

C4 Z REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE –
DISCUSS EXPANDED ACCESS AND DISCOUNTED RATES FOR NORTH BAY
VILLAGE RESIDENTS AT NORMANDY PARK POOL AND NORTH BEACH
RECREATIONAL PROGRAMMING.

Applicable Area:



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner David Suarez

DATE: April 23, 2025

TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE – DISCUSS EXPANDED ACCESS AND DISCOUNTED RATES FOR NORTH BAY VILLAGE RESIDENTS AT NORMANDY PARK POOL AND NORTH BEACH RECREATIONAL PROGRAMMING.

RECOMMENDATION

Please place on the April 23, 2025 agenda a referral to the Finance and Economic Resiliency Committee (the “Committee”) to discuss expanded access and discounted rates for North Bay Village (“NBV”) residents at Normandy Park Pool and North Beach Recreational Programming.

BACKGROUND/HISTORY

On September 10, 2014, the City Commission adopted a resolution (sponsored by Commissioners Grieco, Weithorn, and Malakoff) accepting the recommendations of the Neighborhood/Community Affairs Committee (NCAC). Prompted by a request from NBV Mayor Connie Leon-Kreps, the resolution provided NBV residents access to the Normandy Park Pool at 7030 Trouville Esplanade during non-summer months (9:00 AM–4:00 PM) at a 50% discount off Miami Beach non-resident rates. It also offered NBV residents a reduced rate for sand/beach volleyball—50% of the difference between resident and non-resident rates—after Miami Beach resident registration. This stemmed from NBV’s limited recreational resources and a spirit of regional partnership. Staff analysis confirmed capacity during non-summer pool hours and select athletic programs, prioritizing Miami Beach residents while extending benefits to NBV.

ANALYSIS

Building on this decade-old collaboration, NBV remains a close neighbor with constrained amenities, while Miami Beach’s North Beach facilities—like the Normandy Park Pool—offer opportunities for mutual benefit. Current non-resident rates (\$18/adult, \$12/child) could be further discounted for NBV residents, potentially year-round, if capacity allows beyond the 9:00 AM–4:00 PM slot. North Beach recreational programs (e.g., volleyball, fitness classes) could also extend reduced rates, mirroring the 2014 volleyball model, where participation doesn’t hit max capacity. The Free Infant and Toddler Water Safety Program—offered free to Miami Beach residents—could include NBV families, reinforcing water safety in a region surrounded by Biscayne Bay. This aligns with our commitment to community friendship and drowning prevention, a priority given Florida’s high drowning rates.

FISCAL IMPACT STATEMENT

To be determined—costs depend on discount levels, program slots, and pool hours. The 2014 structure added a third fee tier (NBV-specific); further expansion may require budget adjustments or offsets, balanced against goodwill and safety benefits.

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

CONCLUSION

In the spirit of collaboration with North Bay Village and to further water safety, the City should explore deepening this partnership—discounts, access, and programs like water safety for NBV residents could strengthen ties and save lives.

The Administration should be prepared to present data regarding the current utilization of the Normandy Park Pool, as well as recreational and water safety programs, and make recommendations as to opportunities to allow our NBV neighbors to participate at a discounted rate in some of the City's offerings without adversely impacting Miami Beach residents. In addition, staff should provide information concerning the fiscal impact of offering discounted rates to NBV residents to use resources that are not overtaxed.

Applicable Area

Citywide

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): N/A

Department

Office of Commissioner David Suarez

Sponsor(s)

Commissioner David Suarez

Co-sponsor(s)

Commissioner Alex Fernandez

Condensed Title

Ref: FERC - Discounted Rates for NBV Residents at Normandy Park Pool/NB Recreational Programming. (DS/AF)

Previous Action (For City Clerk Use Only)