

**RESOLUTION NO.        2019-31030**

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND CITYWIDE PROJECTS COMMITTEE AT ITS SEPTEMBER 20, 2019 MEETING TO ENTER INTO AN AGREEMENT WITH FARAH SERVICE FOR ADDITIONAL PLACEMENT OF VARIOUS URBAN SPORTS EQUIPMENT ("USE") AT THE FOLLOWING LOCATIONS, INCLUDING, BUT NOT LIMITED TO, ALLISON PARK, INDIAN BEACH PARK, 35<sup>TH</sup> STREET ALONG THE BEACH WALK, FLAMINGO PARK, NORTH END OF LUMMUS PARK, PALM ISLAND PARK, POLO PARK, NORMANDY ISLE PARK, NORTH SHORE PARK, TATUM PARK, AND ALTOS DEL MAR PARK, WITH SPONSORSHIP ADVERTISING SUBJECT TO CITY COMMISSION APPROVAL; AND FURTHER REQUIRING THAT THE PARKS AND RECREATIONAL FACILITIES BOARD TO BE INFORMED OF THE LOCATIONS OF THE INSTALLATION OF THE EQUIPMENT AND TO HAVE OVERSIGHT OF THE PROGRAM AS IT EXPANDS.**

**WHEREAS**, in November 2018, pursuant to Resolution 2017-30067, the City of Miami Beach (the "City") initiated a one-year pilot program for the placement of various Farah Service's Urban Sports Equipment ("USE"), a stainless-steel workout station with stretching and fitness functions, at South Pointe Park, Brittany Bay Park, Bandshell Park (Sand Bowl) and the Venetian Causeway; and

**WHEREAS**, the fitness stations had no financial impact on the City for the entire length of the program, as Farah Service assumed responsibility for all required maintenance and replacements; and

**WHEREAS**, per the 2017 resolution, no sponsorship or advertising was allowed on the affixed display boards on the workout stations during the one-year pilot; and

**WHEREAS**, following the completion of the pilot program, the City Commission directed the Administration to provide an analysis and recommendation as to the program's success; and

**WHEREAS**, the stations have been well received by the public, as evidenced through positive feedback; and

**WHEREAS**, the Administration deems the pilot program to have been successful in meeting the needs of our community and recommends proceeding with a long-term engagement with Farah Service, to not only retain the existing stations but also expand the program to other parks; and

**WHEREAS**, at this point, the City may opt to engage in a long-term relationship with Farah Service to include additional units and allow sponsorship advertising, or terminate the program and have all units removed by the vendor at no cost to the City; and

**WHEREAS**, should the program be approved and continued, any sponsorship signage will be subject to City Commission approval; and

**WHEREAS**, as illustrated in Exhibit A, the display boards are 60 inches high by 40 inches wide; however, the size of the display area for sponsored signage is only 7 inches high by 40 inches wide; and

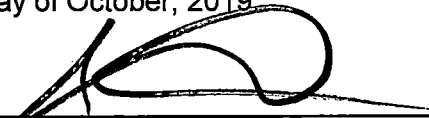
**WHEREAS**, if approved, the Parks and Recreation Department recommends initially expanding the program to the following locations: Allison Park, Indian Beach Park, 35<sup>th</sup> Street along the beach walk, Flamingo Park, north end of Lummus Park, Palm Island Park, Polo Park, Normandy Isle Park, North Shore Park, Tatum Park, and Altos del Mar Park, and reserving the option to install additional Urban Sports Equipment citywide based on demand; and

**WHEREAS**, at the September 20, 2019 Finance and Citywide Projects Committee meeting, the Committee moved the item to City Commission with favorable recommendation; and

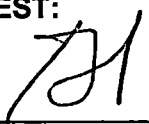
**WHEREAS**, at the October 16, 2019 City Commission meeting, City Commission passed the resolution as amended, further requiring the following: (1) Parks and Recreational Facilities Board (the "Board") to be informed of the locations of the sports equipment prior to the installation, and (2) the Board to have oversight of the USE program as it expands to other park sites.

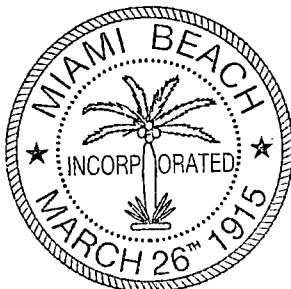
**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the Mayor and City Commission hereby accept the recommendation of the Finance and Citywide Projects Committee at its September 20, 2019 meeting to enter into an agreement with Farah Service for additional placement of various Urban Sports Equipment ("USE") at the following locations, including, but not limited to, Allison Park, Indian Beach Park, 35<sup>th</sup> Street along the beach walk, Flamingo Park, north end of Lummus Park, Palm Island Park, Polo Park, Normandy Isle Park, North Shore Park, Tatum Park and Altos del Mar Park, with sponsorship advertising subject to City Commission approval; and further require that the Parks and Recreational Facilities Board to be informed of the locations of the installation of the equipment and to have oversight of the program as it expands.

**PASSED AND ADOPTED** this 16<sup>th</sup> day of October, 2019

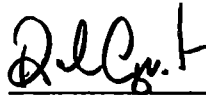
  
\_\_\_\_\_  
Dan Gelber, Mayor

**ATTEST:**

  
\_\_\_\_\_  
11/8/19  
Rafael E. Granado, City Clerk



APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

  
\_\_\_\_\_  
City Attorney

11-15-19  
\_\_\_\_\_  
Date

# MIAMI BEACH

## **COMMISSION MEMORANDUM**

**TO:** Honorable Mayor and Members of the City Commission  
**FROM:** Jimmy L. Morales, City Manager  
**DATE:** October 16, 2019

**SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND CITYWIDE PROJECTS COMMITTEE AT ITS SEPTEMBER 20, 2019 MEETING TO ENTER INTO AN AGREEMENT WITH FARAH SERVICE FOR ADDITIONAL PLACEMENT OF VARIOUS URBAN SPORTS EQUIPMENT ("USE") AT THE FOLLOWING LOCATIONS, INCLUDING, BUT NOT LIMITED TO, ALLISON PARK, INDIAN BEACH PARK, 35TH STREET ALONG THE BEACH WALK, FLAMINGO PARK, NORTH END OF LUMMUS PARK, PALM ISLAND PARK, POLO PARK, NORMANDY ISLE PARK, NORTH SHORE PARK, TATUM PARK, AND ALTOS DEL MAR PARK, WITH SPONSORSHIP ADVERTISING SUBJECT TO CITY COMMISSION APPROVAL.**

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### **RECOMMENDATION**

Mayor and City Commission hereby accept the recommendation of the Finance and Citywide Committee at its September 20, 2019 meeting to enter into an agreement with Farah Service for the additional placement of various Urban Sports Equipment (USE) at, but not limited to, Allison Park, Indian Beach Park, 35<sup>th</sup> Street along the beach walk, Flamingo Park, north end of Lummus Park, Palm Island Park, Polo Park, Normandy Isle Park, North Shore Park, Tatum Park and Altos del Mar Park, with sponsorship advertising subject to City Commission approval.

### **BACKGROUND/HISTORY**

In November 2018, pursuant to Resolution 2017-30067, the City initiated a one-year pilot program for the placement of various Farah Service's Urban Sports Equipment ("USE"), a stainless-steel workout station with stretching and fitness functions, at South Pointe Park, Brittany Bay Park, Bandshell Park (Sand Bowl) and the Venetian Causeway.

The fitness stations had no financial impact on the City for the entire length of the program, as Farah Service assumed responsibility for all required maintenance and replacements. Per the resolution, no sponsorship or advertising was allowed on the affixed display boards during the one-year pilot.

Following the completion of the pilot program, the City Commission directed the Administration to provide an analysis and recommendation as to the program's success.

The Administration deems the pilot program to have been successful in meeting the needs of our community. The stations have been well received by the public, as evidenced through positive feedback. The Administration's recommendation is to proceed with a long-term engagement with Farah Service to not only retain the existing stations but expand the program to other parks.

At this point, the City may opt to engage in a long-term relationship with Farah Service to include additional units and with sponsorship advertising or terminate the program and have all units removed by the vendor at no cost to the City. Should the program be approved and continued, any sponsorship signage will be subject to City Commission approval. As illustrated in Exhibit A, the display boards are 60 inches high by 40 inches wide; however, the size of the display area for sponsored signage is only 7 inches high by 40 inches wide.

If approved, the Parks and Recreation Department suggests initially expanding the program to the following locations: Allison Park, Indian Beach Park, 35<sup>th</sup> Street along the beach walk, Flamingo Park, north end of Lummus Park, Palm Island Park, Polo Park, Normandy Isle Park, North Shore Park, Tatum Park and Altos del Mar Park. Additional Urban Sports Equipment will be installed citywide, based on demand.

At the September 20, 2019 Finance and Citywide Projects Committee meeting, the committee moved the item to commission with favorable recommendation.

#### **Applicable Area**

Citywide

#### **Is this a Resident Right to Know item?**

No

#### **Does this item utilize G.O. Bond Funds?**

No

#### **Legislative Tracking**

Parks and Recreation

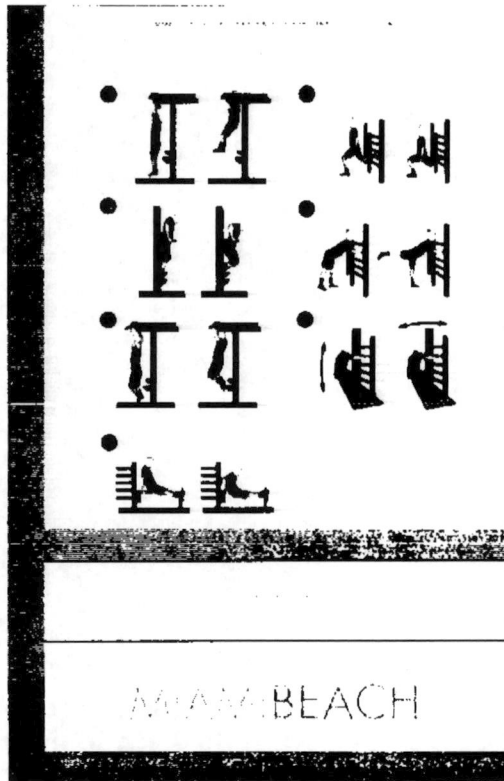
#### **ATTACHMENTS:**

##### **Description**

- ▢ Exhibit A - USE Sports Equipment Station Renderings
- ▢ Resolution

40 inch

60 inch



40 inch

7 inch

8 inch

**USE**   
URBAN SPORTS EQUIPMENT

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40 inch

60 inch



40 inch

7 inch

8 inch

**USE**   
URBAN SPORTS EQUIPMENT

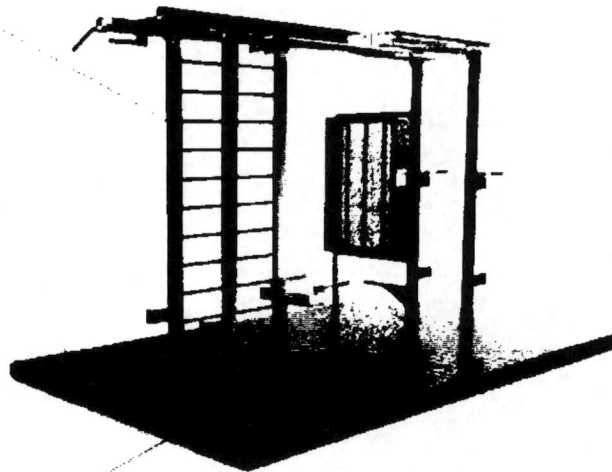


## Materials

Stainless Steel

Wood or Recycled Plastic

Structure  
Galvanized steel





## Specifications

