

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: June 25, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, AT ITS JUNE 4, 2025 MEETING, AND DIRECTING THE ADMINISTRATION TO DO THE FOLLOWING: (I) CONSIDER FUNDING A MUSCLE BEACH IN NORTH BEACH DURING THE FY 2026 BUDGET PROCESS IN THE AMOUNT OF \$300,000; AND (II) SEEK SPONSORS TO OFFSET PROJECT COSTS AND REDUCE THE FINANCIAL IMPACT ON THE CITY.

RECOMMENDATION

The Parks and Recreation Department supports the recommendation of the Finance and Economic Resiliency Committee to create a Muscle Beach in North Beach.

The Administration recommends that while the Finance and Economic Resiliency Committee evaluates establishing a Muscle Beach in North Beach, it also carefully considers several critical factors that will significantly impact the General Fund budget, beginning in FY2026:

1. The City's increasing unfunded capital improvement program.
2. Long-term General Fund financial projections indicating a potential shortfall in upcoming fiscal years.
3. The passage of Amendment 5 in November 2024, which increases the homestead exemption and further constrains the growth of taxable property values.

These considerations are essential to ensure that decisions regarding establishing a Muscle Beach in North Beach align with the City's broader long-term financial stability and strategic priorities. If the Committee recommends funding a Muscle Beach in North Beach, the Administration recommends it to be considered as part of the FY 2026 budget process.

BACKGROUND/HISTORY

During the February 26, 2025, City Commission meeting, at the request of Commissioner Joseph Magazine, the Mayor and City Commission referred a discussion item to the Finance and Economic Resiliency Committee ("FERC"), 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. (Exhibit A)

At the June 4, 2025 FERC meeting, the item was recommended to be sent to the June Commission meeting with a favorable recommendation to fund a Muscle Beach in North Beach, and to direct the administration to find sponsors to assist with the implementation. (Exhibit B)

ANALYSIS

Muscle Beach in South Beach has become a symbol of fitness, wellness, and community engagement, attracting both residents and visitors alike. It serves as a dynamic public space that encourages physical activity and social interaction, which supports the growing culture of health and vitality within the area. The success of Muscle Beach South Beach has also contributed to increased tourism and has elevated South Beach's profile as a wellness-focused destination.

Building on this success, the Parks and Recreation Department is exploring the potential to establish a similar outdoor fitness area in North Beach. The creation of a Muscle Beach in North Beach would bring comparable benefits such as promoting public health and wellness, while enhancing the quality of life for residents. It also encourages community engagement through active spaces, and boosts tourism and local economic activity by positioning North Beach as a wellness destination.

After evaluating several potential sites, the Parks and Recreation Department has identified Altos Del Mar Park as the top recommended location for this initiative. Its accessibility, visibility, and open space make it an ideal candidate for hosting an outdoor fitness facility that reflects the spirit of Muscle Beach.

As directed, the Parks and Recreation Department will work on exploring sponsorship opportunities to assist with the funding and implementation of the project. As sponsorship becomes available, the department will move forward accordingly with implementation efforts.

The proposed Muscle Beach in North Beach is intended to serve as a free, public outdoor fitness facility that promotes health, wellness, and community engagement, while also enhancing recreational opportunities in the North Beach area.

FISCAL IMPACT STATEMENT

The Parks and Recreation Department will collaborate with the Office of Management and Budget to request additional funding through the FY 2026 budget process, in accordance with the direction as provided by the Committee. The estimated cost for equipment is approximately \$300,000.

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

\$300,000 estimated equipment cost.

CONCLUSION

The success of Muscle Beach in South Beach highlights the positive impact that outdoor fitness facilities can have on both the local community and tourism. By introducing a similar amenity in North Beach, the Parks and Recreation Department has a unique opportunity to promote public health, strengthen community engagement, and attract additional visitors to the area.

Creating a Muscle Beach at Altos Del Mar Park, could help position North Beach as a vibrant wellness destination, encouraging an active and healthy lifestyle for both residents and tourists.

alike.

As directed, in addition to capital funding, the Parks and Recreation Department will explore sponsorship opportunities to assist with the funding and implementation of the project.

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 Joseph Magazine

Co-sponsor(s)

Condensed Title

Accept Recommendation, Create a Muscle Beach in North Beach. (Magazine) PKS

Previous Action (For City Clerk Use Only)