

2024

# Annual REPORT



*GENARO "CHIP" IGLESIAS*  
*CITY MANAGER*

**CITY OF SOUTH MIAMI**

6130 Sunset Drive, South Miami, FL 33143  
305.663.6330



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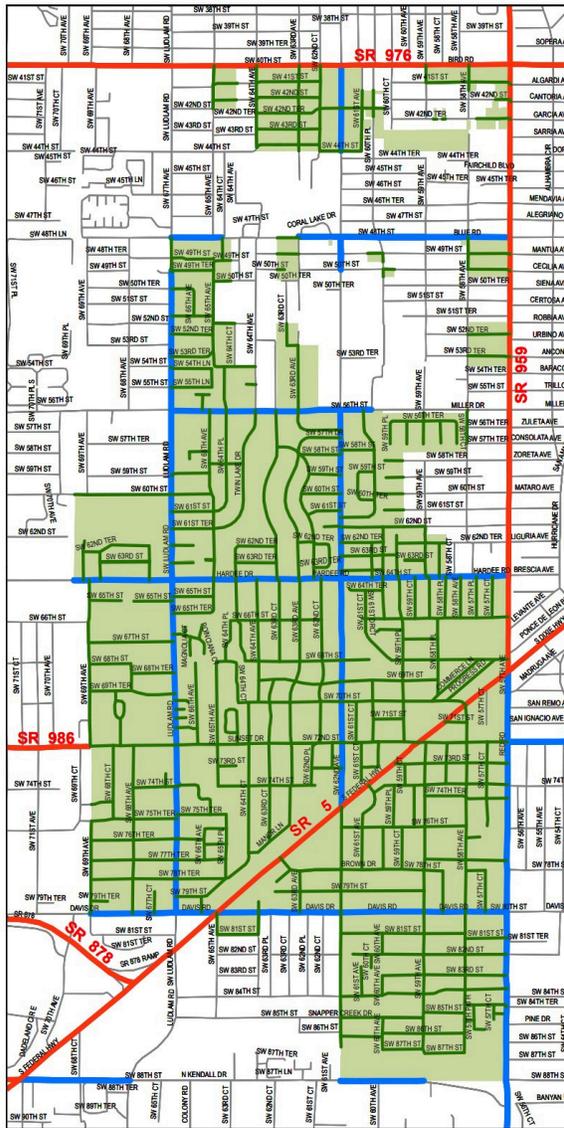
*This was once the proud city hall of South Miami. It was razed in 1956 when the impressive new municipal building was completed. The old city building was on Sunset at 60 Ave.*

# OVERVIEW

The history of South Miami dates back to the turn of the 20th century when the fertile lands of South Dade attracted pioneers from Little Hunting Ground (Coconut Grove) to Big Hunting Ground (Cutler). In 1897, W.A. Larkins, South Miami's founder, settled at the end of the Ingraham Highway, establishing a dairy and a post office that gave the area its early name, Larkins. The arrival of the Florida East Coast Railroad in 1906 spurred growth, with Larkins opening the first general store and the community expanding rapidly. By 1926, a population boom and the real estate frenzy of the 1920s led to the incorporation of the Town of South Miami, spanning six square miles. Shortly after, the devastating hurricane of 1926 and financial struggles challenged the town, which was rechartered as the City of South Miami in 1927. Despite turbulent times, including a brief suspension of city functions in the 1930s, South Miami persevered, resizing its boundaries and evolving with a new city manager-commission form of government in 1953. Post-World War II, the city entered a period of exponential growth and redevelopment, maintaining its unique charm as the "City of Pleasant Living," poised for a bright future.

# THE CITY OF PLEASANT LIVING

## City of South Miami



*Aerial View of the City of South Miami*

The City of South Miami, known as "The City of Pleasant Living," is a vibrant and diverse community located in the heart of Miami-Dade County, Florida. Rich in history and charm, South Miami boasts a unique blend of urban sophistication and small-town appeal. The City is home to a thriving downtown district filled with boutique shops, fine dining, and cultural attractions, all set against a backdrop of lush greenery and tree-lined streets. South Miami is dedicated to fostering a sense of community through its parks, recreational programs, and special events, making it a welcoming destination for families, young professionals, and visitors alike. With a strong commitment to sustainability and progress, South Miami continues to enhance its infrastructure and quality of life while preserving its unique character.

# CITY MANAGER'S MESSAGE

GENARO "CHIP" IGLESIAS



As we compile the annual report for 2024, we reflect on a year that has been both transformative and challenging, testing our resilience and reinforcing our commitment to the South Miami community. This year, our City has made tremendous strides in securing funding for key infrastructure improvements, enhancing staffing, expanding community engagement, and elevating services—all with the goal of improving the quality of life for every resident.

Noteworthy progress has been made in infrastructure projects and park improvements, ensuring that our roads, public spaces, and services meet the evolving needs of our growing city. In addition, our community engagement efforts have strengthened bonds within our neighborhoods, fostering a culture of collaboration and inclusion that drives South Miami's vibrant spirit.

Looking to the future, we are energized by the opportunities ahead and remain focused on building a more sustainable and prosperous city. I sincerely thank our dedicated city staff, residents, and community partners. Their tireless efforts and collaborative spirit are the driving forces behind South Miami's continued growth and success.

Together, we will continue to build on our achievements and face the challenges ahead with confidence, optimism, and a shared commitment to our City's future.

Warmest regards,

A handwritten signature in black ink that reads "Genaro Iglesias Jr." in a cursive style.

# ELECTED AND APPOINTED OFFICIALS

## FY 2023 - 2024



Mayor  
Javier Fernandez



Vice Mayor  
Brian Corey



Commissioner  
Steve Calle



Commissioner  
Danny Rodriguez



Commissioner  
Lisa Bonich



City Clerk  
Nkenga Payne, CMC



City Manager  
Genaro "Chip" Iglesias

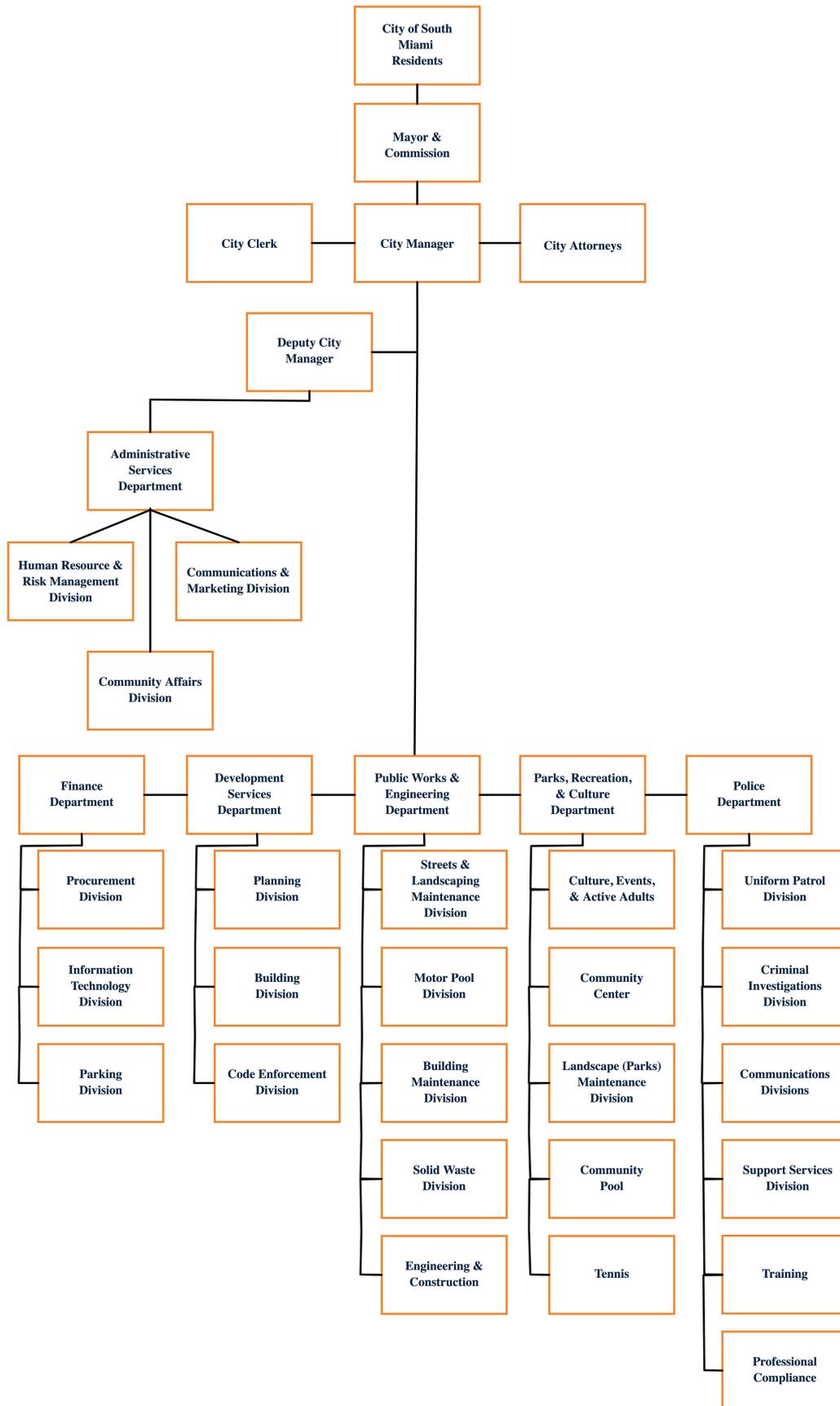


City Attorney  
Anthony L. Recio



City Attorney  
Lillian M. Arango

# CITY ORGANIZATIONAL CHART



# FINANCE DEPARTMENT

Services include processing accounts payable, accounts receivable, central collections, general ledger fund accounting, preparation of applicable state and federal reports, grants and appropriations, periodic financial reports to management, administering debt service, and investment of City funds.



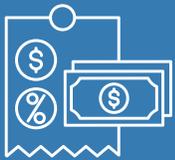
TOTAL ONLINE PAYMENTS :  
2,782



ONLINE ALARM  
PAYMENTS:  
302



GFOA'S  
CERTIFICATE OF ACHIEVEMENT  
FOR EXCELLENCE IN  
FINANCIALS FOR  
FY 2024



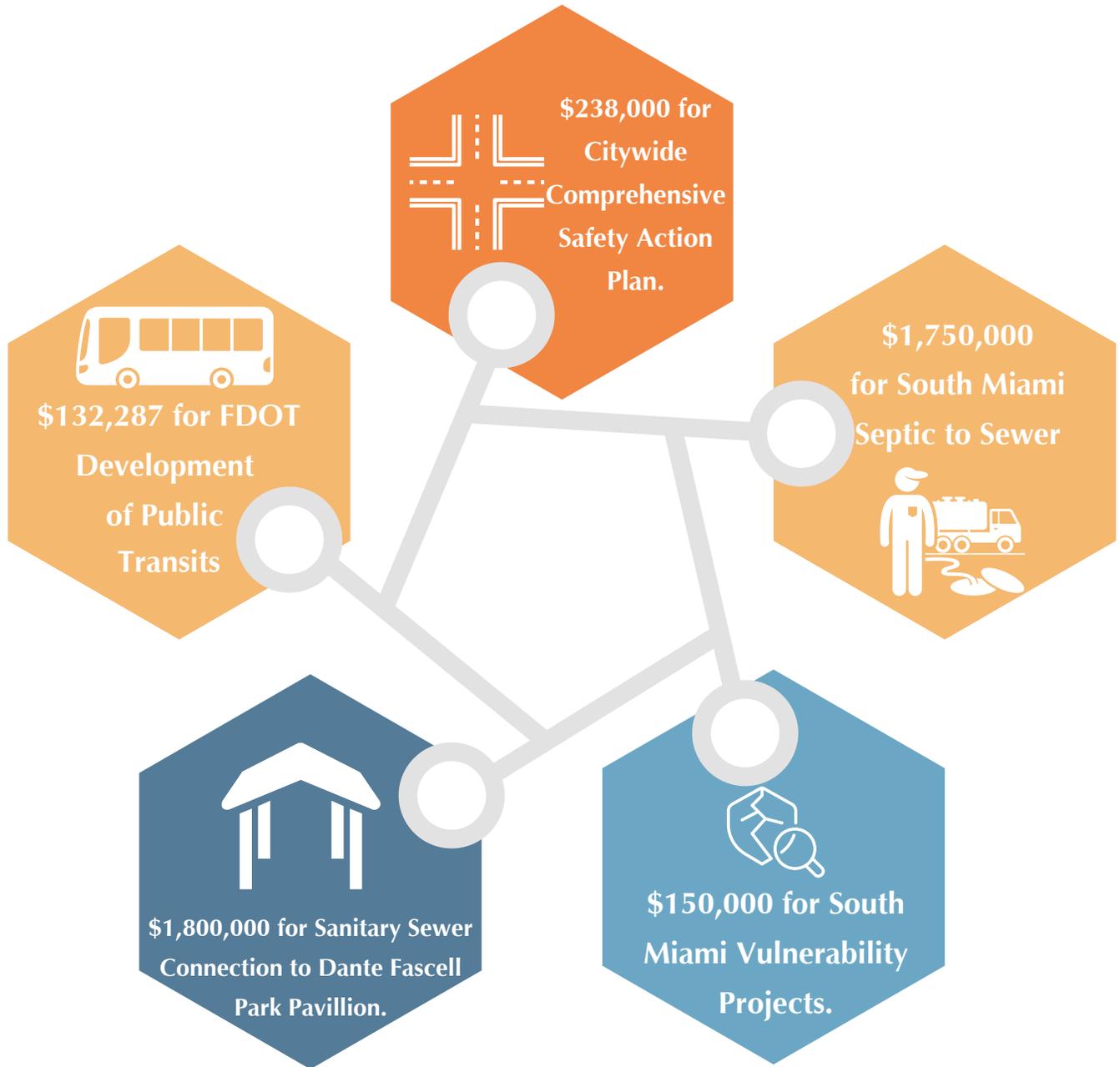
LICENSE/PERMIT  
ONLINE PAYMENTS:  
965



CUSTOMERS AT  
CASHIER WINDOW:  
6,490

5 6 7 8 9 10 11

# GRANTS AND APPROPRIATIONS HIGHLIGHTS

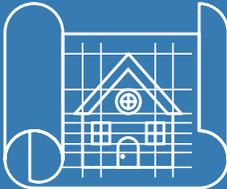


# DEVELOPMENT SERVICES DEPARTMENT

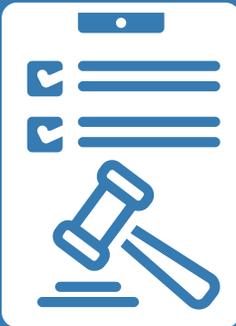
Our customer-friendly services include review, processing, issuance, planning, code enforcement, inspection of building permits and assurance that construction in the City complies with the provisions of all applicable codes.



**BUILDING PERMITS  
ISSUED: 1,363**



**PLANS REVIEWED:  
1,451**



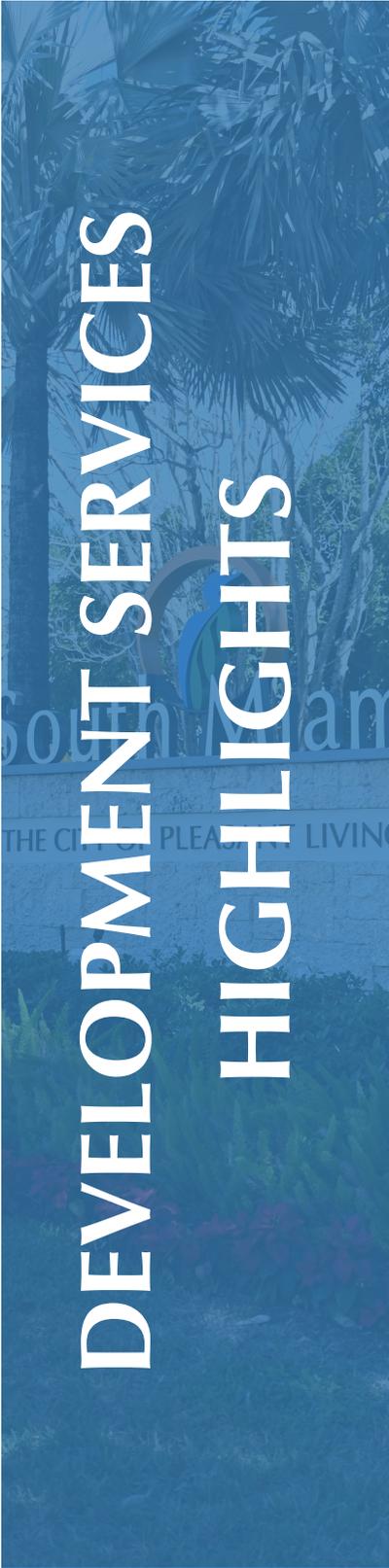
**CODE ENFORCEMENT:  
1,902 CASES OPENED  
440 CASES CLOSED**



**BUILDING  
INSPECTIONS  
PERFORMED: 4,479**



**PERMIT FEES COLLECTED:  
\$3,906,205**



## DEVELOPMENT SERVICES HIGHLIGHTS

- Landscape masterplan awarded.
- Changes to update and modernize our zoning code. Zoning Code and Comp plan amendments in final stages of approval process.
- Vulnerability Assessment grant awarded and consultant working on study.
- Permit fee study underway.
- Digital plan review hardware procured and installed. Digital submittal process development under way and expected to be implemented this fiscal year.

# ADMINISTRATIVE SERVICES DEPARTMENT

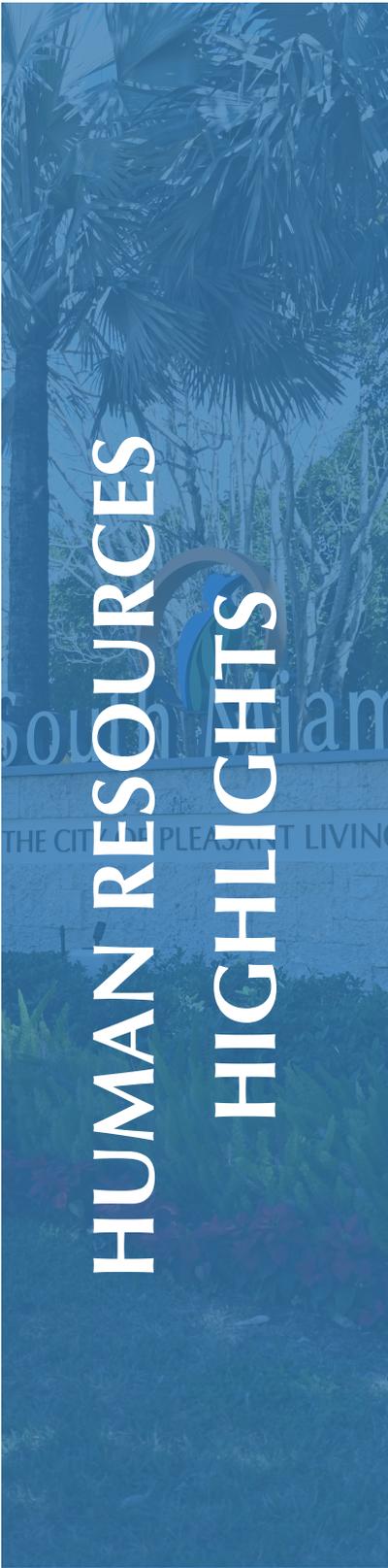
- Human Resources
- Communications and Marketing
- Community Affairs

Dedicated to delivering support both internally to City staff as well as externally to residents and business owners. Through strategic collaboration, the Department aims to optimize City services for residents and businesses, promoting efficiency, innovation, and stakeholder satisfaction.



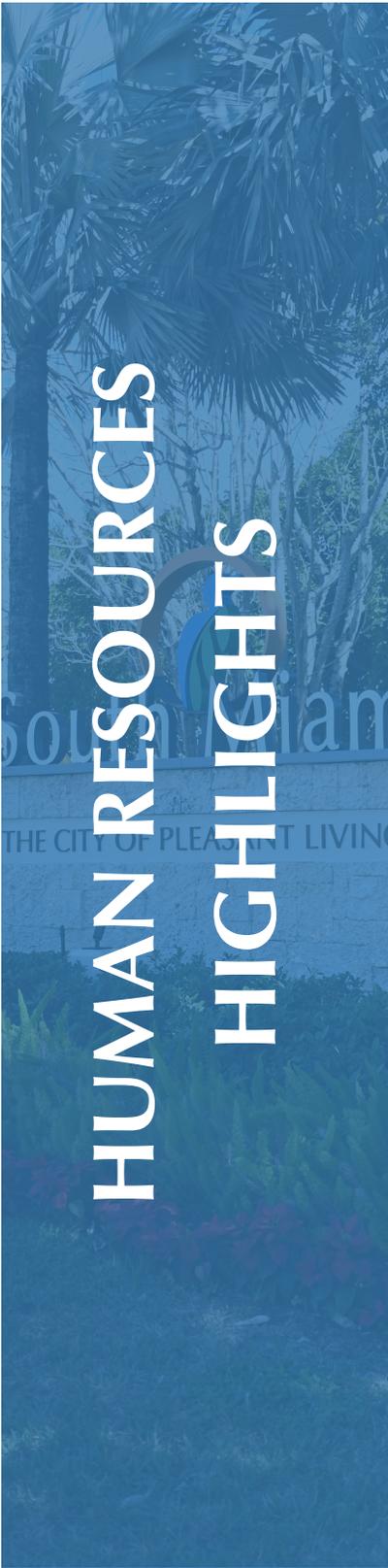
- EMPLOYMENT APPLICATIONS: 397
- JOB ADVERTISEMENTS: 93
- EMPLOYEE ENGAGEMENT EVENTS: 36
- IMPRESSIONS ON SOCIAL MEDIA: 4,798,019
- WEBSITE VISITS: 358,891





## HUMAN RESOURCES HIGHLIGHTS

- Hosted Employee Milestone Anniversary Celebration & Years of Service Awards.
- Renewed property, casualty & liability insurance with PRM.
- Reinstated “Employee of the Quarter” and “Employee of the Year” Recognition Program.
- Relaunched Monthly Employee Newsletter with new “Employee Wellness Corner.”
- Introduced Monthly Employee Birthday Celebrations with signed cards & cake cuttings.
- Participated in the 2024 Kick CF Kickball Tournament, Miami Lexus Corporate Run & PBA Pig Roast.
- Employee Appreciation Events:
  - Winter 2023 – Splitsville Bowling Alley
  - Summer 2024 – Jean Willis Park
  - Winter 2024 – Holiday “Ugly Sweater” Lunch
- Developed “Employee Portal” intranet, launching February 2025.
- Achieved \$110K+ annual savings from health insurance restructuring & broker replacement.
- Secured \$570K+ savings in City’s FY 2024-25 budget based on changes to insurance carriers.
- Implemented new vendors & procedures for COBRA, FSA & FMLA case management.
- Launched Curative Baseline Visit Incentive Campaign to retain \$0 co-pay/\$0 deductible benefits.

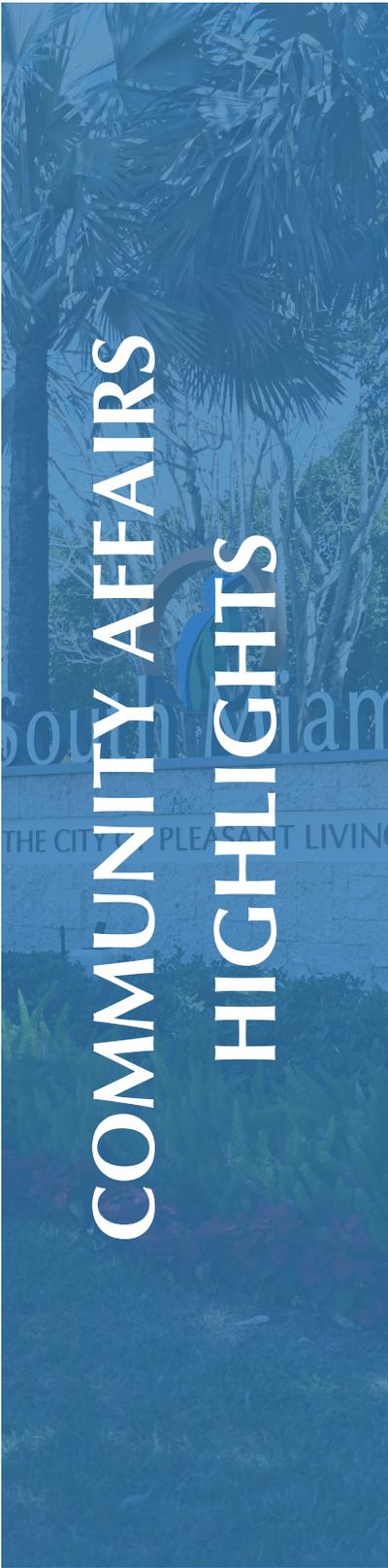


## HUMAN RESOURCES HIGHLIGHTS

- Assisted employees in obtaining reimbursements from former GAP insurance plan.
- Implemented Evergreen Classification & Compensation Plan & job analysis for flagged positions.
- Restructured the Police hiring process for faster recruitment & improved tracking.
- Digitized & made key City forms ADA-compliant & fillable.
- Implemented Police Captain Promotional Assessment Process.
- Transitioned to ADP Recruitment Software after CivicHR discontinuation.
- Launched Inaugural Summer Youth Internship Program with two high school students.
- Processed 84+ property/liability & workers' comp claims.
- Hosted two onsite blood drives with OneBlood.
- Hired key personnel:
  - Director of Public Works and Capital Improvements
  - Events & Active Adults Manager
  - Police Officers
  - 4 Police Cadets
  - 3 Communications Officers
  - Code Enforcement Officer
  - Part-time Town Center Ambassador
- Finalized CBA with the PBA.
- Ongoing negotiations for Collective Bargaining Agreements with FOP.

# COMMUNICATIONS AND MARKETING HIGHLIGHTS

- Social Media Engagement & Campaigns
- SoMi Business Spotlights – Promoted local businesses to drive economic growth and engagement.
- Department & Employee Spotlights – Featured "Get to Know" and "Day in the Life" series to connect residents with city employees.
- Social Media Performance (Annual Citywide Metrics):
  - Impressions: 3,793,390 (+1,710.9%)
  - Followers: 10,708 (+123.7%)
  - Video Views: 707,731 (+1,261.6%)
- Account Verification – Secured verification for the City and SMPD's Instagram, Facebook, and X (Twitter) accounts.
- SoMi Insider Newsletter & Video Content – Delivered 60 unique email campaigns with regular updates for residents.
- South Miami Police Department Support
  - Police Recruitment Campaigns – Developed flyers, short videos, and a long-form video series featuring:
    1. #ReoReels
    2. "Day in the Life"
    3. "Who We Are"
    4. "Community Engagement Impact"
    5. "What It Takes"
    6. "Youth of South Miami"
- City Website Redesign: Overhauled city website – Improved usability, visual appeal, and brand alignment.
- Parks & Recreation Marketing
  - Promoted parks programs – Highlighted volleyball clinics, youth basketball and baseball, pool activities, and summer camps.
- Public Works Initiatives
  - Resident Education – Provided information on solid waste disposal, recycling, holiday schedules, and proper trash placement to prevent illegal dumping.



## COMMUNITY AFFAIRS HIGHLIGHTS

- SoMi Connect App: A seamless platform enhancing connectivity and engagement for the South Miami community.
- SoMi Biz Newsletter: A targeted publication delivering essential City information and opportunities to support business growth and engagement.
- SoMi District Ambassador: A dedicated role providing support and guidance for businesses, residents, and visitors in the Town Center.
- SoMi Second Saturdays: A monthly event series fostering community engagement and a vibrant town atmosphere.
- Shop SoMi Initiative: A business directory and promotional events, including sidewalk sales and discount days, to boost local business visibility.
- SoMi Spotlight Video Series: Professionally produced two-minute videos showcasing local businesses, promoted across social media.

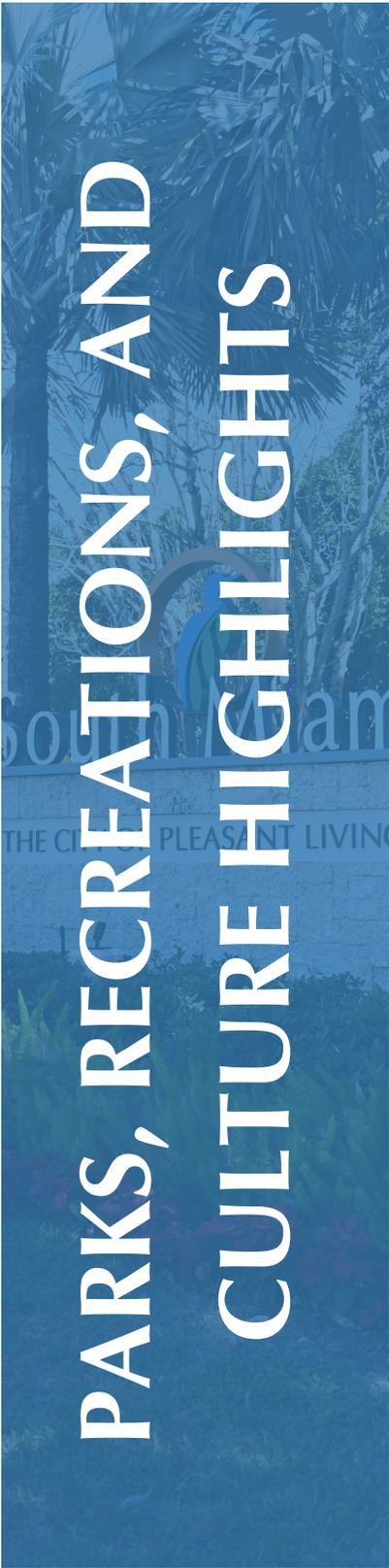
# PARKS, RECREATION, AND CULTURE DEPARTMENT

Responsible for managing all public parks and coordinating all recreation programs and activities in the City. The Department is comprised of five major service areas that include Administration, Capital Improvement Projects, Park Maintenance and Landscaping, Recreation, and Special Events.



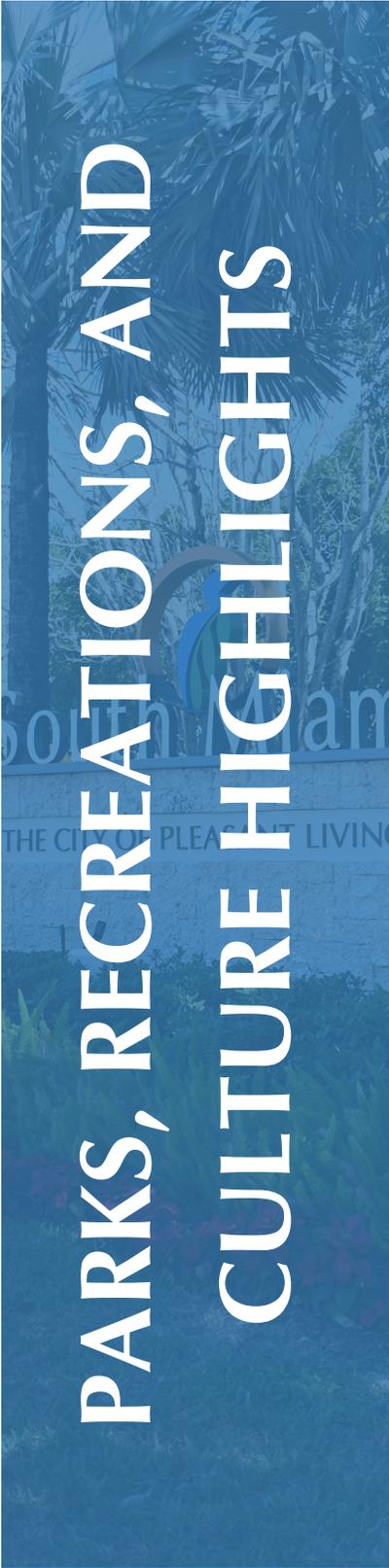
PARTICIPANTS IN OUR PROGRAMS: 55,595  
FACILITY RENTALS: 693  
SPECIAL EVENTS EXECUTED: 33  
COMPLETED CAPITAL IMPROVEMENTS: 13





## PARKS, RECREATIONS, AND CULTURE HIGHLIGHTS

- Hosted 16 internal events, including a ribbon-cutting ceremony, SoMi Second Saturday, Arbor Day, July 4th Celebration, Safe Streets Halloween, State of the City Address, and Santa's Parade of the Elves.
- Completed construction of new artificial turf fields, LED sport lights, landscaping improvements, and picnic shelters at South Miami Park.
- Awarded the construction of the combo restroom/concession facility at South Miami Park.
- Installed the City's first dedicated pickleball court at Brewer Park and retrofitted two additional pickleball courts at Marshall Williamson Park.
- Upgraded sports field lights and installed a new perimeter fence at Murray Park.
- Upgraded sports field lights at Palmer Park.
- Resurfaced three clay courts at Dante Fascell Park.



## PARKS, RECREATIONS, AND CULTURE HIGHLIGHTS

- Celebrated Parks and Recreation Month in July with free tennis and pickleball tournaments, along with complimentary activities such as a step challenge, a day-long baseball camp, indoor and sand volleyball clinics, and a hip-hop dance class.
- Introduced new senior programming at the South Miami Senior Plaza, including jewelry making, art classes, retail shopping trips, and a garden club.
- Refinished the floor and installed new scoreboards at the Gibson-Bethel Community Center (GBCC).
- Hosting the Santa's Parade of the Elves event.
- Ribbon-cutting for new amenities at South Miami Park.
- GBCC Gymnasium luncheon honoring former Commissioner Luis Gil.

# PUBLIC WORKS AND ENGINEERING DEPARTMENT

Our team includes office administration, management, and five divisions: Solid Waste, Streets and Landscaping, Building Maintenance, Equipment Maintenance, and Engineering. Each division provides critical services to maintain and improve the city's needs and support all city departments.



EXCESS TRASH INVOICE:  
53 TICKETS (\$9,501)



BUILDING AND  
MAINTENANCE  
REQUESTS: 372



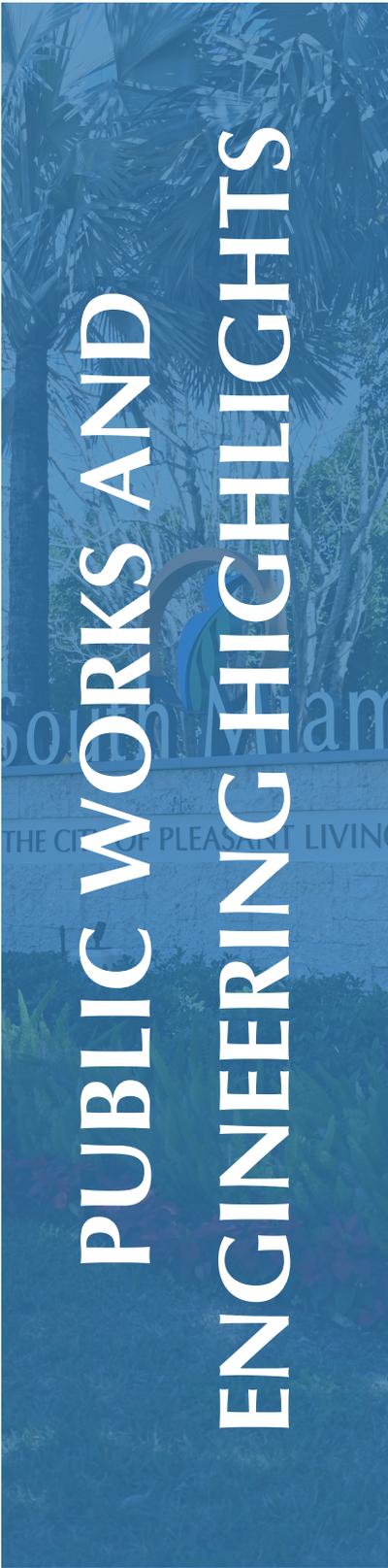
SOLID WASTE DISPOSAL  
(NET TONAGE):  
9,989



TRASH HOLES FILLED  
WITH RECYCLED  
ASPHALT: 191



SERVICE  
REQUESTS  
COMPLETED:  
1,016



# PUBLIC WORKS AND ENGINEERING HIGHLIGHTS

- Completed the installation of speed humps at SW 59th Ave between SW 76th St and SW 77th Terr and SW 59th Ave between SW 74th Ter and SW 76th ST.
- Completed the construction of drainage improvements at SW 63rd Avenue north of Sunset Drive.
- Began Citywide Repair and Replacements to remove tripping hazards along sidewalks.
- Completed citywide roadway and sidewalk condition assessment.
- Completed the roadway resurfacing of several streets, citywide.
- Replacemed of decorative bricks within the business district.
- Construction was completed on the landscape for median along SW 84th Street between SW 58th Avenue and SW 59th Avenue.
- Began septic to sewer project in sub-area K.

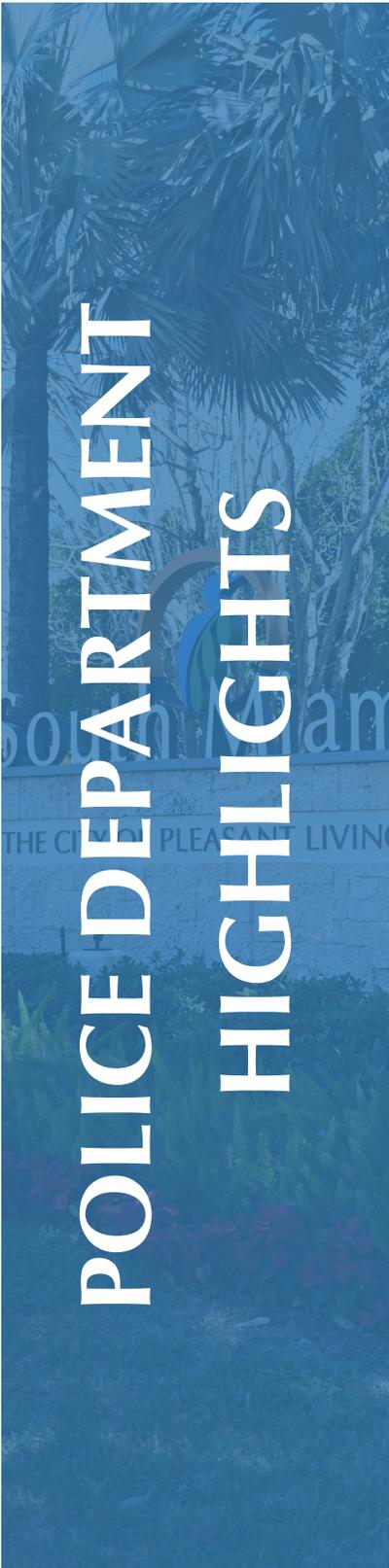
# POLICE DEPARTMENT

We are a full-service law enforcement agency with 51 sworn positions and eight civilian staff serving our 2.3-square-mile city. The full-time residential, multi-ethnic population is approximately 12,026, but the number of people served and protected by the SMPD is much greater due to several factors.



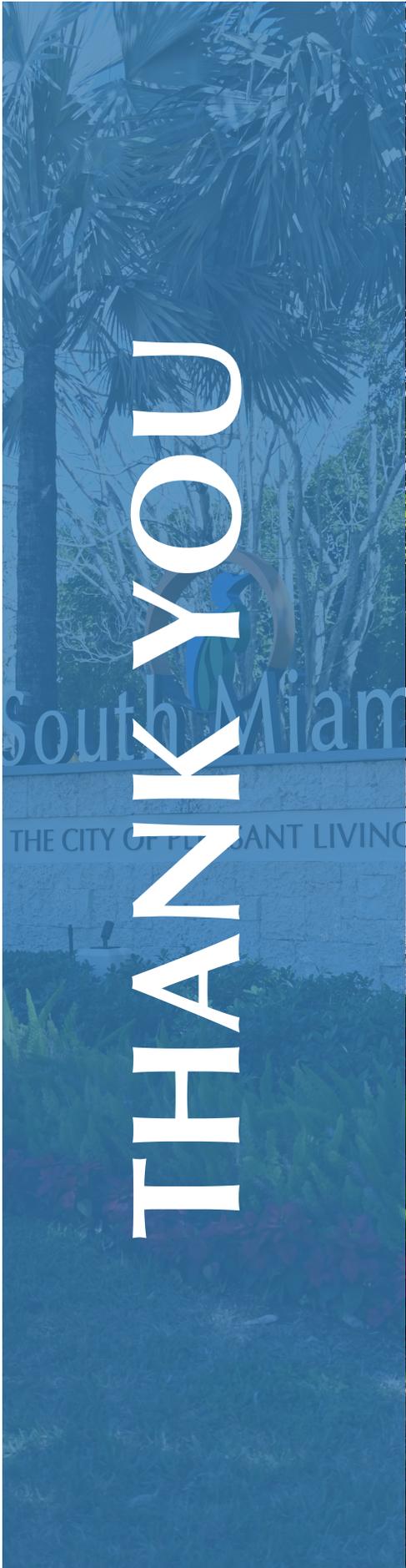
6,025 TRAFFIC VIOLATIONS  
2,488 WARNINGS  
652 CRASHES  
468 TRAFFIC PTA'S  
32 TRAFFIC ARRESTS  
607 CRIMINAL OFFENSE  
264 CRIMINAL ARREST  
4,175: RED LIGHT VIOLATIONS





# POLICE DEPARTMENT HIGHLIGHTS

- The Persons with Disabilities Registry Program, initiated by the South Miami Police Department, is an outreach initiative designed to enhance our officers' ability to serve community members living with specific disabilities or cognitive impairments. This program aims to establish and maintain a comprehensive database of individuals with whom we may interact, with the ultimate goal of optimizing our response strategies. This program is to help those with special needs feel safe and comfortable around police officers.
- The City of South Miami Police Department is proud to announce its participation, as the first police agency in Miami Dade County, in the Project Lifesaver program. Project Lifesaver is the premier search and rescue program operated internationally by public safety agencies and is strategically designed for "at risk" individuals who are prone to the life-threatening behavior of wandering. The primary mission of Project Lifesaver is to provide timely response to save lives and reduce potential injury for adults and children with the propensity to wander due to a cognitive condition.
- Re-instated the City's K-9 and Motors unit.
- Began program to sponsor police cadets through the academy.
- Facilitated community reporting by allowing for online reporting for minor crimes.
- Certified officers on bike patrol—increase community policing.



As part of our mission, the City of South Miami strives to be a friendly, peaceful, safe, and beautiful place for residents and businesses to live and work. We believe that this year's report provides educational and statistical evidence that the City is performing at a high level. Also, the City Mayor, Commissioners, City Manager, and Staff are consistently working on maintaining those standards and enhancing the quality of life for all. We look forward to continuing to provide quality services to the City we serve in the new fiscal year.

## “The City of Pleasant Living”

