



# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # *118-2014*

LETTER TO COMMISSION

RECEIVED

COMMUNITY AFFAIRS

APR 10: 47

CITY CLERK'S OFFICE

To: Mayor Philip Levine and Members of the City Commission

From: Jimmy L. Morales, City Manager

Date: April 10, 2014

Subject: **MIAMI BEACH CONVENTION CENTER CONSTRUCTION AND BOOKING SCHEDULE.**

This Letter to Commission (LTC) is being provided following the referral to the Finance and Citywide Projects Committee on April 9, 2014 regarding the subject.

On April 9, 2014, Request for Qualifications No. 2014-142ME for the Design Criteria Professional (DCP) services for the Miami Beach Convention Center Renovation was awarded to Fentress Architects. The construction schedule and booking event calendar both play an integral part in expediting construction while also driving business to the destination. The majority of the construction impact on events is currently anticipated to occur in 2016 and 2017.

To begin planning the design and construction of the Convention Center, a policy needs to be established determining which events the City will make efforts to accommodate within the project construction schedule, and which events may be accommodated only if the construction schedule permits.

In anticipation of your forthcoming discussion of this matter at the April 30, 2014 Finance and Citywide Projects Committee, the attached documents provide a complete list of all known and anticipated events at the Convention Center from 2016 – 2018, as well as a draft list of priority events that the City would make efforts to accommodate within the project construction schedule. Events not on the priority list would only be accommodated if the construction schedule permits.

In developing this draft list of priority events, the City Administration, Global Spectrum, Greater Miami Convention and Visitors Bureau (GMCVB) and Strategic Advisory Group considered room nights, economic impact, long term compatibility with the mission of the renovated convention center, and the anticipated construction schedule.

Meetings have already been scheduled with the Convention Center Advisory Board, Greater Miami and Beaches Hotel Association and the Convention Sales Committee of the GMCVB so they may provide the City with their input on the subject.

In order to maintain the proposed project timeline on course, it is the Administration's goal to have the Finance Committee make its recommendation in time for the City Commission to act on this issue at the May 21<sup>st</sup> Commission meeting.

Please feel free to contact me with any questions.

JLM/KGB/MAS

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C: Kathie G. Brooks, Assistant City Manager  
Max A. Sklar, Tourism, Culture, and Economic Development Director  
Maria Hernandez, Special Advisor to the City Manager



# MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

## COMMISSION MEMORANDUM

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: April 9, 2014

SUBJECT: **A REFERRAL TO THE FINANCE AND CITYWIDE PROJECTS COMMITTEE A DISCUSSION REGARDING THE MIAMI BEACH CONVENTION CENTER CONSTRUCTION AND BOOKING SCHEDULE.**

### ADMINISTRATION RECOMMENDATION

Refer discussion to the Finance and Citywide Projects Committee, as recommended by the Administration.

### ANALYSIS

On February 12, 2014, the Mayor and Commission authorized the issuance of RFQ 2014-142ME for Design Criteria Professional (DCP) Services for the Miami Beach Convention Center Renovation with the goal of expediting the renovation of the Convention Center. The construction schedule and booking event calendar both play an integral part in expediting construction while also driving business to the destination. The Administration recommends this subject be referred to the Finance and Citywide Projects Committee for more in-depth discussion.

### CONCLUSION

The Administration recommends referral to the Finance and Citywide Projects Committee for discussion.

JLM/KGB/MAS

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# DRAFT FOR DISCUSSION ONLY

Page 1 of 1

## Priority Events 2016-2018

Move In	Move Out	Event Name	Type	# of Halls	Room Block
<b>2016</b>					
2/19/16	2/26/16	Informex	Trade	2	6,000
3/3/16	3/8/16	International Congress of Esthetics	Trade	1	2,145
3/10/16	3/19/16	Cruise Shipping Miami	Trade	3	8,000
4/5/16	4/16/16	IDEA 2016	Trade	4	10,000
4/22/16	4/29/16	Emerge	Trade	4	4,000
5/2/16	5/20/16	Maison & Object Design Show	Trade	2	5,000
6/1/16	6/10/16	Miami International Pow Wow 2016	Convention	4	18,000
6/11/16	6/30/16	Watches and Wonders	Trade	1	2,700
6/11/16	6/19/16	International Floriculture	Trade	2	6,500
7/29/16	8/13/16	FIME International Medical Expo	Trade	4	3,600
10/6/16	10/15/16	The International Surface Event	Trade	4	7,000
11/17/16	12/9/16	Art Basel Miami Beach	Consumer	4	6,000
<b>2017</b>					
1/15/17	1/21/17	Informex 2017	Trade	2	6,000
3/2/17	3/7/17	International Congress of Esthetics	Trade	1	2,200
3/9/17	3/18/17	Cruise Shipping Miami	Trade	3	10,000
4/2/17	4/10/17	Emerge	Trade	4	4,000
4/21/17	4/28/17	Aviation Week MRO Americas	Convention	4	11,000
5/1/17	5/19/17	Maison & Object Design Show	Trade	4	5,000
6/6/17	6/16/17	Million Dollar Round Table	Meeting	3	10,000
6/12/17	6/28/17	Watches & Wonders	Trade	1	2,700
7/28/17	8/5/17	FIME International Medical Expo	Trade	4	3,600
9/28/17	10/7/17	The International Surface Event	Trade	4	7,600
10/16/17	10/26/17	National Minority Supplier Development Council	Convention	3	7,400
11/23/17	12/15/17	Art Basel Miami Beach	Consumer	4	6,000
<b>2018</b>					
3/8/18	3/17/18	Cruise Shipping Miami	Trade	3	11,000
3/22/18	4/10/18	International Congress of Esthetics	Trade	1	2,200
4/11/18	4/18/18	Emerge	Trade	4	4,000
4/20/18	4/27/18	Aviation Week MRO Americas	Convention	2	11,000
5/1/18	5/18/18	Maison & Object Design Show	Trade	4	5,200
7/27/18	8/4/18	FIME International Medical Expo	Trade	4	4,000
9/20/18	9/27/18	American Health Information Management Association Annual Convention	Convention	4	13,000
10/4/18	10/13/18	The International Surface Event	Trade	4	7,600
11/22/18	12/14/18	Art Basel Miami Beach	Consumer	4	6,000

# DRAFT FOR DISCUSSION ONLY

Page 1 of 3

## All Events 2016-2018

Move In	Move Out	Event Name	Type	# of Halls	Room Nights
<b>2016</b>					
1/13/16	1/19/16	Jeweler's International Showcase	Trade	2	3,200
1/14/16	1/17/16	Florida Supercon	Consumer	1	3,000
1/19/16	1/21/16	Small Business Expo	Trade	1	100
1/21/16	1/23/16	Nissan Total Health & Fitness	Consumer	1	14,000
1/23/16	2/2/16	Original Miami Beach Antique	Consumer	2	800
1/25/16	1/29/16	ITExpo 2016	Trade	1	1,005
1/26/16	1/30/16	MIAGREEN	Trade	1	1,200
2/5/16	2/18/16	Miami International Boat Show	Consumer	4	20,000
2/19/16	2/26/16	Informex	Trade	2	6,000
2/19/16	2/20/16	SFL Nationals	Special	1	600
2/21/16	2/29/16	Graphics of the Americas	Trade	2	7,500
2/29/16	3/29/16	Miami Home Design & Remodeling Show	Consumer	2	600
3/3/16	3/8/16	International Congress of Esthetics	Trade	1	2,145
3/10/16	3/19/16	Cruise Shipping Miami	Trade	3	8,000
3/20/16	3/26/16	Tissue World America	Trade	1	2,500
3/20/16	3/26/16	Miami Beach Int'l Fashion Week	Special	1	500
3/20/13	3/26/16	Winter Music Conference	Special	1	1,800
3/31/16	4/5/16	Jeweler's International Showcase	Trade	1	1,250
4/5/16	4/16/16	IDEA 2016	Trade	4	10,000
4/21/16	4/10/17	CLIA Cruise3Sixty Conference	Trade	2	1,650
4/22/16	4/29/16	Emerge	Trade	4	4,000
4/25/16	4/30/16	Asia America Spring Tradeshow	Trade	1	1,500
5/2/16	5/20/16	Maison & Object Design Show	Trade	2	5,000
5/6/16	5/12/16	Indian Gaming Tradeshow & Convention	Convention	2	4,000
5/21/16	5/21/16	Johnson & Wales Graduation Ceremony	Special	1	0
5/25/16	5/30/16	MiaCon Expo	Trade	1	3,600
5/26/16	5/30/16	Miami Beach Chamber of Commerce Gala	Social	0	0
6/1/16	6/10/16	Miami International Pow Wow 2016	Convention	4	18,000
6/11/16	6/30/16	Watches and Wonders	Trade	1	2,700
6/11/16	6/19/16	International Floriculture	Trade	2	6,500
6/17/16	6/24/16	LE Miami	Trade	1	3,500
6/20/16	6/26/16	China Sourcing	Trade	2	5,000
6/29/16	7/4/16	Florida Supercon	Consumer	3	3,000
7/11/16	7/28/16	Swimwear Show 2017	Trade	4	2,500
7/29/16	8/13/16	FIME International Medical Expo	Trade	4	3,600
8/11/16	8/19/16	Harley-Davidson Dealer	Convention	4	9,400
8/30/16	9/7/16	Miami Home Design & Remodeling Show	Consumer	2	600
9/6/16	9/16/16	HD Americas	Trade	3	4,100
9/24/16	9/23/16	Asia America Trade Show	Trade	1	1,500
9/24/16	9/28/16	America's Food & Beverage Show	Trade	1	1,000
9/30/16	10/2/16	Jump Dance	Special	1	500
10/6/16	10/15/16	The International Surface Event	Trade	4	7,000
10/11/16	10/18/16	Jeweler's International Showcase	Trade	3	3,800
10/13/16	10/1/16	VINEXPO	Trade	1	800
10/13/16	10/17/16	Sweat USA	Consumer	1	2,000
10/21/16	11/9/16	South Florida Auto Show	Consumer	4	4,500
11/17/16	12/9/16	Art Basel Miami Beach	Consumer	4	6,000

# DRAFT FOR DISCUSSION ONLY

Page 2 of 3

## All Events 2016-2018

Move In	Move Out	Event Name	Type	# of Halls	Room Nights
<b>2017</b>					
1/10/17	1/12/17	Small Business Expo	Trade	1	100
1/11/17	1/24/17	Jewelers International Showcase	Trade	2	3,200
1/15/17	1/21/17	Informex 2017	Trade	2	6,000
1/26/17	1/28/17	Nissan Total Health & Fitness	Consumer	1	14,000
1/27/17	2/7/17	Original Miami Beach Antique	Consumer	2	800
1/30/17	2/3/17	ITExpo 2017	Trade	1	1,000
2/8/17	2/23/17	Miami International Boat Show	Consumer	4	30,000
2/24/17	2/25/17	SFL Nationals	Special	1	600
2/24/17	3/3/17	YPO-WPO Rachel Peabody	Meeting	2	6,200
2/26/17	3/6/17	Graphics of the Americas	Trade	2	7,500
3/2/17	3/7/17	International Congress of Esthetics	Trade	1	2,200
3/9/17	3/18/17	Cruise Shipping Miami	Trade	3	10,000
3/20/17	3/29/17	Miami Home Design & Remodeling Show	Consumer	2	600
3/26/17	4/1/17	Miami Beach Int'l Fashion Week	Special	1	500
3/26/17	4/1/17	Winter Music Conference	Special		1,800
3/30/17	4/4/17	Jeweler's International Showcase	Trade	1	1,250
4/2/17	4/10/17	Emerge	Trade	4	4,000
4/3/17	4/8/17	Asia America Spring	Trade	1	1,200
4/5/17	4/10/17	MiaCon Expo	Trade	1	3,600
4/21/17	4/28/17	Aviation Week MRO Americas	Convention	4	11,000
5/1/17	5/19/17	Maison & Object Design Show	Trade	4	5,000
5/20/17	5/20/17	Johnson & Wales Graduation Ceremony	Special	1	0
5/21/17	6/4/17	World Out Games	Special	4	14,000
5/25/17	5/29/17	Miami Beach Chamber of Commerce Gala	Social		0
6/6/17	6/16/17	Million Dollar Round Table	Meeting	3	10,000
6/9/17	6/25/17	LE Miami	Trade	1	3,500
6/12/17	6/28/17	Watches & Wonders	Trade	1	2,700
6/19/17	6/25/17	China Sourcing	Trade	2	5,200
6/28/17	7/3/17	Florida Supercon	Consumer	3	3,000
7/17/17	7/27/17	Swimwear Show 2018	Trade	4	3,700
7/28/17	8/5/17	FIME International Medical Expo	Trade	4	3,600
8/29/17	9/6/17	Miami Home Design & Remodeling Show	Consumer	2	600
9/7/17	9/15/17	HD Americas	Trade	3	4,300
9/11/17	9/16/17	Asia America Trade Show	Trade	1	400
9/11/17	9/20/17	Society of Chartered Property and Casualty Underwriters			5,000
9/21/17	9/25/17	Sweat USA	Consumer	1	2,000
9/23/17	9/27/17	America's Food & Beverage Show	Trade	1	1,000
9/28/17	10/7/17	The International Surface Event	Trade	4	7,600
10/9/17	10/16/17	Jewelers International Showcase	Trade	3	3,800
10/16/17	10/26/17	National Minority Supplier Development Council	Convention	3	7,400
10/27/17	11/15/17	South Florida Auto Show	Consumer	4	4,500
11/23/17	12/15/17	Art Basel Miami Beach	Consumer	4	6,100

# DRAFT FOR DISCUSSION ONLY

Page 3 of 3

## All Events 2016-2018

Move In	Move Out	Event Name	Type	# of Halls	Room Nights
<b>2018</b>					
1/17/18	1/23/18	Jeweler's International Showcase	Trade	2	3,200
1/25/18	1/27/18	Nissan Total Health & Fitness	Consumer	1	14,000
1/27/18	2/6/18	Original Miami Beach Antique	Consumer	3	800
1/29/18	2/2/18	ITEXPO 2018	Trade	1	1,000
2/7/18	2/22/18	Miami International Boat Show	Consumer	4	20,000
2/25/18	3/5/18	Graphics of the Americas	Trade	2	7,500
3/8/18	3/17/18	Cruise Shipping Miami	Trade	3	11,000
3/18/18	3/28/18	Miami Home Design & Remodeling Show	Consumer	2	600
3/19/18	3/24/18	Amer. Assoc. For Dental Research	Convention	2	3,800
3/22/18	4/10/18	International Congress of Esthetics	Trade	1	2,200
3/25/18	3/31/18	Miami Beach Int'l Fashion Week	Special	1	500
4/5/18	4/10/18	Asia America Spring	Trade	1	1,600
4/5/18	4/10/18	Jeweler's International Showcase	Trade	1	1,250
4/11/18	4/17/18	APA National Planning Conference	Meeting	2	6,000
4/11/18	4/18/18	Emerge	Trade	4	4,000
4/20/18	4/27/18	Aviation Week MRO Americas	Convention	2	11,000
5/1/18	5/18/18	Maison & Object Design Show	Trade	4	5,200
5/19/18	5/19/18	Johnson & Wales Graduation Ceremony	Special	1	0
5/24/18	5/28/18	Miami Beach Chamber of Commerce Gala	Social		0
6/8/18	6/15/18	LE Miami	Trade	1	3,600
6/18/18	6/24/18	China Sourcing	Trade	2	5,400
6/20/18	6/25/18	MiaCon Expo	Trade	1	3,600
6/27/18	7/2/18	Florida Supercon	Consumer	3	3,000
7/7/18	7/17/18	Swimwear Show 2019	Trade	4	3,700
7/19/18	7/27/18	GBTA International Convention & Expo	Convention	4	15,000
7/27/18	8/4/18	FIME International Medical Expo	Trade	4	4,000
8/28/18	9/5/18	Miami Home Design & Remodeling Show	Consumer	2	600
9/1/18	9/6/18	Asia America Trade Show	Trade	1	1,600
9/7/18	9/14/18	HD Americas	Trade	3	4,400
9/9/18	9/18/18	ISAPS Conferece - International Society of Aesthetic Plastic Surgery	Convention	2	3,800
9/20/18	9/27/18	American Health Information Management	Convention	4	13,000
9/29/18	10/3/18	America's Food & Beverage Show	Trade	1	500
10/4/18	10/13/18	The International Surface Event	Trade	4	7,600
10/15/18	10/22/18	Jewelers International Showcase	Trade	3	3,800
10/18/18	10/25/18	VINEXPO	Trade	1	800
10/26/18	11/14/18	South Florida Auto Show	Consumer	4	4,500
11/22/18	12/14/18	Art Basel Miami Beach	Consumer	4	11,000