

NARRATIVE OF MAYOR NORMAN S. EDELCUP

I. INTRODUCTION

Mayor Norman S. Edelcup is a full-time Mayor with a job that is generally classified as a part-time job. The Mayor takes personal pride in working more than a forty hour shift to address the concerns of residents. Since his election in 2003, Mayor Edelcup has worked diligently to make the City a wonderful place for residents and visitors. He has worked to transform the City from a retirement community to a coastal resort and luxury residential community. As more fully discussed below, Mayor Edelcup has demonstrated that he is an outstanding public servant who is deserving of the title of Mayor of the Year for his civic commitment, leadership, public outreach and service to the City and the larger community.

II. INITIATIVE

A. NEW SCHOOL

With younger families moving to the City, Mayor Edelcup embarked on a mission to establish the first public school in the City. This mission was not an easy one because the County School Board had advised the City that it did not have the financial resources to purchase the land for the school. With his business acumen, the Mayor was able to convince his colleagues on the City Commission that the City should partner with the School Board to build a K-8 school. To create this partnership, the City agreed to donate fifty percent of the funds for the land for the school. Under the partnership agreement, the City contributed \$12.5 million dollars for the purchase of the land. On August 18, 2008, the school will open its doors to over one thousand elementary students. These doors would have probably remained closed if the Mayor and his colleagues on the City Commission did not take the initiative to create an unprecedented partnership with the School Board.

B. OPEN SPACE

The term "Green Mayor" may be the appropriate moniker for Mayor Edelcup. The Mayor is infatuated with green space. This past year, the Mayor has sponsored an initiative to create a \$50 million dollar fund to acquire land for green space. Under the green space initiative, the City has already acquired more than 12 acres over the past two years, with five acres being acquired this past year. The total land purchase cost so far is \$25 million dollars.

C. HISTORIC NEWPORT FISHING PIER

The Newport Fishing Pier is one of the oldest and only remaining pier of its kind in Miami-Dade County and has been in place for fishermen and families to fish since 1936. The Pier was designated as a historic landmark in 1982. Numerous hurricanes in recent years have severely damaged certain parts of the Pier. Because of the damage, the Pier had to be closed for fishing. When the operator of the Pier requested assistance to repair the Pier this past year, the Mayor decided that the City had to take the initiative to save the historical Pier. With the support of his colleagues on the City Commission, the Mayor was able to negotiate a joint cost sharing partnership agreement with the operator to save the Pier from demolition. Under this partnership agreement, the City agreed to invest more than \$3 million dollars to repair the Pier. This partnership agreement also provides the City with the right to operate the Pier.

III. INTEGRITY

Integrity is the cornerstone of the platform from which Mayor Edelcup has governed. He has sponsored legislation to make the City's Ethics Code more stringent than the Ethics Code of the State of Florida and Miami-Dade County. Moreover, the Mayor has organized periodic training programs with the local State Attorney's office and the Miami-Dade Commission of Ethics.

IV. VISION

A school in the City was merely a dream until Mayor Edelpcup envisioned that a school is a must for the community that was growing younger every day. His vision of a school is now a reality because of the unprecedented partnership with the School Board. The school was not the only vision that the Mayor had. He also visualized providing more services to seniors. His vision of providing more services to residents led to the creation of the community shuttle partnership with neighboring communities to provide transportation assistance to seniors who would like to visit the Mall or Shopping Centers located in neighboring communities. This vision also led to a partnership agreement with a cruise-ship operator to provide discount recreational cruises to the City's residents.

While serving the needs of the residents has been a priority of Mayor Edelpcup, serving the needs of visitors is also a priority for the Mayor. Under a partnership agreement negotiated by the Mayor this past year with the Greater Miami Convention in Visitors Bureau, the City was able to revive the Sunny Isles Beach Resort Association. A visitors center was created in City Hall under this partnership. As a result of this partnership, the City of Sunny Isles Beach was selected this past year as the top tourist destination in the United States by Trip Advisor.

V. INNOVATION

Mayor Edelpcup has led the charge in creating wireless hotspots at all municipal parks and buildings this past year. The wireless hotspots innovation has provided residents and visitors with the ability to connect to the internet while visiting public facilities. The Mayor has also led the charge in organizing the first off-shore power boat race in the City.

VI. LEADERSHIP

Without question, Mayor Edelcup has demonstrated strong leadership during his tenure. His colleagues on the City Commission have been overwhelmingly supportive his initiatives. He has worked hard in providing more opportunities for residents to participate in the government by creating more advisory committees to provide counsel to the City Commission. He has played an integral role in building the first school in the City and creating more parks in the City. In addition to demonstrating leadership in his public capacity, the Mayor has been a leader in his private capacity. He currently serves on numerous non-profit and for-profit boards of directors. He is extremely proud of his service as a Founder of the Mount Sinai Medical Center Foundation. As a Founder, Mayor Edelcup has made significant contributions to support the mission of the hospital.

VII. COMMITMENT

Serving without recognition generally symbolizes commitment to a particular cause. Prior to becoming a member of the City Commission, Mayor Edelcup was a tireless advocate for the City. He was one of the Founding Fathers of the City that led the charge for the City to incorporate. He served tirelessly on the Planning Council which prepared the City's first Comprehensive Plan. Prior to formalizing his public service, Mayor Edelcup served as the president of his neighborhood association. Mayor Edelcup's continuing service to the City clearly demonstrates his commitment to serve the public.

VIII. CONCLUSION

Mayor Edelcup has worked diligently for more than thirty (30) years to make the Sunny Isles area a wonderful place to live. He has not sought recognition for his service to his community. If recognition is a fringe benefit for public service, Mayor Edelcup is deserving of being recognized as Mayor of the Year. He has transformed a retirement community to Florida's Riviera.