



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, FL 33139, www.miamibeachfl.gov

OFFICE OF MARKETING & COMMUNICATIONS, Tel: 305.673.7575

Tonya Daniels, E-mail: tonyadaniels@miamibeachfl.gov

Melissa Berthier, E-mail: melissaberthier@miamibeachfl.gov

PRESS RELEASE

FOR IMMEDIATE RELEASE

May 26, 2020

The City of Miami Beach Sets a New Standard

– Through its MB Standard Decal Program –

Miami Beach, FL – As more businesses are slated to reopen this week, the City of Miami Beach wants to ensure a high level of consumer confidence for residents and visitors as they patronize establishments. Through its new decal initiative coined the MB Standard program, the city intends to facilitate identification of those businesses who have committed to implementing additional measures to protect the public from the spread of COVID-19 — beyond those already required by Miami-Dade County or the city.

To participate in the program, businesses must agree to the following measures to achieve the MB Standard:

- Have all employees tested for COVID-19 by the later of June 8, 2020 or the date of reopening
- Provide monthly COVID-19 testing to all employees
- Conduct temperature and health screenings of all employees daily
- Have a contact tracing protocol in place
- Provide monthly reports to the city noting how many employees were tested, numeric count of results and measures

“As retailers and restaurants welcome back customers, we wanted to highlight those businesses who are really going above and beyond to protect public health,” said Miami Beach City Manager Jimmy Morales. “We also hope the MB Standard recognition will help consumers feel more comfortable as they shop or eat at participating establishments because they know these places have committed to following best practices to curb COVID-19. We are thankful to the Mayor’s Reopening Advisory Panel for this recommendation.”

For additional details on MB Standard, [click here](#). Businesses that partake in the program will also be listed on the city’s Miami Beach Reopening webpage at www.miamibeachfl.gov/reopening.

###

To request this material in alternate format, sign language interpreter (five-day notice required), information on access for persons with disabilities, and/or any accommodation to review any document or participate in any city-sponsored proceedings, call 305.604.2489 and select 1 for English or 2 for Spanish, then option 6; TTY users may call via 711 (Florida Relay Service)

We are committed to providing excellent public service and safety to all who live, work and play in our vibrant, tropical, historic community.