

10. DISCUSS A FITNESS FESTIVAL IN MARCH 2025

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission  
FROM: Commissioner David Suarez  
DATE: April 3, 2024

SUBJECT: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE - DISCUSSION  
REGARDING A FITNESS FESTIVAL IN MARCH 2025.

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### BACKGROUND/HISTORY

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 name of lobbyist(s) and principal(s): N/A

### ANALYSIS

Please place on the April 3, 2024 agenda a referral to the Finance and Economic Resiliency Committee ("FERC") to discuss organizing a fitness festival in March 2025.

A Miami Beach fitness festival (the "Festival") would aim to celebrate fitness and wellness while showcasing Miami Beach as a premier fitness destination. Miami Beach could leverage its unique attributes, including its beautiful outdoor spaces and vibrant community spirit, to establish itself as a hub for fitness enthusiasts worldwide. Hosting the Festival would showcase our city's commitment to health and wellness, drive tourism, and boost local businesses.

The Department of Tourism and Culture and appropriate representatives of the Administration should review lessons learned from fitness events held in the City in previous year(s) and present a concept plan to the FERC. In addition, the Administration should reach out to prominent fitness organizations, television programs and brands such as CrossFit, American Ninja Warrior, Hyrox and RedBull to explore potential collaborations. The inclusion of such entities can elevate the Festival's profile, attract high-caliber participants and spectators, and enhance the overall experience for attendees.

### SUPPORTING SURVEY DATA

N/A

### FINANCIAL INFORMATION

The Fiscal Impact to be determined at Committee.

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

No

Does this item utilize G.O. Bond Funds?

No

### Legislative Tracking

Commissioner David Suarez

### Sponsor

Co-sponsored by Commissioner Joseph Magazine