

C4 AA 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.

Applicable Area:



**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 72<sup>nd</sup> 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-notice/>

**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)**