

C7 P 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 MARCH 26, 2025, MEETING, AND DIRECTING ADMINISTRATION TO ENGAGE WITH POSSIBLE SPONSORS TO FUND THE EXPANSION OF MUSCLE BEACH AND THE LUMMUS PARK SPOIL AREA TO INCLUDE MORE HEALTH, WELLNESS AND SPORT ACTIVITIES.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: April 23, 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 MARCH 26, 2025, MEETING, AND DIRECTING ADMINISTRATION TO ENGAGE WITH POSSIBLE SPONSORS TO FUND THE EXPANSION OF MUSCLE BEACH AND THE LUMMUS PARK SPOIL AREA TO INCLUDE MORE HEALTH, WELLNESS AND SPORT ACTIVITIES.

RECOMMENDATION

Accept the recommendation of the Finance and Economic Resiliency Committee, at its March 26, 2025, meeting, and directing Administration to engage with possible sponsors to fund the expansion of Muscle Beach and the Lummus Park spoil area to include more health, wellness and sport activities.

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)

During the March 26, 2025, FERC meeting, the item was discussed, and a favorable recommendation was made directing the Administration to engage with possible sponsors to fund the expansion of Muscle Beach and the Lummus Park spoil area to include more health, wellness and sport activities.

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

N/A

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

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)

Commissioner David Suarez
Commissioner Alex Fernandez
Commissioner Tanya K. Bhatt

Condensed Title

Accept Rec, Expand Muscle Beach/Lummus Park Spoil Area to Include Sport Activities.
(JM/DS/AF/TB)

Previous Action (For City Clerk Use Only)

C4 AH REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO
DISCUSS THE EXPANSION OF MUSCLE BEACH AND THE LUMMUS PARK
SPOIL AREA TO INCLUDE MORE HEALTH, WELLNESS, AND SPORTS
ACTIVITIES.

Applicable Area:



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Joseph Magazine
DATE: February 3, 2025
TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS THE EXPANSION OF MUSCLE BEACH AND THE LUMMUS PARK SPOIL AREA TO INCLUDE MORE HEALTH, WELLNESS, AND SPORTS ACTIVITIES.

RECOMMENDATION

Please place on the February 3, 2025 City Commission meeting agenda a referral to the Finance and Economic Resiliency Committee ("FERC") to discuss the expansion of Muscle Beach and the Lummus Park spoil area to include more health, wellness and sports activities.

BACKGROUND/HISTORY

Muscle Beach is a popular attraction for fitness enthusiasts, which serves as an outdoor area for exercise, weight lifting 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.

ANALYSIS

N/A

FISCAL IMPACT STATEMENT

N/A

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

N/A

CONCLUSION

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

Ref: FERC - Expand Muscle Bch/Lummas Prk, Include More Health/Wellness/Sport Activities.
(Magazine) PKS

Previous Action (For City Clerk Use Only)

RESOLUTION NO. _____

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 MARCH 26, 2025 MEETING, AND DIRECTING ADMINISTRATION TO ENGAGE WITH POSSIBLE SPONSORS TO FUND THE EXPANSION OF MUSCLE BEACH AND THE LUMMUS PARK SPOIL AREA TO INCLUDE MORE HEALTH, WELLNESS AND SPORT ACTIVITIES.

WHEREAS, 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"), regarding the expansion of Muscle Beach and the Lummus Park spoil area to include more health, wellness, and sports activities (Exhibit A); and

WHEREAS, during the March 26, 2025 FERC meeting, the item was discussed and a favorable recommendation was made directing the Administration to engage with possible sponsors to fund the expansion of Muscle Beach and the Lummus Park spoil area to include more health, wellness and sport activities; and

WHEREAS, 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; and

WHEREAS, 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; and

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

WHEREAS, 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; and

WHEREAS, there has been an explosion in the popularity of sports like pickleball and padel, further illustrating the growing demand for such facilities; and

WHEREAS, 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; and

WHEREAS, 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; and

WHEREAS, the addition of more amenities, would complement the park's existing features, creating a well-rounded environment that promotes physical and mental well-being; and

WHEREAS, 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.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the recommendation of the Finance and Economic Resiliency Committee, at its March 26, 2025, meeting, and directing Administration to engage with possible sponsors to fund the expansion of Muscle Beach and the Lummus Park spoil area to include more health, wellness and sport activities

PASSED and ADOPTED THIS ____ day of _____ 2025.

ATTEST:

Steven Meiner, Mayor

Rafael E. Granado, City Clerk

(Sponsored by Commissioner Joseph Magazine
Co-Sponsored by Commissioner Tanya Bhatt
Co-Sponsored by David Suarez
Co-Sponsored by Alex Fernandez)

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

4/11/2025
Date