

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Public Safety and Neighborhood Quality of Life Committee Members

FROM: Eric Carpenter, City Manager

DATE: February 12, 2025

TITLE: DISCUSS/TAKE ACTION ON ACTIVATING THE UNDERUTILIZED SPACES IN ALTOS DEL MAR PARK.

RECOMMENDATION

The Administration recommends a budget increase of \$60,000 to be considered during the FY 2026 budget process for the Parks and Recreation Department to increase programming in Altos Del Mar Park, and will continue to work with Tourism and Culture and other City Departments to expand on additional potential opportunities.

BACKGROUND/HISTORY

During the October 30, 2024 City Commission meeting, at the request of Commissioner Tanya K. Bhatt, the Mayor and City Commission referred a discussion item to the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC"), to discuss/take action on activating the underutilized spaces in Altos Del Mar Park. (Exhibit A)

At the December 13, 2024 PSNQLC meeting, the item was discussed, and staff was instructed to prepare a proposal that includes outdoor performances and temporary art installations at Altos Del Mar Park to explore funding options.

ANALYSIS

Outdoor Performances:

The Parks and Recreation and Tourism and Culture Departments are working together to activate Altos Del Mar Park with outdoor performances and temporary art installations. The Departments can host large-scale events like Fire on the Fourth, Movies in the Park, and other community activities such as Fantasy Theater productions. This space can act as a hub for artistic performances and family-oriented neighborhood events.

Since the December 13, 2024 PSNQLC discussion, the Parks and Recreation Department hosted a Movie in the Park at Altos Del Mar Park on January 11, 2025 with over 150 attendees. Another Movie in the Park is planned for February 1, 2025, in celebration of Black History Month. Other upcoming events include Earth Day celebrations, and a pet-friendly National Pet Month event, as well as plans for Beach Tennis activations and a Family Archery Day. The Environment and Sustainability Department will host Turtle Fest in April 2025.

The Parks and Recreation Department would like to further expand the current programming at the park through a budget request of \$60,000.

Temporary Art Installations:

The Tourism and Culture Department is exploring a temporary art program, inspired by the Village

of Bal Harbour's (the "Village") public art initiative "Unscripted Bal Harbour" (the "Program"). The Program is a public/private partnership comprised of cross-collaboration with various organizations and artists to enhance the area and has a partnership with a local commercial art gallery, Opera Gallery. At no cost to the Village, Opera Gallery loans the artworks to the Village. In a mutually beneficial partnership, the Village activates its public areas, and the Opera Gallery promotes its available artworks. These artworks are available for purchase; therefore, artworks may be rotated or on a temporary basis.

Currently, there are a total of five (5) works of art throughout various areas of the Village. Opera Gallery presents works it would like to display for approval from the Village. Opera Gallery is responsible for all of the program requirements including installation costs, insurance, and transportation. The Village does not subsidize this program.

At the December 13th PSNQLC meeting, the Tourism and Culture department staff presented a cross-sector collaboration with FIU College of Communication, Architecture and the Arts (CARTA)'s Sculpture Department. The potential collaboration would allow for the Sculpture Department to showcase student's work at the end of each semester allowing for a temporary and rotating works of art. The PSNQLC recommended that staff contact North Beach gallery Jupiter, as well as other local visual arts non-profits. Below is an update for each.

Jupiter Gallery suggested working with their artist, Milo Matthieu. Matthieu would produce a prototype which would need to be sent to a fabricator to produce a large-scale bronze version of the work. Jupiter Gallery also shared details regarding the transportation and installation would need to be further discussed. Jupiter Gallery shared a desire to move forward and further discuss the timeline and costs of making, transporting and installing the sculpture.

The Fountainhead Residency shared the same feedback as Jupiter Gallery regarding production of new work and how the work would be installed. Fountainhead Residency also shared that the majority of their artists do not work in sculpture, and this requires large studio space and can be cost prohibitive to artists. Fountainhead is open to continuing a dialogue on a potential collaboration.

FIU-Miami Beach Urban Studios and CARTA Sculpture Department was enthusiastic regarding a potential collaboration and posed the same feedback as both Jupiter Gallery and Fountainhead Residency regarding installation.

Staff has not met with **Oolite Arts** as their new CEO is slated to start the last week of January 2025 and the organization has asked that a meeting be scheduled in February.

Due to the landscape of Altos Del Mar Park and lack of infrastructure to support a pilot sculpture program, the Tourism and Culture Department's Cultural Affairs Division is recommending the exploration of a temporary asphalt art installation on designated pathways to bring color and vibrancy to the park (Exhibit B). Should the desire of the PSNQLC be for staff to continue in the path of asphalt art, staff would need to determine implementation details not limited to the cost and timeline for such a project.

Other Considerations:

There are additional potential activations that may have the opportunity to be approved and funded through the North Beach CRA.

FISCAL IMPACT STATEMENT

The Parks and Recreation Department, along with the Tourism and Culture Department, will assess the budget impact according to the guidance provided by the Committee. In addition to current events, the Parks and Recreation would like to request an increase of \$60,000 to be

considered during the FY 26 budget process to further expand the programming activations at Altos Del Mar Park.

Does this Ordinance require a Business Impact Estimate?

(FOR ORDINANCES ONLY)

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

The Administration is actively programming the park through diverse family-friendly programming and will continue seeking other avenues to activate the underutilized spaces in Altos Del Mar Park.

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):

Department

Parks and Recreation

Sponsor(s)

Commissioner Tanya K. Bhatt

Co-sponsor(s)

Condensed Title

Activate Underutilized Spaces in Altos Del Mar Park (Bhatt)