

RESOLUTION NO. 2019-30947

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, REPEALING RESOLUTION NO. 2018-30380, WHICH CREATED THE CITY'S BRICK PAVER PROGRAM; AND AMENDING RESOLUTIONS NO. 2016-29649 AND NO. 2018-30143, RESPECTIVELY, AND APPROVING THE FOLLOWING AMENDMENTS TO THE CITY'S ADOPT-A-BENCH PROGRAM (THE "PROGRAM"): 1) A TIERED FEE STRUCTURE; 2) DELEGATING THE PARKS AND RECREATION DEPARTMENT WITH THE AUTHORITY TO ADMINISTRATIVELY APPROVE FUTURE APPLICATIONS FOR THE PROGRAM; 3) ELIMINATING THE ELEMENT OF COMMEMORATIVE BENCH PLAQUES FROM THE PROGRAM AND INSTEAD, PRESENTING PROGRAM PARTICIPANTS WITH CERTIFICATES; AND 4) PROVIDING THAT ALL PROCEEDS FROM THE PROGRAM GO TOWARD OFF-SETTING SUBSIDIES OFFERED TO PARKS AND RECREATION PROGRAM PARTICIPANTS WHO QUALIFY FOR FREE OR REDUCED-PRICE RECREATION PROGRAMS.

WHEREAS, on November 9, 2016, the City Commission passed Resolution No. 2016-29649 supporting the creation of the Adopt-A-Bench Program, which provides the public an opportunity to commemorate park benches in honor of loved ones at an initial adoption fee of \$10,000; and

WHEREAS, at the January 17, 2018 Commission meeting, City Commission passed Resolution No. 2018-30143, supporting a fee increase associated with bench adoption from \$10,000, to \$20,000; and

WHEREAS, since adoption fees were increased in 2018, interested parties have contacted the Department by phone or email to request additional information; however, all potential applicants have declined to participate, citing the cost as a deterrent; and

WHEREAS, no other benches have been adopted to date; and

WHEREAS, on June 6, 2018, the City's Brick Paver Program was created via Resolution No. 2018-30380, to provide the public an opportunity to purchase commemorative brick pavers on the beachwalk corridor, between 53rd and 64th Streets, at a cost of \$1,000 per paver, with no corporate sponsorship option; and

WHEREAS, although the Parks and Recreation Department has also received several inquiries regarding the program, no brick pavers have been sold to date; and

WHEREAS, after further evaluation, the Administration is recommending fee changes to these programs in the hope that fee reductions will foster the community's ownership and pride in our City's park system, and provide residents and visitors an opportunity to invest in our parks as individual entities; and

WHEREAS, to revive the Adopt-A-Bench Program, the Administration proposed an overall cost reduction and the implementation of tiered pricing as set forth in Exhibit "A" to this Resolution; and

WHEREAS, in the new fee structure set forth in Exhibit A, eligible parks are categorized into one of three tiers, and each tier features separate pricing for the adoption of existing benches and of new benches; and

WHEREAS, moreover, to incentivize participation in the Brick Paver Program, the Administration recommended lowering the required donation fee from \$1,000 to \$250, regardless of residence, with no corporate sponsorship option; and

WHEREAS, additionally, the application process for both the Adopt-A-Bench and the Brick Paver Programs has deterred some applicants, as it requires a public hearing process; an application must be vetted by the Neighborhoods and Community Affairs Committee; approved for public notice at a Commission meeting; and approved by 5/7th vote at such public hearing; and

WHEREAS, the process may take anytime between 2-3 months, and somewhat hinders the programs' potential to reach a larger audience; and

WHEREAS, the Administration recommended the City Commission delegate the Parks and Recreation Department with the authority to administer and approve any Adopt-A-Bench and Brick Paver Program applications; and

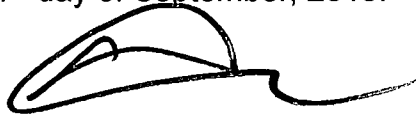
WHEREAS, the Administration also recommended that proceeds from the Adopt-A-Bench and the Brick Paver Programs go toward off-setting City subsidies offered to Parks and Recreation program participants enrolled in after-school, summer camp, and athletic programming, who qualify for free or reduced-price recreation programs; and

WHEREAS, at the September 11, 2019 City Commission meeting, City Commission passed a motion to (1) eliminate the Brick Paver Program in its entirety, and (2) eliminate the element of commemorative bench plaques from the Adopt-A-Bench Program and instead, present program participants with certificates based on tiered pricing as set forth in Exhibit "A" to this Resolution.

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 repeal Resolution No. 2018-30380, which created the City's Brick Paver Program; and amend Resolutions No. 2016-29649 and No. 2018-30143,

respectively, and approve the following amendments to the City's Adopt-A-Bench Program (the "Program"): 1) a tiered fee structure; 2) delegating the Parks and Recreation Department with the authority to administratively approve future applications for the Program, 3) eliminate the element of commemorative bench plaques from the Program and instead, present program participants with certificates; and 4) providing that all proceeds from the Programs go toward off-setting subsidies offered to Parks and Recreation program participants who qualify for free or reduced-price recreation programs.

PASSED AND ADOPTED this 11th day of September, 2019.



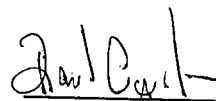
Dan Gelber, Mayor

ATTEST:



Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

10/9/19

Date

GLA

Tiered Fee Structure for Adopt-A-Bench Program

Tier 1 Parks — Pocket/Mini Parks

(Hibiscus Island Park, Poinciana Park, Sunset Isle II Park, Sunset Lake Park, Washington Park, Washington Park Annex.)

- **Existing Bench:** \$1,000
- **New Bench:** \$4,000



Tier 2 Parks — Neighborhood Parks

(Allison Park, Altos Del Mar Park, Beach View Park, Belle Isle Park, Brittany Bay Park, Crespi Park, Fairway Park, Fisher Park, Indian Beach Park, La Gorce Park, Marjory Stoneman Douglas Park, Maurice Gibb Memorial Park, Muss Park, Normandy Shores Park, Palm Island Park, Parkview Island Park, Parkview Park Annex, Pine Tree Park, Polo Park, Stillwater Park, Tatum Park.)

- **Existing Bench:** \$1,500
- **New Bench:** \$4,500



Tier 3 Parks — Special, District & Regional Parks

(82nd Street Skatepark, Bandshell Park, Collins Park, Flamingo Park, Lummus Park, MB Golf Club, Normandy Isle Park, Normandy Shores Golf Club, North Beach Oceanside Park, North Shore Park & Youth Center, Scott Rakow Youth Center, South Pointe Park.)

- **Existing Bench:** \$2,000
- **New Bench:** \$6,000



MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Jimmy L. Morales, City Manager
DATE: September 11, 2019

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AMENDING RESOLUTIONS NO. 2016-29649, NO. 2018-30143, AND NO. 2018-30380, RESPECTIVELY, AND APPROVING THE FOLLOWING AMENDMENTS TO THE CITY'S ADOPT-A-BENCH AND BRICK PAVER PROGRAMS: 1) A TIERED FEE STRUCTURE FOR THE ADOPT-A-BENCH PROGRAM; 2) LOWERING THE REQUIRED DONATION FEE FOR THE CITY'S BRICK PAVER PROGRAM; 3) DELEGATING THE PARKS AND RECREATION DEPARTMENT WITH THE AUTHORITY TO ADMINISTRATIVELY APPROVE FUTURE APPLICATIONS FOR BOTH PROGRAMS; AND 4) PROVIDING THAT ALL PROCEEDS FROM SUCH PROGRAMS GO TOWARD OFF-SETTING SUBSIDIES OFFERED TO PARKS AND RECREATION PROGRAM PARTICIPANTS WHO QUALIFY FOR FREE OR REDUCED-PRICE RECREATION PROGRAMS.

RECOMMENDATION

Mayor and City Commission to amend resolutions 2016-29649, 2018-30143, and 2018-30380, respectively, and approving the following amendments to the City's Adopt-A-Bench and Brick Paver Programs: 1) A tiered fee structure for the Adopt-A-Bench Program; 2) Lowering the required donation fee for the City's Brick Paver Program; 3) Delegating the Parks and Recreation Department with the authority to administratively approve future applications for both programs, and 4) Provided that all proceeds from such programs go toward offsetting subsidies offered to Parks and Recreation program participants who qualify for free or reduced-price recreation programs.

ANALYSIS

On November 9, 2016, the City Commission passed Resolution No. 2016-29649 supporting the creation of the Adopt-A-Bench Program, which provides the public an opportunity to commemorate park benches in honor of loved ones at an initial adoption fee of \$10,000.

At the January 17, 2018 Commission Meeting, City Commission passed Resolution No. 2018-30143, supporting a fee increase associated with bench adoption from \$10,000, to \$20,000.

Since adoption fees were increased in 2018, interested parties have contacted the Department by phone or email to request additional information; however, all potential applicants have declined to participate, citing the cost as a deterrent. No other benches have been adopted to date.

On June 6, 2018, the city's brick paver program was created via Resolution No. 2018-30380, to provide the public an opportunity to purchase commemorative brick pavers on the beachwalk corridor, between 53rd and 64th streets, at a cost of \$1,000 per paver, with no corporate sponsorship option.

Although the Parks and Recreation Department has also received several inquiries regarding the program, no brick pavers have been sold to date.

At the present time, participation in the Adopt-A-Bench Program requires a \$20,000 adoption fee, participation in the Beachwalk Bricks Program (the "Brick Paver Program") requires a \$1,000 donation fee, and proceeds from both fundraising programs go toward funding public educational programs in the City.

After further evaluation, the Administration is recommending fee changes to these programs in the hope that fee reductions will foster the community's ownership and pride in our city's park system and provide residents and visitors an opportunity to invest in our parks as individual entities.

To revive the Adopt-A-Bench Program, the Administration proposes an overall cost reduction and the implementation of tiered pricing (Exhibit A). In the new fee structure, eligible parks are categorized into one of three tiers, and each tier features separate pricing for the adoption of existing benches and of new benches. In consideration of the initial costs associated with purchase, shipping, and installation of new bench placements, the adoption fee for new benches must be higher to offset costs.

Determined by the park type classification, Tier 1 features "Pocket Parks" and offer the most affordable bench adoption fees, starting at \$1,000 for an existing bench and \$4,000 for a new bench. Parks in Tier 2 are classified as "Neighborhood Parks" and fees start at \$1,500 for an existing bench and \$4,500 for a new bench. All parks in Tier 3 are classified as either, "District", "Regional" or "Special Use". Existing benches in Tier 3 parks may be adopted for \$2,000, and new benches may be adopted for \$6,000.

Moreover, to incentivize participation in the Brick Paver Program, the Administration recommends lowering the required donation fee from \$1000 to \$250, regardless of residence.

Additionally, the application process for both Adopt-A-Bench and the Brick Paver Programs has deterred some applicants, as it requires a public hearing process. The application must be vetted by the Neighborhoods and Community Affairs Committee, approved to for public notice at a Commission meeting, and approved by 5/7th vote at such public hearing. The process may take anytime between 2-3 months, and somewhat hinders the program's potential to reach a larger audience.

The Administration recommends City Commission delegate the Parks and Recreation Department with the authority to administer and approve any Adopt-A-Bench and Brick Paver Program applications.

Furthermore, the Parks and Recreation Department seeks to communicate its vision through a meaningful cause that is specifically aligned with its mission. In FY 18 alone, the Department subsidized 1,515 program registrations for children who qualified for free or reduced fees. As such, the Administration recommends that profits from the Adopt-A-Bench and the Beachwalk Bricks programs go toward offsetting city subsidies offered to parks and recreation program participants

enrolled in after-school, summer camp, and athletic programming, who qualify for free or reduced-price recreation programs.

Legislative Tracking

Parks and Recreation

Sponsor

Mayor Dan Gelber

ATTACHMENTS:

Description

- Exhibit A - Tiered Fee Structure Adopt A Bench
- Resolution