect immediately upon the adoption hereof.

PASSED AND ADOPTED on first reading this 21<sup>st</sup> day of November, 2023

PASSED AND ADOPTED on second reading this 18<sup>th</sup> day of December, 2023.



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Mayor Jeffrey P. Freimark

ATTEST:

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Dwight S. Danie, Village Clerk

APPROVED AS TO FORM AND LEGAL SUFFICIENCY:

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Village Attorney  
Weiss Serota Helfman Cole & Bierman P.L.



**2023 Florida Statutes** [Title XIV TAXATION AND FINANCE](#)

[Chapter 212 TAX ON SALES, USE, AND OTHER TRANSACTIONS](#)

**212.0306 Local option food and beverage tax; procedure for levying; authorized uses; administration.–**

(1) Any county, as defined in s. [125.011](#)(1), may impose the following additional taxes, by ordinance adopted by a majority vote of the governing body:

(a) At the rate of 2 percent on the sale of food, beverages, or alcoholic beverages in hotels and motels only.

(b) At the rate of 1 percent on the sale of food, beverages, or alcoholic beverages in establishments that are licensed by the state to sell alcoholic beverages for consumption on the premises, except for hotels and motels; however, the tax shall not apply to any alcoholic beverage sold by the package for off-premises consumption.

(2)(a)1. The sales in any establishment licensed by the state to sell alcoholic beverages for consumption on the premises, except for hotels and motels, that had gross annual revenues of \$400,000 or less in the previous calendar year, are exempt from the tax authorized by paragraph (1)(b).

2. For purposes of determining qualification for this exemption, each such establishment must determine the annual gross revenues of the business at the end of each calendar year. If an establishment's exemption status changes, the establishment must cease or begin collection of the tax effective the following February 1, in accordance with its new exemption status. An establishment must notify the tax collector of the county levying the tax of such change in writing no later than 20 days after the end of the calendar year.

3. Each newly opened establishment must collect the tax authorized by paragraph (1)(b) for 45 days commencing with its first day of business. After such time a newly opened business may cease collecting the tax if its projected gross annual revenues are \$400,000 or less. Projected gross annual revenues shall be determined by dividing gross revenues for the first 45 days by 45, and multiplying the resulting quotient by 365. Newly opened businesses which cease collecting the tax must notify the tax collector of the county levying the tax within 20 days after the last day the tax is collected. A newly opened establishment which has been in business for less than 45 days as of the end of its first calendar year is exempt from the provisions of subparagraph 2. for that calendar year.

(b) Sales in any veterans' organization are exempt from the tax authorized by paragraph (1)(b).

(c) All transactions that are exempt from the state sales tax are exempt from the taxes authorized by subsection (1).

(d) Sales in cities or towns presently imposing a municipal resort tax as authorized by chapter 67-930, Laws of Florida, are exempt from the taxes authorized by subsection (1);

however, the tax authorized by paragraph (1)(b) may be levied in such city or town if the governing authority of the city or town adopts an ordinance that is subsequently approved by a majority of the registered electors in such city or town at a referendum held at a general election as defined in s. [97.021](#). Any tax levied in a city or town pursuant to this paragraph takes effect on the first day of January following the general election in which the ordinance was approved. A referendum to reenact an expiring tax authorized under this paragraph must be held at a general election occurring within the 48-month period immediately preceding the effective date of the reenacted tax, and the referendum may appear on the ballot only once within the 48-month period.

(3)(a) The proceeds of the tax authorized by paragraph (1)(a) shall be allocated by the county to a countywide convention and visitors bureau which, by interlocal agreement and contract with the county, has been given the primary responsibility for promoting the county and its constituent cities as a destination site for conventions, trade shows, and pleasure travel, to be used for purposes provided in s. [125.0104](#)(5)(a)2. or 3., 1992 Supplement to the Florida Statutes 1991. If the county is not or is no longer a party to such an interlocal agreement and contract with a countywide convention and visitors bureau, the county shall allocate the proceeds of such tax for the purposes described in s. [125.0104](#)(5)(a)2. or 3., 1992 Supplement to the Florida Statutes 1991.

<sup>1</sup>(b) For the first 12 months, the proceeds from the tax authorized by paragraph (1)(b) shall be used by the county to assist persons who have become, or are about to become, homeless. These funds shall be made available for emergency homeless shelters, food, clothing, medical care, counseling, alcohol and drug abuse treatment, mental health treatment, employment and training, education, and housing. Thereafter, not less than 15 percent of these funds shall be made available for construction and operation of domestic violence centers, and the remainder shall be used for the other purposes set forth in this paragraph. In addition, the proceeds of the tax and the interest accrued on those proceeds may be used as collateral, pledged, or hypothecated for projects authorized by this paragraph, including bonds issued in connection therewith. Prior to enactment of the ordinance levying and imposing the tax provided for by paragraph (1)(b), the county shall appoint a representative task force including, but not limited to, service providers, homeless persons' advocates, and impacted jurisdictions to prepare and submit to the governing board of the county for its approval a plan for addressing the needs of persons who have become, or are about to become, homeless. The governing board of the county shall adopt this countywide plan for addressing homeless needs as part of the ordinance levying the tax.

(c) The county and each municipality in that county shall continue to contribute each year at least 85 percent of aggregate expenditures from the respective county or municipal general fund budget for county-operated or municipally operated homeless shelter services at or above the average level of such expenditures in the 2 fiscal years preceding the date of levying this tax.

(4) A certified copy of the ordinance that authorizes the imposition of a tax authorized by this section shall be furnished by the county to the Department of Revenue within 10 days after the adoption of the ordinance.

(5) A tax authorized by this section may take effect on the first day of any month, but may not take effect until at least 60 days after the adoption of the ordinance levying the tax.

(6) Any county levying a tax authorized by this section must locally administer the tax using the powers and duties enumerated for local administration of the tourist development tax by s. [125.0104](#), 1992 Supplement to the Florida Statutes 1991. The county's ordinance shall also provide for brackets applicable to taxable transactions.

(7) Each county shall also appoint an oversight board including, but not limited to, service providers, domestic violence victim advocates, members of the judiciary, concerned citizens, a victim of domestic violence, and impacted jurisdictions to prepare and submit to the governing board of the county for its approval a plan for disbursing the funds made available for the construction and operation of domestic violence centers. Each member of the county's governing board shall appoint a member, and the county manager shall appoint two members, to the oversight board.

**History.**—s. 2, ch. 89-362; s. 4, ch. 93-233; ss. 1, 2, ch. 94-351; ss. 71, 72, ch. 94-353; s. 21, ch. 2023-157.

<sup>1</sup>**Note.**—As amended by s. 71, ch. 94-353. Paragraph (b) was also amended by s. 1, ch. 94-351. The ch. 94-353 version is published here as the last expression of legislative will. Paragraph (b), as amended by s. 1, ch. 94-351, reads:

*(b) For the first 12 months, the proceeds from the tax authorized by paragraph (1)(b) shall be used by the county to assist persons who have become, or are about to become, homeless. These funds shall be made available for emergency homeless shelters, food, clothing, medical care, counseling, alcohol and drug abuse treatment, mental health treatment, employment and training, education, and housing. Thereafter, not less than 15 percent of these funds shall be made available for construction and operation of domestic violence centers, and the remainder shall be used for the other purposes set forth in this paragraph. In addition, the proceeds of the tax and interest accrued may be used as collateral, pledged or hypothecated, for any projects authorized by this paragraph, including bonds issued in connection therewith. Prior to enactment of the ordinance levying and imposing the tax provided for by paragraph (1)(b), the county shall appoint a representative task force including, but not limited to, service providers, homeless advocates, and impacted jurisdictions to prepare and submit to the governing board of the county for its approval a plan for addressing the needs of persons who have become, or are about to become, homeless. The governing board of the county shall adopt this countywide plan for addressing homeless needs as part of the ordinance levying the tax.*

**Note.**—Former s. 125.0104(3)(n).

## Laws of Florida 2023-157

**Section 21.** Paragraph (d) of subsection (2) of section 212.0306, Florida Statutes, is amended to read:

**212.0306 Local option food and beverage tax; procedure for levying; authorized uses; administration.**— (2)(d) Sales in cities or towns presently imposing a municipal resort tax as authorized by chapter 67-930, Laws of Florida, are exempt from the taxes authorized by subsection (1); however, the tax authorized by paragraph (1)(b) may be levied in such city or town if the governing authority of the city or town adopts an ordinance that is subsequently approved by a majority of the registered electors in such city or town at a referendum held at a general election as defined in s. 97.021. Any tax levied in a city or town pursuant to this paragraph takes effect on the first day of January following the general election in which the ordinance was approved. A referendum to reenact an expiring tax authorized under this paragraph must be held at a general election occurring within the 48-month period immediately preceding the effective date of the reenacted tax, and the referendum may appear on the ballot only once within the 48-month period.



**Bill Analysis Excerpts:**

The bill was approved by the Governor on May 25, 2023, ch. 2023-157, L.O.F., and will become effective July 1, 2023, except as otherwise provided.

**Municipal Resort Tax and Local Food and Beverage Tax****Current Situation**

In 1967, Florida authorized the municipal resort tax. The law authorized cities and towns meeting certain population requirements located within counties also meeting certain population requirements to levy the tax. The tax could be levied on rentals of hotel rooms and similar accommodations, and it could also be levied on sales of food and certain beverages. The municipal resort tax continues to be levied today in the cities of Bal Harbour, Surfside, and Miami Beach, all of which are located within Miami-Dade County.

Florida has since authorized Miami-Dade County to levy the local option food and beverage tax. The local option food and beverage tax consists of two taxes: a 2 percent tax on the sale of food, beverages, and alcoholic beverages sold in hotels and motels, and a 1 percent tax on the sale of food, beverages, and alcoholic beverages sold at an establishment licensed by the state to sell alcoholic beverages on site.

The local option food and beverage tax may not be levied in a city or town that levies the municipal resort tax.

**Effect of Proposed Changes**

The bill authorizes the imposition of the 1 percent local option food and beverage tax in a city or town that levies the municipal resort tax if the levy is approved by referendum in the city or town at a general election. A referendum to reenact an expiring 1 percent local option food and beverage tax must be held at a general election occurring within the 48-month period immediately preceding the effective date of the reenacted tax, and the referendum may appear on the ballot only once within the 48-month period.

# BAL HARBOUR

- VILLAGE -

## COUNCIL ITEM SUMMARY

### Condensed Title:

**A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA: PROVIDING FOR THE SUBMISSION TO THE VILLAGE ELECTORS THE AUTHORIZATION FOR MIAMI-DADE COUNTY TO IMPOSE A ONE-PERCENT FOOD AND BEVERAGE TAX ON QUALIFIED ESTABLISHMENTS; CALLING AN ELECTION ON THE PROPOSED AMENDMENT TO THE VILLAGE CODE TO BE HELD ON TUESDAY, NOVEMBER 5, 2024**

### Issue:

Shall a Special Election be scheduled that would propose to electors a question on whether to authorize Miami-Dade County to impose a one-percent food and beverage tax on qualified establishments, to be used to address the needs of homeless and domestic violence victims.

### The Bal Harbour Experience:

Beautiful Environment     Safety     Modernized Public Facilities/Infrastructure  
 Destination & Amenities     Unique & Elegant     Resiliency & Sustainable Community  
 Other: \_\_\_\_\_

### Item Summary / Recommendation:


The Florida Legislature allows exempt municipalities to authorize the county in which they are located to levy the one-percent tax after first adopting an ordinance that is subsequently approved at a local referendum held at a general election. Bal Harbour Village Council will consider an ordinance adopting the homeless and domestic violence tax pursuant to Section 212.0306(2)(d). Should this ordinance pass, this resolution will allow a referendum question to be submitted to the electors of the Village on whether to authorize Miami-Dade County to levy a one-percent tax on qualified establishments at the next general election to be held on November 5, 2024.

**THE ADMINISTRATION RECOMMENDS APPROVAL OF THIS RESOLUTION**

### Financial Information:

	Amount	Account	Account #
	\$3,596 Election	01-02-02-Election Expense	01-19-504930
	\$7,000 Advertising	01-02-02-Election Expense	01-19-504930

### Sign off:

Village Clerk	Chief Financial Officer	Village Manager
Dwight S. Danie	Claudia Dixon	Jorge M. Gonzalez
		

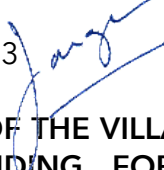
# BAL HARBOUR

- V I L L A G E -

## COUNCIL MEMORANDUM

TO: Honorable Mayor and Village Council

FROM: Jorge M. Gonzalez, Village Manager

DATE: December 18, 2023 

SUBJECT: **A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA: PROVIDING FOR THE SUBMISSION TO THE VILLAGE ELECTORS, IN ACCORDANCE WITH SECTION 212.0306(2)(d) OF THE FLORIDA STATUTES, THE AUTHORIZATION FOR MIAMI-DADE COUNTY TO IMPOSE A ONE-PERCENT FOOD AND BEVERAGE TAX ON QUALIFIED ESTABLISHMENTS; PROVIDING REQUISITE BALLOT LANGUAGE FOR SUBMISSION TO THE ELECTORATE; CALLING AN ELECTION ON THE PROPOSED AMENDMENT TO THE VILLAGE CODE TO BE HELD ON TUESDAY, NOVEMBER 5, 2024; PROVIDING NOTICE OF ELECTION; PROVIDING FOR BALLOTING; PROVIDING FOR INCLUSION IN THE CODE; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR AN EFFECTIVE DATE.**

### **ADMINISTRATIVE RECOMMENDATION**

I am recommending approval of this Resolution.

### **BACKGROUND**

Section 212.0306, Florida Statutes, authorizes any county to impose a one-percent tax on food, beverages, and alcoholic beverages on establishments (excepting hotels and motels) with gross annual revenues in a previous calendar year of \$400,000. Proceeds from this tax are used to address homeless needs and are administered by the Homeless Trust, which oversees implementation of the Miami-Dade County Community Homeless Plan. Proceeds are also used to address the needs of domestic violence victims.

Historically, the Village of Bal Harbour (and the municipalities of Miami Beach and Surfside) has been exempt from Section 212.0306 in that it had already imposed a municipal resort tax authorized by Chapter 67-930, Laws of Florida.

This year, the Florida Legislature, amended the statute to allow exempt municipalities authorize the county in which they are located to levy the one-percent tax after first adopting an ordinance that is subsequently approved at a local referendum held at a general election.

On December 18, 2023, the Bal Harbour Village Council will consider an ordinance adopting the homeless and domestic violence tax pursuant to Section 212.0306(2)(d). Should this ordinance pass, this resolution will allow a referendum question to be submitted to the electors of the Village on whether to authorize Miami-Dade County to levy

a one-percent tax on qualified establishments at the next general election to be held on November 5, 2024.

### **ANALYSIS**

Pursuant to Section 212.0306(2)d) Florida Statutes, the Village of Bal Harbour Village, Florida is submitting to the Electors of Bal Harbour the referendum question:

“Shall Miami-Dade County levy a homeless and domestic abuse tax of one percent on the sale of food, beverages, or alcoholic beverages for establishments grossing over \$400,000 licensed to sell alcoholic beverages for consumption on premises that gross over \$400,000 annually, except for hotels and motels, within the boundaries of the Village of Bal Harbour?”

Per Florida Statutes 100.151, Christina White, Miami-Dade County Supervisor of Elections was notified, and the Village has received her consent on December 7, 2023 to schedule an election for November 5, 2024 with an estimated cost of \$3,595.90 (see Attachments 1 and 2) for the election and an additional \$7,000 for election advertising.

If the Homeless and Domestic Violence Tax were collected in Bal Harbour Village, restaurants in hotels would be exempt, as well as any restaurant that does not generate over \$400,000 in gross receipts annually. The Village will not be involved in the collection of the tax.

### **THE BAL HARBOUR EXPERIENCE**

Homelessness is an issue which impacts communities in a myriad of ways including public safety, and efforts supporting homeless programs and solutions help contribute to a safer community. Efforts to assist with homelessness would contribute to the elements of Beautiful Environment and Safety in our community.

### **CONCLUSION**

It is recommended that the Village Council adopt this Resolution that calls for a Special Election for electors to determine whether Miami-Dade County should levy a food and beverage tax on qualified establishments, proceeds of which will be used to address homeless and domestic violence victims' needs.

Funds for this project have been included in the FY 2023/24 Operating Budget. Approval to expend these funds in the manner described above is recommended

### **Attachments:**

1. Email from Supervisor of Election providing consent for election
2. Estimate - November 5, 2024 Piggyback Election



RESOLUTION NO. 2023-\_\_\_\_\_

A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA: PROVIDING FOR THE SUBMISSION TO THE VILLAGE ELECTORS, IN ACCORDANCE WITH SECTION 212.0306(2)(d), FLORIDA STATUTES, OF THE AUTHORIZATION FOR MIAMI-DADE COUNTY TO IMPOSE A ONE-PERCENT FOOD AND BEVERAGE TAX ON QUALIFIED ESTABLISHMENTS; PROVIDING REQUISITE BALLOT LANGUAGE FOR SUBMISSION TO THE ELECTORATE; CALLING AN ELECTION ON THE PROPOSED AMENDMENT TO THE VILLAGE CODE TO BE HELD ON TUESDAY, NOVEMBER 5, 2024; PROVIDING NOTICE OF ELECTION; PROVIDING FOR BALLOTING; PROVIDING FOR INCLUSION IN THE CODE; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR AN EFFECTIVE DATE.

**WHEREAS**, Section 212.0306 authorizes any county to impose a one-percent tax on food, beverages and alcoholic beverages on establishments (excepting hotels and motels) with gross annual revenues in a previous calendar year of \$400,000; and

**WHEREAS**, historically, along with the municipalities of Miami Beach and Surfside, Bal Harbour Village ("Bal Harbour") has been exempt from Section 212.0306 in that it had already imposed a municipal resort tax authorized by Chapter 67-930, Laws of Florida; and

**WHEREAS**, this year, the Florida Legislature amended the statute to allow exempt municipalities to authorize Miami-Dade County to levy the one-percent tax by first adopting an ordinance that is subsequently approved at a local referendum held at a general election; and

**WHEREAS**, on December 18, 2023, the Bal Harbour Village Council will consider the adoption of an ordinance authorizing the voters of Bal Harbour to approve the homeless and domestic violence tax pursuant to Section 212.0306(2)(d) by referendum; and

**WHEREAS**, should the above-mentioned ordinance pass, a ballot question will be submitted to the electors of Bal Harbour, on whether to authorize Miami-Dade County to levy a one-percent tax on qualified establishments in the Village, at the general election to be held on November 5, 2024.

**NOW, THEREFORE, BE IT RESOLVED BY THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA, AS FOLLOWS:**

**Section 1. Ballot Question.** That pursuant to Section 212.0306(2)(d) Florida Statutes, Bal Harbour is submitting to the Electors of Bal Harbour the following ballot question:

“Shall Miami-Dade County levy a homeless and domestic abuse tax of one percent on the sale of food, beverages, or alcoholic beverages for establishments licensed to sell alcoholic beverages for consumption on premises that gross over \$400,000 annually, except for hotels and motels, within the boundaries of the Village of Bal Harbour?”

**Section 2. Election Called.** That an election is hereby called, to be held on Tuesday, November 5, 2024, to present to the qualified electors of Bal Harbour, the ballot question provided in Section 1 of this Resolution.

**Section 3. Form of Ballot.** That the form of ballot for the referendum question provided for in Section 1 of this Resolution shall be substantially as follows:

**REFERENDUM TO LEVY HOMELESS AND DOMESTIC ABUSE TAX IN THE VILLAGE OF BAL HARBOUR**

“Shall Miami-Dade County levy a homeless and domestic abuse tax of one percent on the sale of food, beverages, or alcoholic beverages for establishments licensed to sell alcoholic beverages for consumption on premises that gross over \$400,000 annually, except for hotels and motels, within the boundaries of the Village of Bal Harbour?”

[ ] Yes

[ ] No

**Section 4. Balloting.** That balloting shall be conducted between the hours of 7:00 a.m. to 7:00 p.m. on the date of the election. Early Voting and Vote-by-mail ballots shall be available. All qualified Village electors who are timely registered in accordance with law shall be entitled to vote. The Village Clerk is authorized to obtain any necessary election administration services from the County Supervisor of Elections. The County registration books shall remain open at the Office of the County Supervisor of Elections until the date at which the registration books shall close, in accordance with the provisions of the general election laws. The Village Clerk and the Miami-Dade County Supervisor of

Elections are hereby authorized to take all appropriate action necessary to carry into effect and accomplish the provisions of this Resolution. This election shall be canvassed as required by law.

**Section 5. Notice of Election.** That notice of said election shall be published in accordance with Section 100.342, Fla. Stat., in a newspaper of general circulation within the Village at least 30 days prior to said election, the first publication to be in the fifth week prior to the election, and the second publication to be in the third week prior to the election, and shall be in substantially the following form:

"NOTICE OF ELECTION

PUBLIC NOTICE IS HEREBY GIVEN THAT PURSUANT TO RESOLUTION NO. 2023-\_\_\_\_ ADOPTED BY THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA, AN ELECTION HAS BEEN CALLED AND ORDERED TO BE HELD WITHIN THE VILLAGE ON TUESDAY, NOVEMBER 5, 2024, BETWEEN THE HOURS OF 7:00 A.M. AND 7:00 P.M., AT WHICH TIME THE FOLLOWING PROPOSAL SHALL BE SUBMITTED TO THE QUALIFIED ELECTORS OF THE VILLAGE.

**REFERENDUM TO LEVY HOMELESS AND DOMESTIC ABUSE TAX IN  
THE VILLAGE OF BAL HARBOUR**

"Shall Miami-Dade County levy a homeless and domestic abuse tax of one percent on the sale of food, beverages, or alcoholic beverages for establishments licensed to sell alcoholic beverages for consumption on premises that gross over \$400,000 annually, except for hotels and motels, within the boundaries of the Village of Bal Harbour?"

[ ] Yes

[ ] No

**Polling place information and the full text of the proposed referendum question as set forth in the enabling Resolution is available at the office of the Village Clerk, located at 655-96th Street, Bal Harbour, Florida 33154.**

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**Bal Harbour Village Clerk**

**Section 6. Copies.** That copies of this Resolution concerning the proposed ballot question are on file at the office of the Village Clerk, located at 655-96th Street, Bal Harbour, Florida 33154, and are available for public inspection, during regular business hours.

**Section 7. Effectiveness.** That the proposal provided for in Section 1 above shall become effective only if the majority of the qualified electors voting on this proposal vote for its enactment, and it shall be considered enacted and the tax shall become effective upon the first day of January following the general election on November 5, 2024. Following adoption of the proposal by the Village Council and enactment by the voters, the Village Clerk shall file the adopted Ordinance with Miami-Dade County and the Florida Department of Revenue.

**Section 8. Severability.** That the provisions of the ballot question set forth above are severable, and if any clause, sentence, paragraph or section thereof is adjudged invalid by any court of competent jurisdiction, the remaining provisions shall continue to be effective to the fullest extent possible.

**Section 9. Effective Date of Resolution.** That this Resolution shall become effective immediately upon adoption hereof.

PASSED AND ADOPTED this 18<sup>th</sup> day of December, 2024.



\_\_\_\_\_  
Mayor Jeffrey P. Freimark

ATTEST:

\_\_\_\_\_  
Dwight S. Danie, Village Clerk

APPROVED AS TO FORM AND LEGAL SUFFICIENCY:

\_\_\_\_\_  
Village Attorney  
Weiss Serota Helfman Cole & Bierman P.L.



**Subject:** RE: Request to conduct Special Election on Nov. 5, 2024 General Election  
**Date:** Thursday, December 7, 2023 at 5:20:01 PM Eastern Standard Time  
**From:** Rodriguez, Roberto (Elections) <Roberto.Rodriguez@miamidade.gov>  
**To:** Dwight Danie <ddanie@balharbourfl.gov>  
**CC:** White, Christina (Elections) <Christina.White@miamidade.gov>, Prieto, Elizabeth (Elections) <Elizabeth.Prieto@miamidade.gov>, Innocent, Vanessa (Elections) <Vanessa.Innocent@miamidade.gov>  
**Attachments:** image001.gif, image002.jpg

[**NOTICE:** This message originated outside of the Village of Bal Harbour -- **DO NOT CLICK** on links or open **attachments** unless you are sure the content is safe.]

Good afternoon, Dwight,

On behalf of Supervisor of Elections Christina White, your request for the ballot question below is approved.

Please continue to work with Elizabeth Prieto on deadlines and submissions. Thank you.

All the best,

**Roberto A. Rodríguez**, Deputy Supervisor of Elections  
**Miami-Dade County Elections Department**, Government Affairs & Media Relations  
2700 NW 87<sup>th</sup> Avenue, Miami, FL 33172  
[305-499-8435](tel:305-499-8435) Office  
[305-781-4671](tel:305-781-4671) Cell  
<http://www.miamidade.gov/elections>  
**Connect With Us** on [X](#) | [Facebook](#) | [Instagram](#)

*Miami-Dade County is a public entity subject to Chapter 119 of the Florida Statutes concerning public records. Email messages are covered under such laws and thus subject to disclosure.*

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**From:** Dwight Danie <ddanie@balharbourfl.gov>  
**Sent:** Friday, December 1, 2023 10:59 AM  
**To:** White, Christina (Elections) <Christina.White@miamidade.gov>  
**Cc:** Prieto, Elizabeth (Elections) <Elizabeth.Prieto@miamidade.gov>  
**Subject:** Request to conduct Special Election on Nov. 5, 2024 General Election

EMAIL RECEIVED FROM EXTERNAL SOURCE

Good morning Christina,

I hope everything is fine with you.

Per Florida Statute 100.151, Bal Harbour Village is requesting your consent for to conduct a special election to let voters decide whether to approve the implementation of a levy of a homeless and domestic violence tax on the November 5, 2024 General Election.

I believe Miami Beach and Surfside may be considering the same, in that the Florida Legislature this year provided the 3 municipalities the option to conduct these elections.

I will forward you a copy of the resolution with the ballot language as soon as it has been approved by Legal.

Currently, I am not aware of any other ballot questions that are being considered, but if anything comes up you will be the first to know.

Wishing you the best for the coming year,

Dwight

**DWIGHT S. DANIE**

VILLAGE CLERK

655 96th St, Bal Harbour, FL 33154

T + 305.866.4633 ext. 318

F + 305.993-5163

[ddanie@balharbourfl.gov](mailto:ddanie@balharbourfl.gov)

**Note:** *The Village of Bal Harbour is a public entity subject to Chapter 119 of the Florida Statutes concerning public records. E-mail messages are covered under such laws, and thus subject to disclosure. [Please consider our planet before printing this e-mail.](#)*

## ESTIMATE

### Village of Bal Harbour - Piggyback 2024 Election - TBD

Dwight S. Danie, Village Clerk  
 Village of Bal Harbour  
 655-96 Street  
 Bal Harbour, FL 33154

Estimate N°: BH-PB-TBD2024  
 Estimate Date: October 10, 2023

Registered Voters:	1,938	Early Voting Days:	14
Precincts:	1	Early Voting Sites:	33
Estimated Polling Places:	1		
Estimated Vote by Mail Ballots:	400		

<b>Personnel</b>	\$	-
<i>Salaries &amp; Fringe Benefits, Overtime, Poll Workers</i>		
<b>Polling Places</b>		-
<i>Security, Polling Place Rentals</i>		
<b>Supplies and Services</b>		-
<i>Election Supplies, Communication Charges, Vote by Mail Ballot Set Up</i>		
<b>Trucks and Vehicles</b>		-
<i>Truck and Vehicle Rentals, Equipment Delivery and Pick-up</i>		
<b>Ballot Creation and Printing</b>		3,269.00
<i>Ballot coding and printing of Vote by Mail, Early Voting and Precinct Ballots, Consumables, Temporary Polling Place Change Notices, Contractual Services, Translations</i>		
<b>Postage</b>		-
<i>Vote by Mail Sent and Business Reply, Temporary Polling Place Change Notices, Letters</i>		
<b>Advertising</b>		-
<b>Early Voting</b>		-
<b>Administrative Overhead</b>		326.90
<b>*TOTAL</b>		<b><u>\$ 3,595.90</u></b>

\* Please note these are estimated costs subject to change. If your question(s)/race(s) create additional ballot pages, the costs will be adjusted accordingly.

For more information, you may contact:

Robert Villar  
 Assistant Deputy Supervisor of Elections  
 Miami-Dade Elections Department  
 2700 NW 87 Avenue  
 Miami, Florida 33172  
 Office: 305-499-8424 E-mail: robert.villar@miamidade.gov

# BAL HARBOUR

- VILLAGE -

## COUNCIL ITEM SUMMARY

### Condensed Title:

**A RESOLUTION OF THE VILLAGE COUNCIL AUTHORIZING DISBURSEMENT OF VILLAGE GENERAL EMPLOYEE AND VILLAGE MANAGER PERFORMANCE BONUSES; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR AN EFFECTIVE DATE.**

### Issue:

Should the Village Council approve this Resolution to award a performance bonus to General Employees in the Village for the 2022-2023 fiscal year?

### The Bal Harbour Experience:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Beautiful Environment                                  | <input type="checkbox"/> Safety           | <input type="checkbox"/> Modernized Public Facilities/Infrastructure |
| <input type="checkbox"/> Destination & Amenities                                | <input type="checkbox"/> Unique & Elegant | <input type="checkbox"/> Resiliency & Sustainable Community          |
| <input checked="" type="checkbox"/> Other: <u>Employee Reward and Retention</u> |   |  |

### Item Summary / Recommendation:

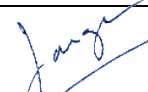
The Village Pay Plan for General Employees includes a component for an annual non-compounding performance bonus for employees not covered by a union with a bonus of up to 4% of their salary for non-management employees and up to 5% of their salary for management employees (since they are exempt from earning overtime). There are 71 employees eligible for the bonus, excluding all sworn police officers covered by the PBA Collective Bargaining Agreement, vacant positions and the Village Manager. The total amount budgeted is \$265,603.77 for all positions. Based on the evaluation scores for the employees eligible for a performance bonus, the total amount to be awarded is \$210,859.60, which represents 79% of the allocated / budgeted funds. The difference is due to not all positions being eligible for the full 12 months of the performance bonus; some employees only receiving a partial performance bonus amount rather than the full budgeted amount; and vacant positions.

**THE ADMINISTRATION RECOMMENDS APPROVAL OF THIS RESOLUTION.**

### Financial Information:

Amount	Account	Account #
\$210,859.60	Salaries & Wages in various operating accounts	Various Funds - 501200

### Sign off:

<b>Human Resources Director</b> Ramiro Inguanzo	<b>Chief Financial Officer</b> Claudia Dixon	<b>Village Manager</b> Jorge M. Gonzalez
		



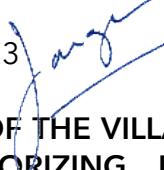
# BAL HARBOUR

- VILLAGE -

## COUNCIL MEMORANDUM

TO: Honorable Mayor and Village Council

FROM: Jorge M. Gonzalez, Village Manager

DATE: December 18, 2023 

SUBJECT: **A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA; AUTHORIZING DISBURSEMENT OF VILLAGE GENERAL EMPLOYEE AND VILLAGE MANAGER PERFORMANCE BONUSES; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR AN EFFECTIVE DATE.**

### ADMINISTRATIVE RECOMMENDATION

I am recommending approval of this Resolution.

### BACKGROUND

In 1990, the Village Council adopted a pay plan for the Village's General Employees with an annual non-compounding "performance bonus" for all Village employees who are not covered under the Collective Bargaining Agreement (CBA) with the Dade County Police Benevolent Association (PBA). Village employees covered under the collective bargaining agreement are sworn police officers, detectives, and sergeants. Performance bonuses for the general employees have traditionally been issued in December of each year.

### ANALYSIS

General employees, both full-time and part-time, are eligible for a performance bonus up to 4% of their salary. Management employees (those employees who report directly to the Village Manager) are eligible for up to 5% of their pay as they are exempt from earning overtime. The ratings are based upon evaluation by the employee's immediate supervisor in the areas of: (1) work performance, (2) demeanor, (3) dependability and (4) attendance. The performance bonus is pro-rated for employees that are eligible but who have not served a full year with the Village. Contractors and consultants for the Village are not part of this program and are not eligible for a performance bonus.

There are 71 employees eligible for the FY 2022-23 performance bonus, excluding sworn police officers covered by the PBA Collective Bargaining Agreement, vacant positions and the Village Manager. The total amount budgeted for this year's bonuses is \$265,603.77 for all eligible positions. In January 2020, the Council voted to have the Village Manager supervise and evaluate the Village Clerk. As a result, the Village Clerk's evaluation is done in a manner consistent with all other Department Directors.

Based on the evaluation scores for the 71 employees eligible for a performance bonus, the total amount to be awarded is \$210,859.60, which represents 79% of the allocated / budgeted funds.

The performance bonus for the Village Manager is to be determined by the Village Council. In November, I provided you with the Village Manager's Annual Report. I have already met individually with each of you to discuss this report and my evaluation. Included in this Resolution is authorization for a performance bonus and/or other adjustments for the Village Manager to be determined by the Village Council.

### ***THE BAL HARBOUR EXPERIENCE***

Our employees are the resources needed to ensure that all the pillars and main elements that contribute to *The Bal Harbour Experience* are accomplished and having a team of professional employees is paramount to ensuring that the Village's mission and vision are achieved.

### **CONCLUSION**

Funds for this program have been included in the FY 2023-24 Operating Budget. Approval to expend these funds in the manner described above is recommended. The Council is asked to consider this item as a whole and not discuss the ratings of individual employees as that review process has already been conducted by the respective immediate supervisor.

### **Attachments:**

1. Village Manager's Annual Report

**RESOLUTION NO. 2023-**

**A RESOLUTION OF THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA; AUTHORIZING DISBURSEMENT OF VILLAGE GENERAL EMPLOYEE AND VILLAGE MANAGER PERFORMANCE BONUSES; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, general employees of the Village are eligible to receive a performance bonus of up to 4% of their salary and management employees of the Village are eligible to receive a performance bonus of up to 5% of their salary (collectively, the "Bonuses"); and

**WHEREAS**, the amount of the Bonus awarded to an employee is based upon evaluations of the employee by his or her immediate supervisor in the areas of work performance, demeanor, dependability and attendance; and

**WHEREAS**, Bonuses are pro-rated for employees who have not served a full year with the Village; and

**WHEREAS**, pursuant to the Village Manager's employment agreement, the Village Manager is eligible to receive a Bonus; and

**WHEREAS**, the Council has reviewed the Village Manager's Annual Report and desires to award the Manager a Bonus of \_\_\_\_\_; and

**WHEREAS**, Bal Harbour Village and our staff played lead roles on several fronts in our community, and

**WHEREAS**, funds for the award of Performance Bonus have been included in the FY 2023-24 Operating Budget; and

**WHEREAS**, the Village Council desires to reward Village employees for their dedication and outstanding service.

**NOW THEREFORE, BE IT RESOLVED BY THE VILLAGE COUNCIL OF BAL HARBOUR VILLAGE, FLORIDA, AS FOLLOWS:**

**Section 1.** **Recitals.** That the above stated recitals are hereby adopted and confirmed.

**Section 2. Bonuses Authorized.**

- A. That the Village Manager is hereby authorized to award the Bonuses to eligible Village staff.
- B. The Village Council hereby authorizes a Bonus to the Village Manager in the amount of \_\_\_\_\_.

**Section 3. Implementation.** That the Village Manager is hereby authorized to take any actions necessary to implement the purposes of this Resolution.

**Section 4. Effective Date.** That this Resolution shall become effective immediately upon the adoption hereof.

PASSED AND ADOPTED this 18<sup>th</sup> day of December, 2023.



\_\_\_\_\_  
Mayor Jeffrey P. Freimark

ATTEST:

\_\_\_\_\_  
Dwight S. Danie, Village Clerk

APPROVED AS TO FORM AND LEGAL SUFFICIENCY:

\_\_\_\_\_  
Village Attorney  
Weiss Serota Helfman Cole & Bierman P.L.



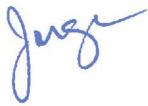


# BAL HARBOUR

- V I L L A G E -

OFFICE OF THE VILLAGE MANAGER

MEMORANDUM

TO: Honorable Mayor and Members of the Village Council  
FROM: Jorge M. Gonzalez, Village Manager   
DATE: November 13, 2023  
SUBJECT: **Village Manager's Annual Report**

The purpose of the memorandum is to transmit the Village Manager's Annual Report, which provides a summary of our accomplishments over the last year.

I have asked Marie Hernandez to contact you to schedule a meeting with each of you in advance of the December Village Council meeting to discuss the report in person.

Attached for your review is the Annual Report with supporting attachments.

If you have any questions, please feel free to contact me.


JMG/MH

# BAL HARBOUR

- V I L L A G E -

OFFICE OF THE VILLAGE MANAGER

MEMORANDUM

TO: Honorable Mayor and Members of the Village Council  
FROM: Jorge M. Gonzalez, Village Manager   
DATE: November 13, 2023  
SUBJECT: **Village Manager's Annual Report 2022-2023**

I am proud to say that November 12, 2023, marks my 10th year of service as the Village Manager of Bal Harbour Village. I am honored to have served as your Village Manager during this past decade and I look forward to all that is yet to come. As I have done each year since becoming your Manager, I have prepared an Annual Report which highlights the Village's accomplishments and activities during this past year in delivering *The Bal Harbour Experience*.

Pursuant to Section 5.3, the Mayor and Council shall evaluate the performance of the Village Manager each year. This Annual Report should be a helpful resource as you review our collective accomplishments from this past year as it summarizes the Village's areas of focus and related accomplishments. Attached is a copy of an evaluation form developed by the International City/County Management Association (ICMA) modified for use by Bal Harbour Village, which may be helpful to you as part of the evaluation process. Please be reminded that this information is subject to the Florida Sunshine Law and should be used with that consideration.

Since adopting a strategic plan for the Village in 2019, we have aligned our mission, vision, and values to help set clear goals, establish priorities, and provide for the overall direction of the Village. These goals are revisited, refined, and reaffirmed at our annual Council retreats each year, including at this year's retreat in February. We continue to remain focused on our identified priorities and align our resources to achieve our goals, working collectively to ensure that Bal Harbour Village remains one of South Florida's most attractive and desirable residential neighborhoods and one of the world's most beautiful, sophisticated, and cultured destinations. Our vision is that Bal Harbour Village will be the safest residential community, with a beautiful environment and unparalleled destinations and amenities, providing uniqueness and elegance to ensure the highest quality of life for our residents, and an unmatched experience for our visitors from around the world. This

vision is best reflected in our Mission Statement, which is to deliver *The Bal Harbour Experience*, creating that distinctive feeling one experiences when living in or visiting our unique, elegant, curated, and refined community. In addition, we continue to be guided by our core values which are: service, integrity, professionalism, strategic, and inclusive.

Over the past year, we have continued to make significant progress on all of our identified priority areas. From a fiscal perspective, as a result of our disciplined approach to resource allocation, careful management practices, and conservative fiscal policies, the Village continues to maintain a very strong financial position. Through prudent financial management and fiscal policies, we ended FY 22 with a substantial general fund operating surplus of \$4.6 million and while there is still some time to audit and "close out" FY 23, we again anticipate a surplus in the millions of dollars. Our annual budget development process resulted in an FY 2023-2024 Operating Budget and Five-Year Capital Plan that addresses our priorities and funds major capital investments (including the proposed Jetty Project) while maintaining our historically low millage rate of 1.9654. This is the ninth consecutive year the millage rate has remained unchanged, and keeps us as the third lowest millage rate in Miami-Dade County. Lastly, Resort Tax Collections for the fiscal year end remained at historic highs, closing the fiscal year within \$40,000 (.67%) of our record year collections in FY 2022.

Last year we implemented our Treasury Management Investment Policy and Program, which allows us to more actively manage our cash and fund balances to ensure a greater return on our investments. Through this initiative, the Village closed the year with net investment income of \$2,592,500, which is a significant increase from prior years.

Our continued and aggressive efforts to solicit grants and other non-local funds for our projects resulted in approximately \$11 million from outside sources to fund Village operations and investments in our Capital Improvement Program (CIP) this year. This sum includes our successful negotiations with the developers of the Rivage (former Carlton Terrace) Condominium to ensure minimized impact to village residents and substantial public benefits to the Village, such as a \$2 Million contribution towards the Jetty Project and an agreement to make a "voluntary payment in lieu of Building Permit Fees" of approximately \$5.8 million for a total of \$7.8 million available to the Village for capital projects. I am also pleased to report that we have finalized our negotiations with the Oceana Condominium Association to amend their Development Agreement. The tentative agreement will result in a substantial "Voluntary Contribution" to construct a playground along the beach path and self-performed enhancements to the pedestrian path to the ocean and public green space along Collins Avenue. This amendment to the Development Agreement will result in an estimated \$1 million in public benefits and is expected to be a discussion item on your November 2023 Council meeting agenda for



your consideration. Finally, we successfully secured approximately \$2.3 million in grant funding from various state agencies to support our CIP program, investments in IT redundancy and our FreeBee door-to-door car service.

At our annual Council retreat, you prioritized several planning and operational initiatives that carried long term strategic benefits. These initiatives resulted in an active and robust legislative program of work this year. Staff developed and the Village Council enacted a significant rewrite of the Ocean Front District development guidelines which will shape how future development of our beachfront will occur. In addition, a Village wide ordinance prohibiting underground parking structures was enacted to ensure safety and future resiliency. An ordinance establishing construction site and demolition safety requirements and guidelines was enacted to ensure minimized adverse impact from future projects. A model National Pollutant Discharge Elimination System (NPDES) ordinance was presented and approved to ensure the Village remains compliant with federal discharge standards and we do our part to reduce pollutants into Biscayne Bay. A Parks Regulations ordinance was approved to standardize and codify our rules and regulations for the various public spaces we control and operate. This ordinance allows for the development of Administrative Regulations unique to each park, while ensuring a comprehensive set of regulations that are consistent throughout the Village. Along with our park regulations, the Council adopted an innovative Trespass Ordinance to provide additional tools to our Police Officers to address trespass and other similar infractions of our Village Code.

We developed and approved the first Redistricting effort in Bal Harbour in many decades. This new district map better aligns with our Village Code by ensuring a more balanced number of voters among the five districts and allocates all residents within the gated area to the same Council district. Minor modifications among the buildings along our oceanfront we adjusted to achieve a better balance.

This year also saw significant progress in infrastructure activities within the gated area and with our operational relationship with the Bal Harbour Civic Association. I am pleased to report, that the final phase of milling and paving in the north side of the gated area has commenced and is expected to be completed within the next 5 days. At that time, our Utility Infrastructure Improvement Work will be completed in the North end and we will be at 100% completion for Phases 1 through 4. We continue to progress as expected on Phases 5 through 7 (south side of the gated area) and are, today, at various percentages of completion on the many elements involved. After several years, the Village and BHCA were able to reach an agreement to implement a Property Management program first envisioned in the Milestone Agreement. The agreement has been executed and the gradual transition of responsibilities began at the start of the fiscal year. The Security enhancement project is in final punch list and operational, new front gates were designed

and installed and the rear gate at Bal Bay was converted to a two-way (entry/exit) facility as part of the Waterfront Park capital project. While functioning, this gate has not been completely accepted and still requires minor adjustments and corrections which will be a part of the overall Waterfront Project punch list and closeout process.

Our continued management of the relationship with the Bal Harbour Shops and implementation of the Development Agreement continues to bear fruit. The 96th Street Parking Garage was shepherded to completion and a TCO was issued in April 2023. Upon the garage being operational, the Parking Surcharge element of the Development Agreement (DA) was triggered, and the Village has begun to collect its contractual share of the proceeds. In addition, right of way improvements were installed along 96th street pursuant to the DA and the long-awaited Harding realignment at Founders Circle will soon commence.

We also continue to coordinate projects occurring in our Village through outside agencies. The Florida Department of Transportation will be making significant capital investments along Collins Avenue, including our requested and soon to commence safety improvements near the Herman Fultz Bridge and traffic signalization at Harding and 96<sup>th</sup> street. We continue to coordinate with Florida Power and Light and the BH Civic Association to assist in enhancing the power grid and supply for the Village.

While the above is a summary of some noteworthy accomplishments worth highlighting, a more comprehensive recap of the successes we shared this past year follows. For ease of reference, they are aligned with the key pillars of *The Bal Harbour Experience*.

## **Safety**

Public safety in Bal Harbour Village remains a top priority with the Police Department and the Building Department each playing an important role in keeping our community safe.

The Bal Harbour Police Department is committed to the "Community Policing" model, with our Police Officers equipped, trained, and motivated to protect and serve our residents and visitors while providing excellent service and safety. The presence of our Police Officers throughout the Village as well as investments in state-of-the-art technology and equipment and the use of innovative policing strategies ensure that Bal Harbour remains safe and is recognized as a leader and model for public safety. In addition, staffing was added to implement the Collins Corridor detail ensuring greater police presence and traffic enforcement on our main arteries. This detail is now part of the new Specialized Patrol Services Unit, incorporating the Beach Ranger, Marine Patrol and specialty services.



The Bal Harbour Police Department continues to focus on its primary mission of providing excellent public safety services to our residents, businesses, and visitors. The Department continues with our community policing efforts which help keep our crime rates at historically low levels. Last year, Bal Harbour Village experienced just one violent crime, as indexed annually by the Florida Department of Law Enforcement (FDLE). Arrest rates for Part I UCR Crimes decreased by 7%, with five fewer arrests from the prior year, despite overall arrests increasing since 2020, reflecting our Police Department's commitment to solving crimes in the Village.

The Village Council passed an ordinance in May of 2023 to enable the Village's police officers to issue trespass orders for Village property. The ordinance resulted after a careful review by staff and discussion by the Council of the Village's Park regulations. The ordinance provides a mechanism for issuing trespass orders in the case of a law violation or a threat to public safety and provides for an appeal process.

Our Police Department is also active in the community in several ways and continues to increase its community outreach, activities, and events. These include our ongoing community events such as the annual bicycle safety event to engage children of all ages in our community and highlight the importance of bicycle safety; Cops & Kids Holiday Toy Drive; School Bookbag Give Away; Coffee with a Cop, Ice Cream with a Cop; Cookies with a Cop; Bike with the Chief; participation in Childhood Cancer Awareness Month events; Autism Awareness trainings and events; and the continued participation by our Command Staff in the Bal Harbour Rotary Club.

In June of 2023, the Village accepted delivery of the new Marine Patrol vessel, which was purchased, in part, with Florida Inland Navigation District (FIND) Waterway Assistance Program (WAP) grant funds and Resort Tax funds. The purchase of this vessel was approved by Council at the March 2023 Council Meeting. The Village was awarded \$75,000 in grant funding toward the purchase of a second vessel that will increase marine patrol coverage in the area, and ensure the existing marine vessel's lifespan is maximized.

In our ongoing efforts to properly train and invest in our employees, the entire Bal Harbour Police Department participated in an organizational and leadership training program focusing on team building and individual leadership development aligned with the Police Department's mission, vision, and values. Equally important is the succession planning in our Police Department to ensure the continuity of professional law enforcement services. To assist with this effort, our Police staff continues to participate in the training and development offered by organizations such as the Southern Police Institute and the Federal Bureau of Investigations LEEDA Training. This year, the Department also sponsored the attendance of our female police officers to the Law Enforcement Women's

Empowerment Forum, where they had the opportunity to interact with experienced female law enforcement leaders from various departments throughout the country. In our Marine Patrol Vessel Operations, cross-training for our officers was provided this year to ensure that our officers are trained and well-equipped to handle issues in the water. We also conducted training for our Communication Dispatchers and continue to train and develop this important group of staff in our Police Department. Our Police staff also coordinated Active Shooter training and Autism Awareness training for all Village staff.

While this storm season has been relatively quiet so far, the Village's Emergency Management Plan was reviewed and updated to ensure we are prepared for any natural disaster that may impact our community. All members of the Village's Emergency Response Team (ERT) participate in an in-person exercise to practice possible scenarios, identify key resources, and address any improvements to our Emergency Management Plan. Additionally, the Village held an in-person meeting with condo and hotel managers in June to review our emergency operations plan.

The Bal Harbour Building Department plays an important role in ensuring that our community is safe and structurally sound with all the construction that takes place in the Village. Over the past two years, with a reorganization of the department and key investments in technology and process improvement efforts, our Building Department has accomplished a great deal in contributing to safety in our community. Improvements and service enhancements by our Building Department have been well-received by our customers.

Our Building Department continues to take steps in order to deliver positive experiences for our customers in an expedited and efficient delivery of services. Inspections and Plan Reviews continue to take place four times per week. We have established an internal turnaround time for plan reviews at 14 days for commercial projects and 7 days for residential projects. We have also implemented new permitting procedures and streamlined forms for a more efficient permitting process. The "One Stop Shop" created with Miami-Dade County offering concurrent plan review between the Village and the County continues with great success and has reduced the plan review turnaround time for both residential and commercial projects. In addition, we continue the additional service of electronic recording with the Miami-Dade County Recorder's Office, allowing contractors and residents to record documents associated with their construction project without having to go directly to the County. Our efforts regarding the Recertification of Building inventory in the Village continues as well, with notices prepared and sent to all properties regarding recertification details and new State and County regulations, with staff continuing to perform visual field inspections. The Building Department also continues to scan all existing plans and permits to be archived digitally, and moving



forward, will scan daily work in order to have a fully digitized archive of all documents. We have completed the transition to our new permitting software system. This new permit software allows for easier access to information and the facilitation of electronic plan review. Greater customer service will result, as well as enhanced record keeping in a geographical based system on a web-based platform. Additional modules to provide app and text capabilities to our customers is in the implementation phase and will go live next.

Following our discussions at the retreat regarding the Ocean Front (OF) zoning district, we brought forth zoning ordinances to better protect our quality of life in Bal Harbour. These amendments will ensure we remain a resilient and sustainable community able to protect our future. One ordinance addressed the uncertainty with FEMA regulations of mixed-use buildings and made it clear that predominantly residential developments may not have underground parking, while the second ordinance addresses Zoning regulations that affect the OF Zoning District.

In September 2023, we brought forth an additional ordinance identifying improvements to the Village Code regarding demolitions and creating a new section to more extensively govern construction site operations.

### **Beautiful Environment**

Ensuring that Bal Harbour Village is an aesthetically beautiful setting, fusing casual elegance with tranquil coastal living, set across our secluded beaches, lush landscaping, and serene public spaces, is a key contributor to *The Bal Harbour Experience*. Our efforts this past year continued to focus on maintaining this beautiful environment for Bal Harbour Village.

As you are aware, progress continues with our Capital Improvement Projects. The Bal Harbour Waterfront Park construction is nearing completion, we are working through the fire/life safety inspections and the various final building inspections, and the issuance of a TCO is imminent. Our waterfront park sits on nearly 1.5 acres and includes an open lawn, a performance area, fitness stations, a basketball court, two playgrounds, a splash pad, and a 15,000-square-foot community center. The community center consists of several multi-purpose spaces that can be utilized for events and recreational programming, as well as an indoor playground for toddlers. Based on the feedback collected from the various surveys we have conducted throughout the year and demo programs; we are preparing a varied lineup of programming for the new facility to appeal to all ages. This includes Tai Chi and Chair Yoga for seniors, Zumba and Yoga for adults, eSports and art classes for teens, along with music and dance classes for youth. We will continue to collect feedback throughout each season, to ensure that we are offering programs and activities that are sought after by our community. In preparation for the opening of the new waterfront park,

staff reviewed the current regulations for Village parks and made recommendations for a solid basis of regulations that will ensure that Village parks are protected and maintained in order to continue to provide a beautiful and safe environment for all residents and guests to enjoy. The new ordinance establishes general rules for all parks in Bal Harbour, defines areas designated as public parks, and establishes a mechanism to develop administrative rules unique to each park.

We are nearing completion of the CD phase of our construction set of plans for the Bal Harbour Jetty at Haulover Inlet project. As we worked on the CDs, we have conducted extensive constructability reviews with potential marine based contractors and developed probable cost estimates through our outside consultants -- these activities will help inform our bid solicitation strategy. While we anticipate interest from contractors in the solicitation phase, we are cognizant of the volatile bidding and challenging construction environment that currently exists in the industry. We anticipate issuing our solicitation documents early in calendar year 2024. As you know, this project will bring a reimagined Jetty that will enhance the north end of our Oceanfront and introduce a beautiful and resilient new amenity for our residents. While working on the drawings, we also coordinated and negotiated with representatives of the One Bal Harbour and Ritz Carlton to ensure harmonization of the project with their property and to ensure they are not adversely impacted. Those negotiations resulted in a successful agreement on how the project will progress and an enhancement to the overall project aesthetics by securing substantial easement access from the private property to widen the path and create a better landscape and streetscape plan for the corridor.

Elements of the Village's Utility Master Plan are moving along, with several of our Utility Infrastructure Improvement projects, including several water mains, sanitary sewer and drainage improvements, and the corresponding milling and paving already completed with several others currently in construction. In addition, with a commitment to stormwater management and maintaining water quality, updates were recently made to the Village Code to meet requirements from the National Pollutant Discharge Elimination System (NPDES). These updates require supervision of construction sites and enforcement of permit requirements throughout the Village.

The Public Works & Beautification Department focused this past year on the continuous improvement of the appearance of the Village through routine maintenance, landscaping, and cleaning of our public areas. Our key areas of focus remain to implement smart policies and strategic solutions to address the challenges of today while ensuring that we remain a resilient and sustainable community able to protect our future.

The maintenance of our public areas and infrastructure is critical to our overall efforts of creating a beautiful environment. Several projects completed this year contributed to this



goal. On the beach, the ongoing maintenance of our beach path included the addition of over 130 tons of coquina sand on both the beach path and the service area. Ongoing maintenance efforts continued with landscaping along the beach path and the surrounding areas around the dunes on the beach. Over 1,300 feet of rope was replaced along the beach path posts protecting the dunes. We continue to coordinate with Miami-Dade County to provide daily beach cleaning and seaweed removal along the beach. With the passage of the Beach Equipment Ordinance, our efforts are focused on the compliance and regulation of storage bins, chairs, and umbrellas for all properties on the beach. Along the Collins Avenue corridor and throughout the Village, over 400 square feet of sidewalk sections were replaced and over 1,500 square feet of sidewalk was added to sections formerly containing date palms. Ongoing street sweeping was performed throughout the Village to keep our streets clean utilizing the newly purchased street sweeper for enhanced service and maintenance. Our landscaping efforts around the Village ensured that all public areas were well-kept, maintained, and beautifully landscaped. Other maintenance efforts included cleaning and rehabilitation of sewer and stormwater manholes and catch basins throughout the Village; replacement and installation of pumps at all Village pump stations; ongoing replacement and upgrading of street lights; and the washing and pressure cleaning of all the bus shelters in the Village.

### **Destination and Amenities**

The Village's Resort Tax collections this past fiscal year were approximately \$40,000 less than the historic high of \$5.97 million from the previous fiscal year. Six months of the fiscal year reported record-high collections for those respective months.

The Bal Harbour Shops is an important destination and amenity in the Village. The Shops attracts visitors from all over the world with the allure of luxury shopping and high-end restaurants. The restaurants in Bal Harbour are performing extremely well. Revenue at all restaurants in Bal Harbour have yielded record Resort Tax collections this past year. This past year, Makoto became the highest-grossing restaurant in the entire Stephen Starr Restaurant Group. Aba opened its doors last November and several other new restaurants are expected to open over the next few years.

To help promote our destination and amenities, staff worked on a new and updated print, digital, and video marketing campaign which is being used in the Village's promotional efforts. This new campaign will continue to focus on positioning Bal Harbour Village as a premier luxury and lifestyle destination worldwide, strengthening our brand awareness and demand, generating business for our partners, and contributing to and preserving beautification and safety in our community. The Village's new website was launched. This newly redesigned site created one unified platform that could be used for providing information to our residents as well as for our marketing and tourism efforts.

At the Council retreat in 2023, one of the priorities discussed was the need to develop a strategic plan which will help refine and guide the strategies and goals executed by Bal Harbour Village and our Tourism Department. Through a competitive RFP process, the firm of Ernest & Young (EY) was identified, selected, and approved by the Village Council to help develop this plan. EY has already begun this process. The framework of this strategic plan will be developed using a participative process, based on the active engagement of the relevant stakeholders in our community, with a focus on: (1) changes in and the evolution of the Bal Harbour tourism environment, (2) emerging short and long-term strategic issues, (3) implications for tourism development in Bal Harbour, (4) and leveraging Bal Harbour's tourism brand to expand economic and real estate investments and opportunities in Bal Harbour Village. We anticipate having the strategic plan to present to the Village in early 2024.

### **Unique & Elegant**

We continue to make strides in improving and expanding our efforts to communicate and engage with our residents and visitors and keep them informed and connected. As mentioned previously, our newly designed and improved website was launched this past year, providing our users with a more efficient and visually appealing source for information. This new, modern website is more user-friendly and customer-service oriented, and allows us to use it in more effective and informative ways to connect with our residents, guests, and tourists. Our bi-weekly conference calls with all of the condominium and hotel general managers, which began as part of our COVID-19 response in 2020, have continued, with periodic in-person meetings, with the next one scheduled for November 15, 2023. The Village continues to use our various digital communication platforms, including the Wireless Emergency Notification System (WENS), e-mails, quarterly newsletters, and social media, to connect with our residents and visitors, as often and as needed, in order to provide frequent updates to our community. In May of this year, we launched an Instagram page for Bal Harbour Village centered around news, events, and the beauty of the Village. The page has gained over 400 followers and has received over 29,000 impressions since it launched.

In December 2022, the Village launched the Freebee On-Demand transportation service for residents and visitors. This free car service is offered seven days per week and provides riders with door-to-door pick-up/drop-off anywhere within our service area. The Bal Harbour Freebee On-Demand service features a Village-branded Tesla Model X vehicle. After a successful first six months, staff and the Village Council reviewed recommendations to the service schedule providing for enhanced service during peak hours.



Bal Harbour Village is an avid supporter of arts and culture. Through our innovative *Unscripted* art programs, residents and guests have been exposed to art programming in several ways over the years, including several public art installations. In 2021, the Village Council approved the installation of an exhibition curated by the Opera Gallery of several art sculptures by artist Manolo Valdes at no cost to the Village and the Village Council at the October 2023 meeting approved our third year of curated programming with the Opera Gallery. The exhibit is installed again at no cost to the Village, with the placement of sculptures by artists Manolo Valdes, Marc Quinn, and Anthony James. In addition, we will install a special, limited exhibition: *The Power of Words*, which will be located along the 102<sup>nd</sup> Street beach access path and unveiled as part of Art Basel Miami Beach and Miami Art Week events in early December 2023. Building on the success of these events, the installation will further establish the Village's brand and notably increase brand awareness and recognition during this important period in our community.

Our traditional kick-off to the Holiday Season took place in early December 2022 with the annual lighting of the enhanced holiday décor on Founders Circle and along Collins Avenue. The event featured musical performances by local schools and professionals, as well as "snow", treats and beverages for residents and guests of all ages. We are currently in the process of installing this year's décor with our Holiday Lighting Celebration scheduled for November 16. On New Year's Eve 2022, a fireworks display took place over Bal Harbour beach to ring in the new year which was a welcome enhancement after a several-year absence. Several other events take place during this holiday period, including movies on the beach, yoga sessions, and a New Year's Day concert. Our partnership with the South Florida Symphony Orchestra continued this past year and we again hosted a *Sounds by the Sea* year-long music series with "pop-up" musical performances taking place in various locations throughout the Village. Our *Sounds by the Sea* season began this month with a special concert featuring the South Florida Symphony Orchestra at the Bal Harbour Shops.

During Miami Art Week and Art Basel Miami Beach, we again scheduled a full week of activations in 2022 with private VIP brunches for guests and residents, and special access to many events taking place. We relaunched our monthly private tours with our *Unscripted* Museum Access partners for residents and guests, tours included *Superblue* and *Love is Calling* by Yayoi Kusama at PAMM accompanied by a welcome reception. We kicked off the season with a private guided tour of the Margulies Collection last month, and will continue with several private guided tours well into the new season. And we just recently completed the installation of the Sports History Exhibition on the beach path. In 2023, many major sporting milestones were achieved in South Florida, including the Miami Heat winning the NBA Eastern Conference Championships; the Florida Panthers playing in their second Stanley Cup Finals; the University of Miami and Florida Atlantic University reaching the NCAA Final Four; Lionel Messi joining and becoming the Captain of the Inter Miami Major League Soccer Club; and the Miami Dolphins retaining their status as the only

undefeated team in the NFL. To commemorate these milestones, Bal Harbour Village worked with Paul George, Ph.D., the Resident Historian at the HistoryMiami Museum, to curate an exhibit to highlight the history of sports in South Florida exploring the impact and successes of sports in our community over the last 100+ years. Forty panels are displayed on the beach path capturing some of these important moments in sports in our community and include images of several sports and sporting events, including baseball, polo, boxing, golf, tennis, swimming, bocci ball, football, horse and dog racing, car and boat racing, hockey and soccer, among several other sports. The exhibit will be on display on the beach path through the season.

Bal Harbour Village was again the host site for the worldwide launch of Fleurs de Ville. As part of the event, we added floral-outfitted mannequins to the north and south entrances to Bal Harbour, in the Bal Harbour Shops, and several of the art in public places sculptures were adorned with flowers along Collins Avenue, Founders Circle, and on the Beach Path.

Our Independence Day celebration this year was the biggest and best we have hosted. This year's day-long event included live musical entertainment, games, food, and our first-ever drone laser light show, which featured customized images highlighting the beauty and elegance of Bal Harbour. More than 1,200 residents and guests attended and the feedback from participants was very positive.

### **Organizational Priorities and Internal Infrastructure**

There are many other factors and areas that contribute to achieving our mission and vision and in the successful attainment of *The Bal Harbour Experience* for our community.

The fiscal integrity of Bal Harbour Village and ensuring the functionality of our infrastructure is a daily priority. We continue to focus our efforts on establishing appropriate controls and further improving the Village's internal processes while planning for the future and developing a more resilient community. As I mentioned earlier in this report, as a result of our disciplined approach to resource allocation, careful management practices, and conservative fiscal policies, the Village continues to maintain a very strong financial position. Through prudent financial management and fiscal policies, we ended FY 22 with a substantial general fund operating surplus of \$4.6 million and expect a similar outcome for FY 23. In addition, last year we implemented our Treasury Management Investment Policy and Program, which allows us to more actively management our cash and fund balances to ensure a greater return on our investments. Through this initiative, the Village closed the year with net investment income of \$2,592,500, which is significant increase from prior years.



Our Finance Department operations continue to evolve to improve the control environment between functional activities, timely issuance and filing of compliance reports, timely reconciliations of financial activity, continued enhancement of the financial reporting process, supporting capital project initiatives, and improving customer service delivery for ad valorem and non-ad valorem tax, and Village Utility inquires. We were again awarded the Government Finance Officer Association Certificate of Achievement for Excellence in Financial Reporting for the 2021 Annual Comprehensive Financial Report (ACFR) for the eighth year in a row. The Village's FY 2022 external audit was concluded with the issuance of the ACFR.

This year, the Village's policies for Health, Dental, and Vision Insurances offered to employees were all slated for renewal for the new fiscal year. In May 2023, our insurance provider Florida Blue communicated that the current total monthly premiums for the health coverage would be increasing significantly for the plan year commencing on October 1, 2023. This became more apparent in their initial proposal which included an increase of 29% (approximately \$343,166 more in total premiums). As a result, and in order to explore options, a Request for Proposal (RFP) for a group health plan was prepared and issued. As a result of negotiations, the Village changed insurance carriers to United Healthcare as it would reduce the total premium expenses while preserving the benefit levels currently in place.

Our investment in our Information Technology (IT) infrastructure has led to a more efficient and effective working environment for Village staff and our departments. Our IT team enhanced the overall network performance and security of our technology with the latest updates and patches to allow a more stable and secure environment across each location for our employees and users of our technology. In addition, the Village was awarded a UASI grant in the amount of \$100,000 in order to replicate the Village's network environment at our Emergency Operations Center and allow a seamless transition between networks during an emergency. As part of our continued cybersecurity efforts, we pursued the Florida Cybersecurity Grant and were awarded various software solutions which will continue to enhance the Village's response and monitoring of cybersecurity threats to our network. In support of the Building Department's new Permitting Software, all equipment and software has been programmed to facilitate the transition. IT also worked with the Capital Improvement Projects Department to expand the Village's access control system to include the Bal Harbour Waterfront Park and Community Center. This enhanced access control system will allow the use of one access control card to be used at all Bal Harbour Village facilities. And, we implemented a robust fiber point-to-point connection between Police Headquarters and Village Hall, ensuring uninterrupted communication and data transfer.

A professional and well-trained staff is essential in order for the Village to accomplish our mission and achieve our vision. This past year, several efforts focused on important personnel matters. As we eagerly await the opening of the Bal Harbour Waterfront Park & Community Center, our recently created Recreation, Arts & Culture Department has centralized several activities and services that were previously offered through other Village Departments, and has expanded and enhanced those services to meet the growing needs of the Village. Much thought went into the creation, mission, and staffing of the Recreation, Arts & Culture Department, as well as into the reorganizations of the Parks and Public Spaces and Tourism Departments. The mission of the Recreation, Arts & Culture Department is to create and implement programs, activities, and events which will help to elevate the quality of life for our residents, while also positioning the Village as a unique, elegant, and cultural destination for residents, visitors, and guests. In the past, our recreation efforts have been limited and in recent years, essentially non-existent while the park and facility have been under construction. Organizationally, these services were part of our Parks and Public Spaces Department. They are now the main element of the new Recreation, Arts & Culture Department. In addition, our arts programming and cultural events which have been part of our Tourism Department have been transitioned to this department to ensure a consistent and comprehensive array of events and activities throughout the year. Bringing these areas under the direction of the Recreation, Arts & Culture Department has helped streamline and improve the delivery of service, attention to detail, and resident and visitor experience. It has also ensured a consistent effort to coordinate, communicate, and curate *The Bal Harbour Experience* for our residents and visitors.

From my own leadership development and personal perspective, I completed my 5-year reaccreditation process as a Credentialed Manager, from ICMA. I also, remain actively involved in several organizations which contribute to my role as a Village Manager. These include the Miami-Dade City/County Management Association (MDCCMA), the Florida City/County Management Association (FCCMA), and the International City County Management Association (ICMA). As you know, I was elected by my peers in the International City and County Management Association (ICMA) Executive Board as the Vice President of the Southeast Region. During 2023, I completed my first year of a 3-year term. ICMA is the premier professional association for city managers and public administrators throughout the U.S. and the world. I continue to serve on the Executive Board of the Greater Miami and the Beaches Convention and Visitor Bureau (GMCVB). I served on this board for twelve years and after a 10-year absence, have been asked to help lead once again. The GMCVB is the official tourism and destination promotor for our region and one of the most successful in the Country. And just recently, for the fourth year in a row, I was awarded Home Rule Hero recognition by the Florida League of Cities for my efforts and advocacy during the 2023 Florida Legislative Session.



## **Conclusion**

Reflecting on the past 10 years that I have served as the Village Manager; I am amazed at how quickly the time has flown by and I am impressed and proud of our progress and the work we have accomplished. Our organization has transformed into one where accountability, professionalism, and innovation remain an integral part of how we function. This is made possible by the continued guidance and support from you and through the work done at our Village Council retreats. Together, we have made significant strides in building an organization that can rise to any challenge and address any issue that may come our way -- leading a Village that we can all be proud of.

Thank you for allowing me the opportunity to serve as your Village Manager for these past 10 years. I look forward to continuing to lead our organization and working with you and our Village team on our priorities and goals this coming year and beyond. I will be speaking with each of you one-on-one about what we have collectively achieved this past year and how, together, we can continue working to deliver *The Bal Harbour Experience!*

Attachment:

ICMA Village Manager Performance Evaluation Guideline

**International City / County Management Association**  
**Village Manager Performance Evaluation Guideline**

This form may be used by each Member of the Village Council to evaluate the Village Manager's performance in fulfilling each of the roles he plays in the Village's government. The Village Manager is graded 1-4, with the following scale:

- 1 – poor
- 2 – fair
- 3 – good
- 4 – excellent

Each member of the Council should complete the form and share/discuss it with the Village Manager. The Village Manager will compile the results and tally the scores.

1. **Personal**

- \_\_\_\_\_ Invests sufficient efforts towards being diligent and thorough in the discharge of duties.
- \_\_\_\_\_ Composure, appearance, and attitude fitting for an individual in his executive position.

2. **Professional Skills and Status**

- \_\_\_\_\_ Knowledge of current developments affecting the management field.
- \_\_\_\_\_ Respected in management profession.
- \_\_\_\_\_ Has a capacity for innovation.
- \_\_\_\_\_ Anticipates problems and develops effective approaches for solving them.
- \_\_\_\_\_ Willing to try new ideas proposed by Council members or staff.

3. **Relations with Council**

- \_\_\_\_\_ Carries out directives of the Council as a whole rather than those of any one Council member.

- \_\_\_\_\_ Assists the Council in resolving problems at the administrative level to avoid unnecessary Council action.
- \_\_\_\_\_ Assists the Council in establishing policy while acknowledging the ultimate authority of the Council.
- \_\_\_\_\_ Responds to requests for information or assistance by the Council.

4. **Policy Execution**

- \_\_\_\_\_ Implements Council action in accordance with the intent of the Council.
- \_\_\_\_\_ Supports the actions of the Village Council after a decision has been reached.
- \_\_\_\_\_ Enforces Village policies.
- \_\_\_\_\_ Understands Village's laws and ordinances.
- \_\_\_\_\_ Offers workable alternatives to the Council for changes in the law when an ordinance or policy proves impractical in actual administration.

5. **Reporting**

- \_\_\_\_\_ Provides the Council with reports concerning matters of importance to the Village.
- \_\_\_\_\_ Reports are accurate and comprehensive.
- \_\_\_\_\_ Prepares a sound agenda which prevents trivial, administrative matters from being reviewed by the Council.

6. **Citizen Relations**

- \_\_\_\_\_ Handles complaints/inquiries from citizens appropriately.
- \_\_\_\_\_ Dedicated to the community and to its citizens.
- \_\_\_\_\_ Skillful with the news media - avoiding political positions and partisanship.
- \_\_\_\_\_ Has the capacity to listen to others and to recognize their interest – work well with others.

- \_\_\_ Cooperates with neighboring communities.
- \_\_\_ Cooperates with the county, state and federal governments.

7. **Staffing**

- \_\_\_ Recruits and retains competent personnel for Village positions.
- \_\_\_ Works to improve performance of staff.
- \_\_\_ Committed to ensuring diversity in the workforce.
- \_\_\_ Accurately informed and concerned about employee insurance, fringe benefits, promotions, and pensions.

8. **Supervision**

- \_\_\_ Encourages department heads to make decisions within their own jurisdictions without Village Manager approval, yet maintains general control of administrative operations.
- \_\_\_ Instills confidence and initiative in subordinates and emphasizes support rather than restrictive controls for their programs.
- \_\_\_ Has developed a friendly and informal relationship with the work force as a whole, yet maintains the prestige and dignity of the manager office.

9. **Fiscal Management**

- \_\_\_ Prepares a balanced budget to provide services at a level intended by the Council.
- \_\_\_ Makes the best possible use of available funds, conscious of the need to operate the Village efficiently and effectively.
- \_\_\_ Prepared budget is in an intelligible format.



10. What have been the major accomplishments of the Village Manager this past year?

11. What areas of the Village Manager's performance need the most improvement? Why? What constructive, positive ideas can you offer the Village Manager to improve in these areas?

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Signature

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Date

# BAL HARBOUR

- V I L L A G E -

## DISCUSSION ITEM

TO: Jorge M. Gonzalez, Village Manager

FROM: Jeffrey P. Freimark, Mayor

DATE: December 18, 2023

SUBJECT: **Discussion Regarding Boats on the Sandbar**

Please place an item on the December 18, 2023, Village Council Meeting Agenda for a discussion regarding boats on the sandbar.

Thank you.



# BAL HARBOUR

- V I L L A G E -

## DISCUSSION ITEM

TO: Jorge M. Gonzalez, Village Manager

FROM: Buzzy Sklar, Councilman

DATE: December 18, 2023

SUBJECT: **Discussion Regarding Village Hall Architect and Designer Change & Park Delay Remedies**

Please place an item on the December 18, 2023, Village Council Meeting Agenda for a discussion regarding changing the Village Hall architect and designer, along with remedies for delays on the park.





# BAL HARBOUR

- V I L L A G E -

## DISCUSSION ITEM

TO: Jorge M. Gonzalez, Village Manager

FROM: Buzzy Sklar, Councilman

DATE: December 18, 2023

SUBJECT: **Discussion Regarding Electric Bikes**

Please place an item on the December 18, 2023, Village Council Meeting Agenda for a discussion regarding electric bikes.



# BAL HARBOUR

- V I L L A G E -

## DISCUSSION ITEM

TO: Jorge M. Gonzalez, Village Manager

FROM: Buzzy Sklar, Councilman

DATE: December 18, 2023

SUBJECT: **Discussion Regarding Beach Erosion**

Please place an item on the December 18, 2023, Village Council Meeting Agenda for a discussion regarding beach erosion.







BAL HARBOUR  
- VILLAGE -

Bal Harbour Waterfront Park

Grand Opening Events

January 2024



An aerial photograph of a modern, curved building with a rooftop garden. In the foreground, there is a colorful playground with a slide and other equipment. The building is surrounded by lush greenery and palm trees. In the background, a body of water and a city skyline are visible.

***The Village of Bal Harbour is planning two events to commemorate the opening of this one-of-a-kind facility.***

***The Celebration events have been spread out over two weeks and on varying days of the week to allow for maximum participation by all of our full-time and part-time residents. The events have been curated to showcase the various amenities and features of the Waterfront Park; allowing residents to experience every element the park has to offer.***





147





*Debut – Sunday, January 14*

*Residents get an inside look at the three-story community center and how the building was meticulously designed to offer a variety of programs and services. Each room of the facility will be activated with classes and activities for guests to experience some of the programming coming to the center.*

*Finale – Saturday, January 27*

*The evening begins on the rooftop terrace with a VIP cocktail hour and an inside look at how the architects developed the plans for an all-in-one park like no other. The celebration culminates with a concert on the green overlooking the waterway. The evening ends with close proximity fireworks from the roof of the community center.*





# Bal Harbour Waterfront Park Grand Opening Debut

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*Sunday, January 14*

*4 - 7 PM*



# BAL HARBOUR WATERFRONT PARK GRAND OPENING DEBUT - JANUARY 14

## *Experience Park Amenities*

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- Sample a variety of programs and how the rooms will be activated and used. Including:
  - Tango Dancers & Musicians
  - Light bites
  - Yard Games
  - 360 Video Booth overlooking the dock



# BAL HARBOUR WATERFRONT PARK GRAND OPENING DEBUT - JANUARY 14



## Cont'd

- eSports Tournament
- Zumba Class
- Aerobics Class
- Yoga Class
- Painting Class





# Bal Harbour Waterfront Park Grand Opening Finale & Fireworks

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*Saturday, January 27*

*6 - 9 PM*

# BAL HARBOUR WATERFRONT PARK GRAND OPENING FINALE & FIREWORKS - JANUARY 27

## *Cocktail Reception*

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- Opening reception on the rooftop terrace overlooking the waterway.





# BAL HARBOUR WATERFRONT PARK GRAND OPENING FINALE & FIREWORKS - JANUARY 27

## LIVE CONCERT

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Performance by Gypsy Lane,  
featuring original members of  
the Village People Band on  
the great lawn.

Light bites





# BAL HARBOUR WATERFRONT PARK GRAND OPENING FINALE & FIREWORKS - JANUARY 27

## LIVE CONCERT

Activations by the Museum of Contemporary Art (MOCA) and the Museum of Discovery & Science

Commemorative gifts



**Museum of Contemporary Art**  
North Miami











# Bal Harbour Waterfront Park Opening Preview

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*December 26 - January 13*

- *Tours of the Facility*
- *Learn about Demo Programs starting in January*
- *Register for All Access Card*





# BAL HARBOUR

- VILLAGE -

RECREATION, ARTS & CULTURE DEPARTMENT

[balharbourfl.gov](http://balharbourfl.gov) | 305.866.4633 | [events@balharbourfl.gov](mailto:events@balharbourfl.gov)

# BAL HARBOUR

- VILLAGE -

## MEMORANDUM

TO: Honorable Mayor and Council

FROM: Dwight S. Danie, Village Clerk *OSD*

DATE: December 12, 2023

RE: Lobbyist Registration Report

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Name of Lobbyist	Principal Represented	Date Registered
John Shubin	Mathew Whitman Lazenby	01/11/23
Ian DeMello	Mathew Whitman Lazenby	01/11/23
Carter McDowell	Carlton Terrace Owner, LLC	01/10/23
Keith Poliakoff	Bellini Condominium Association	01/17/23
Nicholas Noto	Carlton Terrace Owner, LLC	01/17/23
Richard Dewitt	Bellini Condominium Association	01/17/23
Mathew W. Lazenby	Bal Harbour Shops, LLC	01/31/23
Caroline Travis	Bal Harbour Shops, LLC	01/31/23
Ivor Nik Massey	Bal Harbour Shops, LLC	01/31/23
Sandy Goldfarb	Bal Harbour Civic Association	03/01/23
Neca Logan	Bal Harbour Civic Association	03/01/23
Carter McDowell	Limestone Development	10/20/23





# BAL HARBOUR

- VILLAGE -

## MEMORANDUM

TO: Honorable Mayor and Council

FROM: Susan L. Trevarthen *SLT*

DATE: December 11, 2023

RE: Monthly Report of Village Attorney for November 2023 Activities

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Here is the monthly report on the Village Attorney's activities. While we attend to Village business and confer with Village officials continuously, this report highlights specific tasks and projects for the month. Please contact me or Robert Meyers if you have any questions about this report.

### **Retainer Services**

Within the fixed fee retainer in November, we reviewed, advised and prepared documents for all agenda items for and attended the November Council meeting. We conferred with staff on various matters, and we attended the weekly staff meetings, and the monthly agenda review and after action meetings. We began preparation for the December Council meeting.

Specific additional matters included:

- We analyzed the Public Records law and the exemptions regarding the request for condominium hotel plans.
- We conferred with staff and reviewed the Flood Zone statement from FEMA regarding Oceana. We met with Oceana representatives regarding the resolution of the FEMA issue and proffered development agreement amendments.
- We conferred with Village and County staff and reviewed correspondence re legal notices on the County website pursuant to state law.
- We reviewed and drafted correspondence regarding service of the Brosda claim and coordinated with Florida League of Cities counsel for the Village.
- We responded to inquiries and advised Village staff on potential participation in the County Urban Qualification Cooperation Agreement.
- We conferred with staff and reviewed correspondence regarding building code inquiries related to Waterfront Park.
- We reviewed records and conferred with staff relating to building violations at 9999 Collins Avenue.

- We drafted a letter to Bal Harbour Tower on structural violations.

### **Additional Services**

For the *Bellini* federal challenge, we reviewed correspondence and a proposed Joint Motion to Stay, and prepared a response regarding same.

Regarding the Red Light Camera program, we conferred with staff and followed up regarding a new appeal by Zara. We reviewed records and conferred with the Police Department regarding the Karlton claim alleging malicious prosecution, and prepared a response.