

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Eric Carpenter, City Manager

DATE: March 26, 2025

TITLE: DISCUSS THE EXPANSION OF MUSCLE BEACH AND LUMMUS PARK SPOIL AREA TO INCLUDE MORE HEALTH, WELLNESS, AND SPORTS ACTIVITIES.

RECOMMENDATION

The Administration recommends the expansion of Muscle Beach and the Lummus Park spoil area to include more health, wellness, and sports activities, and to explore potential sponsorship opportunities to help fund the construction of these expanded facilities.

BACKGROUND/HISTORY

During the February 3, 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"), a discussion regarding the expansion of Muscle Beach and the Lummus Park spoil area to include more health, wellness, and sports activities. (Exhibit A)

ANALYSIS

Muscle Beach is a popular attraction for fitness enthusiasts, which serves as an outdoor area for exercise, weightlifting and gymnastics, and features two nature-inspired installations: MyEquilibria's Leopard Tree and MyBeast. These functional structures collectively feature over 30 workout components. The first of its kind to be featured in a public park in the United States, the installation of this high-end fitness equipment brings art and functionality to the beach and is accessible to visitors and residents alike. Muscle Beach also includes a fitness performance locker with additional workout gear.

Given the success and popularity of Muscle Beach, expanding its offerings would be a valuable enhancement. Furthermore, incorporating more health, wellness, and sports activities into the Lummus Park area would further strengthen the City's commitment to promoting health and wellness.

The Parks and Recreation Department has already made significant strides in increasing fitness and wellness activities in the area with events such as the Miami Beach Pull-Up Jam, Wodapalooza, and the Top Gun Beach Olympics. Additionally, there has been an explosion in the popularity of sports like pickleball and padel, further illustrating the growing demand for such facilities. Although the spoil serves as an important venue for special events, there is an opportunity to transform it into a year-round hub for health, wellness, and sports activations for both residents and visitors.

Incorporating a wider range of health, wellness, and sports activities into the Lummus Park spoil would significantly strengthen the City's commitment to fostering an active and healthy lifestyle. The addition of more amenities, would complement the park's existing features, creating a well-rounded environment that promotes physical and mental well-being.

Given Miami Beach's attractiveness and the increasing popularity of these events at Lummus Park, the Parks and Recreation Department would like to explore sponsorship opportunities to help fund the construction of these expanded facilities. By leveraging partnerships, we can help fund this expansion, ensuring that Lummus Park remains a premier destination for fitness and wellness, and continues to support the health and well-being of all who visit.

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.

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

Expanding Muscle Beach and enhancing the offerings within Lummus Park presents a unique opportunity to build on the success of existing fitness and wellness programs. Exploring sponsorship opportunities to fund the development of these new facilities will ensure that the park continues to meet the evolving needs of the community while maintaining its status as a world-class destination.

Applicable Area

South 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

Expansion of Muscle Beach and Lummus Park Spoil Area (Magazine)