

# MIAMI BEACH

## COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Interim City Manager Rickelle Williams

DATE: June 28, 2024

TITLE: DISCUSS A FITNESS FESTIVAL IN MARCH 2025

### **BACKGROUND/HISTORY**

On April 3, 2024, at the request of Commissioner David Suarez, the Mayor and City Commission referred a discussion item (C4 J) to the Finance and Economic Resiliency Committee (FERC), regarding a fitness festival in March 2025.

In April 2022, the Administration initiated the curation of the second Miami Beach Live!, for March 2023, with a focus on cultural and fitness activations in the Art Deco Cultural District (ADCD), specifically the Lummus Park and beachfront areas from 6 through 10 Streets.

At the time, the Tourism and Culture Department (TCD) engaged in discussions with local and international fitness organizations which included the following proposed activations:

- Crunch Fitness: The Miami Beach gym proposed a selection of fitness classes and activities during the month in Lummus Park.
- Greater Miami Visitor and Convention Bureau (GMCVB): Proposed "Queer Spring," a collection of LGBTQ-centric sports and fitness events taking place during the first weekend in March to include "Field Day" activities, Pride 5k Run and yoga.
- Hyrox: The world series fitness racing organization, proposed producing a fitness festival event on the beachfront.
- King of the Court Crown Series: A five-stop international beach volleyball tournament. King of the Court proposed the first official King of the Court event in the US to Lummus Park, as part of its worldwide tour.
- Kiwanis Club of Little Havana: Since 1975, the Miami organization has brought the Calle Ocho Music Festival, proposed Art on the Drive: A Carnival Miami Experience event on Ocean Drive.
- Lifetime: The premiere lifestyle brand sponsors the local Miami Marathon and the 305 Half Marathon and 5K displayed interested in a running event.
- Loud and Live: The nationally recognized Miami entertainment, marketing and media company behind Reebok CrossFit Wod-a-Palooza in downtown Miami proposed a health and wellness, training, music, and food event.
- Mayhem Nation: The international brand behind nine-time CrossFit Games Champion, Rich Froning Jr. is proposed a CrossFit event.

- Miami Beach Tennis and Soccer Tournament: A Beach Tennis and Soccer Tournament proposed for the first weekend in March 2023.
- MLB: The Major League Baseball "World Baseball Classic": MLB in partnership with the Miami Marlins proposed hosting their fan fest the second weekend in March 2023.
- National Cycling League: Proposed a series of closed-course 1–2-kilometer criterium races in the most iconic location, Miami Beach.
- Nike: The local Miami Beach flagship store proposed scheduling a series of running and fitness programs throughout the month of March in Lummus Park.
- Redbull: The internationally recognized soft drink company that produces a comprehensive fitness focused event schedule throughout the world proposed the "Redbull Quicksand" event.
- RCX Sports: Family-friendly sports activations that include NFL, NHL, and MLB members, proposed a series of youth street hockey events on Ocean Drive and Lummus Park.

On September 8, 2022, TCD staff presented to the Parks and Recreational Facilities Advisory Board the proposed sports and fitness programming in March, which was well received with support from the Board.

On September 13, 2022, TCD staff presented an update to the Miami Beach Police Department (MBPD) Chiefs and senior staff, to include the proposed footprint of each activation. MBPD has shared their support of sports and fitness activations in the ADCD.

At the September 30, 2022, Finance and Economic Resiliency Committee (FERC), TCD staff presented the lessons learned from the March 2022 Miami Beach Live! activations with the proposed new theme of sports and fitness programming in March 2023.

At the October 26, 2022, City Commission accepted the recommendation of the City Administration via Resolution 2022-32363, to engage and contract with various event producers and provide special event sponsorships incentives for Miami Beach Live!.

#### Special Event Sponsorship Incentive

Through special event sponsorship incentives, the City was able to attract prestigious events that were interested in activating during the month of March and take over the areas of Ocean Drive, Lummus Park, and the Art Deco Cultural District. By incentivizing event organizers, the City benefitted from visitors through event tourism. The criteria to qualify for special event sponsorship included events that increased Resort Tax collection by supporting experiences that can verify tourism initiatives with large hotel room blocks or estimated tourist attendance, events that served as a marketing/branding opportunity for the city to generate favorable media impressions on the international stage via partnership and media/PR exposure, and events that promoted quality of life for the City's residents by promoting events residents would want to attend.

#### Miami Beach Live! March 2023 Event Schedule

After months of multiple meetings and negotiations, the following approved fitness events activated with family-friendly activations in the ADCD, Ocean Drive, and beachfront from 6 through 10 Streets, except the Kiwanis of Club of Little Havana's Art on Drive event, which extended from 5 through 14 Streets. Staff gave special attention to the two most impactful weekends of March, with the largest events programmed for Weekend 2 and Weekend 3.

- Weekend 1 March 3 – 5, 2023
  - United First Responders MusicFest
  - Crunch Fitness Classes

- Nike Classes
- Winter Party Festival (non-sponsored)
- Weekend 2 March 10 – 12, 2023
  - Sportworx Queen and King of the Court Crown Series Beach Volleyball Tournament
  - Major League Baseball & Miami Marlins World Classic FanFest (3/10/23)
  - Miami Beach Live! Concert featuring Anderson Paak and Nile Rodgers (3/11/23)
- Weekend 3 March 17 – 19, 2023
  - AVP Miami Beach Open Beach Volleyball Tournament
  - FIU Surf N Turf Invitational College Beach Volleyball Tournament (non-sponsored)
  - Model Volleyball (non-sponsored)
  - Kiwanis of Little Havana Art on the Drive: A Carnival Miami Experience
  - Crunch Fitness Classes
- Weekend 4 March 24 – 26, 2023
  - Miami Beach Fitness Festival Powered by HYROX
  - Crunch Fitness Classes

#### Miami Beach Live! Funding

The initial funding for the inaugural Miami Beach Live! March 2022 program was approved via Resolution No. 2021-31745 from the Resort Tax High Impact budget in the amount of \$3.2 million. Based on the FY 2023 adopted budget, the same level of funding was approved for the March 2023 activations via Resolution No. 2022-32363. The budget was allocated for each weekend based on size, scale, and funding request from each entity.

<b>Miami Beach Live! March 2023</b>	<b>Budget</b>
<b>EVERY WEEKEND</b>	
Crunch Fitness Classes	\$10,000
Miami Beach Live! Branding / Signage	\$25,000
<b>MARCH 3-5, 2023</b>	
United First Responders Concert	\$75,000
<b>MARCH 10 -12, 2023</b>	
Nike Fitness Class	\$2,500
Queen and King of the Court Crown Series	\$500,000
Miami Beach Live! Concert	\$350,000
<b>MAR 17-19, 2023</b>	
Nike Fitness Class	\$2,500
Kiwanis of Little Havana Art on the Drive	\$675,000
AVP Miami Beach Open	\$200,000
<b>MARCH 24-26, 2023</b>	
Miami Beach Fitness Festival Powered by HYROX	\$600,000
Tom Bercu Production Fee	\$260,000
Staff Production Hours	\$60,000
Reserve Funds	\$175,000
<b>Total</b>	<b>\$2,935,000</b>

## **ANALYSIS**

#### Future Fitness Festival in Miami Beach

The Administration has reviewed the request and the feasibility of a fitness festival in Miami Beach in March 2025. The 2023 Miami Beach Live! event schedule proved that fitness events and the funding support should be focused on the two (2) High-Impact weekends in March. The City staff has initiated high-level conversations with representatives of HYROX, Red Bull, Mayhem Nation,

and Sportworx regarding a fitness festival in Miami Beach for two (2) weekends in March 2025 or 2026.

Based on the experience from the 2023 Miami Beach Live!, the timeline, funding, and marketing needed to ensure the success of any event would require a minimum of twelve (12) months of lead time and planning. Currently, producing a fitness festival for March 2025 would only allow for a maximum of six (6) months of production time, which may not provide the desired result of a successful fitness festival. Therefore, should the City Commission approve a fitness festival, discussions should focus on producing the event for March 2026.

#### Large-Scale Sports Events in 2026:

Miami-Dade County will experience a fantastic year of sports in 2026 with the following large-scale events scheduled as follows:

##### January

- College Football National Championship
- Miami Marathon and Half Marathon

##### March

- MLB World Baseball Classic
- Miami Open Tennis

##### May

- Formula 1 Miami Grand Prix

##### June / July

- FIFA World Cup

##### August

- National Veteran Wheelchair Games

##### November

- NASCAR Race (possibly the championship race)

##### December

- Capital One Orange Bowl

#### Special Events During the Month of March:

Pursuant to the Commission memorandum "Discuss Spring Break 2024 Comprehensive After Action Report," presented at the April 18, 2024 City Commission meeting, the Administration recommended against special event activations during the busiest and highest impact weekends in March 2025 noting that such activations require significant public safety and city resources, often requiring staff redirection.

#### **FISCAL IMPACT STATEMENT**

Based on previous March City-sponsored activations, the financial impact is estimated at \$3.2 million should the same level of activation be implemented.

#### **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**

## **CONCLUSION**

The discussion of a proposed fitness festival in Miami Beach in March 2025 is presented to the Finance and Economic Resiliency Committee (FERC) to review and provide a recommendation to the City Commission for further action. The Administration recommends that if the Mayor and City Commission direct the Administration to engage fitness organizations to produce a fitness festival in Miami Beach, it should be held in March 2026 or beyond.

## **Applicable Area**

South Beach

**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):

## **Department**

Tourism and Culture

## **Sponsor(s)**

Commissioner David Suarez

## **Co-sponsor(s)**