

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AMENDING RESOLUTION NO. 2019- 31030, THAT ACCEPTED 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; 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; SAID AMENDMENT CLARIFYING THAT THE TERM OF THE AGREEMENT WITH USE URBAN SPORT EQUIPMENT, LLC WILL HAVE AN INITIAL TERM OF THREE (3) YEARS WITH TWO (2) ONE-YEAR RENEWAL OPTIONS, AT THE CITY'S OPTION.

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, following the pilot program, the City may opt to engage in a long-term relationship with Farah Service to include additional units and allow sponsorship advertising, or, in the alternative, 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, 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, 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, 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, the Mayor and City Commission adopted Resolution No. 2019-31030 ("Resolution"), which contained an amendment by the City Commission to the Resolution proposed by the Administration, 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; and

WHEREAS, the October 16, 2019 agenda item did not propose a term for the new agreement with Use Urban Sport Equipment, LLC; therefore, the Administration recommends amending the Resolution, to reflect an initial term of three (3) years, with two (2) one-year renewal options, at the sole discretion of the City Manager.

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 amend Resolution No. 2019-31030, that accepted 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; 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; said amendment clarifying that the term of the agreement with Use Urban Sport Equipment, LLC will have an initial term of three (3) years with two (2) one-year renewal options, at the City's option.

PASSED AND ADOPTED this 16th day of September, 2020.

Dan Gelber, Mayor

ATTEST:

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

R. E. Grant

City Attorney

8/27/20

Date