

NB 22. 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:

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Eric Carpenter, City Manager

DATE: June 4, 2025

TITLE: 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

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 FY 2026:

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 establishing a Muscle Beach in North Beach, the Administration recommends it 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)

ANALYSIS

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, the Parks and Recreation Department is exploring 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 establishment of such a facility could help promote North Beach as a wellness destination and attract visitors.

The Parks and Recreation Department has reviewed different sites in North Beach and has identified Altos Del Mar Park as the top recommendation.

FISCAL IMPACT STATEMENT

The Parks and Recreation Department will work with the Office of Management and Budget to request additional funds through the FY 2026 budget process based on the direction given by the Committee. The final budget will be determined once the location is selected and the available space for equipment is assessed. Based on previous installations, the estimated cost of equipment could be around \$400,000; however, the exact price cannot be confirmed until the location is finalized

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-notice/>

FINANCIAL INFORMATION

N/A

CONCLUSION

The success of Muscle Beach in South Beach demonstrates the positive impact such facilities can have on both the local community and tourism. By introducing a similar space in North Beach, the Parks and Recreation Department has the opportunity to enhance public health, foster a sense of community, and attract more visitors to the area. With careful planning and thoughtful consideration of locations like Altos Del Mar Park, this initiative could help North Beach evolve into a vibrant wellness destination, promoting an active and healthy lifestyle for both residents and tourists alike

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

Muscle Beach in North Beach (Magazine)

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 72nd 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)

Condensed Title

Ref: FERC - Admin to Explore Feasibility of Establishing a Muscle Beach in North Beach.
(Magazine)

Previous Action (For City Clerk Use Only)