

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Vice-Mayor Ricky Arriola
DATE: September 17, 2021

SUBJECT: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS LAUNCHING A HEALTH AND WELLNESS INITIATIVE.

ANALYSIS

I am referring an item to the Finance and Economic Resiliency Committee to discuss launching a health and wellness initiative to cement Miami Beach as the number one destination for fitness and recreation in the United States. The initiative should make our community stronger by encouraging a healthy, active lifestyle and attracting a more significant portion of the sports tourism market, which has been continuously growing over the past few years. We are fortunate to have many assets like the wind, water, sports facilities, and world-class gyms, studios, and fitness organizations. The key will be to harness those assets, establish strong partnerships, and develop a dynamic year-round health, wellness, and fitness schedule that caters to different populations and interests. A strong focus on health and wellness will go a long way in helping us reposition the Miami Beach brand.

SUPPORTING SURVEY DATA

N/A

Applicable Area

Citywide

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

Yes

Does this item utilize G.O. Bond Funds?

Yes

Strategic Connection

Non-Applicable

Legislative Tracking

Vice-Mayor Ricky Arriola