



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Joseph Magazine

DATE: February 26, 2025

TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS REQUESTING THE ADMINISTRATION TO EXPLORE THE FEASIBILITY OF ESTABLISHING A MUSCLE BEACH IN NORTH BEACH, CONSIDERING THE WIDELY RECOGNIZED POSITIVE IMPACT ON HEALTH, COMMUNITY, AND QUALITY OF LIFE OBSERVED AT MUSCLE BEACH IN SOUTH BEACH.

RECOMMENDATION

Please place on the February 3, 2025 City Commission meeting agenda a referral to the Finance and Economic Resiliency Committee ("FERC") to discuss requesting the administration to explore the feasibility of establishing a Muscle Beach in North Beach, considering the widely recognized positive impact on health, community, and quality of life observed at Muscle Beach in South Beach.

BACKGROUND/HISTORY

Muscle Beach in South Beach is a symbol of fitness, wellness, and community engagement, attracting locals and visitors alike. It provides a space for physical exercise, social interaction, and can be linked to an increase in both physical activity and tourism, fostering a culture of health and vitality.

Given the success of Muscle Beach in South Beach, I would like to request Administration explore the possibility of establishing a similar area in North Beach. Establishing a Muscle Beach in North Beach would offer similar benefits, including enhanced public health, improved quality of life, and the creation of a vibrant, and active community space. The the establishment of such a facility could help promote North Beach as a wellness destination and attract visitors. One site I would like to request be considered is the 72nd St. Beach.

ANALYSIS

N/A

FISCAL IMPACT STATEMENT

TBD

Does this Ordinance require a Business Impact Estimate?
(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

FINANCIAL INFORMATION

N/A

CONCLUSION

Applicable Area

North Beach

**Is this a "Residents Right to Know" item,
pursuant to City Code Section 2-17?**

Yes

**Is this item related to a G.O. Bond
Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481,
includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s): N/A

Department

Office of Commissioner Joseph Magazine

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Commissioner David Suarez
Commissioner Alex Fernandez
Commissioner Tanya K. Bhatt

Condensed Title

Ref: FERC - Admin to Explore Feasibility of Establishing a Muscle Beach in North Beach.
(Magazine/Suarez/Fernandez/Bhatt)

Previous Action (For City Clerk Use Only)