



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner David Suarez

DATE: April 23, 2025

TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE – DISCUSS THE POSSIBLE REVISION OF NON-RESIDENT ENTRANCE FEES AND/OR THE INTRODUCTION OF RESIDENT GUEST PASSES FOR CITY POOLS.

RECOMMENDATION

Please place on the April 23, 2025 agenda a referral to the Finance and Economic Resiliency Committee (the “Committee”) to discuss the possible revision of non-resident entrance fees and/or the introduction of resident guest passes for City pools. Specifically, I would like to discuss (1) establishing discounted or complimentary guest passes that allow Miami Beach residents to bring visitors at a reduced or no cost and (2) reducing non-resident fees or implementing tiered non-resident pricing based on peak and non-peak usage times.

BACKGROUND/HISTORY

Currently, non-residents are charged \$18 for adults and \$12 for youth to access City pools. This rate applies uniformly, regardless of the day or time, and regardless of whether the individual is visiting with a Miami Beach resident.

While residents are required to show proof of address to receive free entry, the current system does not allow them to bring visiting friends or family without those guests being charged the full non-resident fee—even for a brief recreational visit. Providing more cost-effective access to public pool facilities would enhance the overall experience for Miami Beach residents and visitors.

ANALYSIS

The current pricing model presents several concerns:

- **Discourages Use by Guests of Residents:** \$18 per adult is prohibitively high for a casual visit, even when accompanied by a local resident. This creates frustration and limits pool usage by families hosting guests or by multigenerational households with visiting relatives.
- **Equity Issues:** Some working-class, lower-income or temporary residents, especially those without formal lease agreements or recently relocated, cannot easily prove residency, effectively excluding them from resident pricing.
- **Lost Revenue Opportunity:** High prices result in fewer entries overall. A more balanced, reasonable fee schedule could encourage greater participation and lead to higher total revenue through volume.
- **Tourist-Friendly City:** Miami Beach is a global destination. Reasonable access to public pool facilities enhances the visitor experience, and by scheduling usage to prioritize residents, we can remain fair while also being welcoming.

Other municipalities have adopted creative solutions like resident-accompanied guest passes,

multi-use visitor passes, or off-peak discounts, achieving higher community engagement and better cost recovery.

FISCAL IMPACT STATEMENT

Reducing non-resident fees and introducing resident guest passes may appear to reduce revenue on a per-visit basis. However, it is projected that the increase in total attendance, particularly during off-peak times, will offset and likely exceed current revenues.

- Implementing resident guest passes could attract family and friend groups without significantly displacing paying non-residents.
- Off-peak rates could fill underutilized time blocks, increasing facility utilization without additional staffing costs.

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

CONCLUSION

Revising the City's non-resident pool fee structure presents an opportunity to better serve our residents, support an inclusive and family-friendly environment, and enhance the overall appeal of our public amenities. By introducing guest passes for residents and adopting a more flexible, tiered pricing model for non-residents, we can improve access, reduce barriers, and increase usage—particularly during non-peak hours. These adjustments would not only reflect our community values but also have the potential to generate greater overall revenue.

The Administration should be prepared to present a proposal with pricing options, guest pass guidelines and an implementation timeline for discussion by the Committee.

Applicable Area

Citywide

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

No

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 David Suarez

Sponsor(s)

Commissioner David Suarez

Co-sponsor(s)

Commissioner Tanya K. Bhatt

Commissioner Alex Fernandez

Condensed Title

Ref: FERC - Revision of Non-Resident Entrance Fees and/or Resident Guest Passes for City Pools. (DS/TB/AF)

Previous Action (For City Clerk Use Only)