

MIAMI BEACH

COMMISSION MEMORANDUM

TO:	Honorable Mayor and Members of the City Commission
FROM:	Rickelle Williams, Interim City Manager
DATE:	June 26, 2024
TITLE:	A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE, AT ITS MAY 22, 2024 MEETING, AND OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, AT ITS MAY 24, 2024 MEETING, TO APPROVE FUNDING IN THE AMOUNT OF \$220,000 AS A PRIORITY FISCAL YEAR 2025 BUDGET ENHANCEMENT REQUEST FOR THE 6-MONTH ASSESSMENT AND SCOPE OF WORK ASSOCIATED WITH DESIGNATING THE CITY OF MIAMI BEACH AS A "BLUE ZONES" CITY.

RECOMMENDATION

The Administration recommends the Mayor and City Commission adopt the resolution.

BACKGROUND/HISTORY

At the April 3, 2024 City Commission meeting, at the request of Commissioner Tanya K. Bhatt and co-sponsored by Commissioner David Suarez, the Mayor and City Commission referred an item to the Finance and Economic Resiliency Committee and the Public Safety and Neighborhood Quality of Life Committee, to discuss designating the City of Miami Beach as a "Blue Zones" city and all the benefits/costs associated with embarking on this undertaking (Exhibit A).

At the May 22, 2024 Public Safety and Neighborhood Quality of Life Committee meeting, discussion took place regarding designating the City of Miami Beach as a "Blue Zones" city and the process involved with the designation. The item was moved to the full Commission with a favorable recommendation (Exhibit B).

At the May 24, 2024 Finance and Economic Resiliency Committee meeting, this item was also heard with discussion focusing on the funding needed to begin the process of designating the City of Miami Beach as a "Blue Zones" city. The item received a favorable recommendation from the Committee, and direction was given to include a priority enhancement request for the fiscal year 2025 budget in the amount of \$220,000 to begin the evaluation and assessment process (Exhibit C).

ANALYSIS

The Blue Zones Project is a community-wide, well-being improvement initiative designed to make healthy choices easier. This is accomplished by encouraging sustainable changes in the built environment, building environments and social networks, and often supporting locally-driven policy changes throughout a community including such places as worksites, schools, restaurants, grocery stores, faith-based communities, convenience stores and neighborhoods. The program is based on principles identified during an ongoing twenty-year worldwide longevity study commissioned by National Geographic, and detailed in the New York Times best-seller, *The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest*, and *The Blue Zones*

Solution by Dan Buettner.

As the City of Miami Beach continues to focus on its pillars of holistic health and wellness as one of its top priority initiatives, the designation of a Blue Zones city will benefit residents and businesses by advancing toward becoming healthier and more resilient. Other tourist-focused cities adjacent to Los Angeles and in Hawaii have done so effectively with excellent outcomes. Unearned media impacts can be in the tens of millions of dollars, further enhancing our messaging efforts.

As discussed at the Finance and Economic Resiliency Committee meeting, the priority enhancement request for fiscal year 2025 in the amount of \$220,000 would fund a 6-month assessment and scope of work as part of the evaluation process in order to designate the City of Miami Beach as a “Blue Zones” city. The assessment will yield a well-being strategy for the City and will include:

1. A report of findings
2. A custom blueprint for the City of Miami Beach
3. A proposal for a 5-year partnership with Blue Zones
4. Leveraging the national development team to secure local sponsorships to fully fund the program

FISCAL IMPACT STATEMENT

Funding in the amount of \$220,000 as a priority fiscal year 2025 budget enhancement request for the 6-month assessment and scope of work associated with designating the City of Miami Beach as a “Blue Zones” city.

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

Program Budgeting: Programming
Account Name: Other Contractual Services
Account Code: 011-0950-000349-28-406-545-00-00-00-
Cost: \$220,000

CONCLUSION

Accept the recommendation of the Public Safety Neighborhoods and Quality of Life Committee, at its May 22, 2024 meeting, and of the Finance and Economic Resiliency Committee, at its May 24, 2024 meeting, to approve funding in the amount of \$220,000 as a priority fiscal year 2025 budget enhancement request for the 6-month assessment and scope of work associated with designating the City of Miami Beach as a “Blue Zones” city.

Applicable Area

Citywide

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

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

Yes

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)

Commissioner David Suarez