



MIAMI BEACH

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OFFICE OF THE CITY MANAGER

LTC # 032-2010

## LETTER TO COMMISSION

TO: Honorable Mayor and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: February 1, 2010

SUBJECT: Super Bowl XLIV

As you know, Super Bowl XLIV will be held at Sun Life Stadium in Miami on **Sunday, February 7, 2010**. The event is expected to attract thousands of visitors to our community, and the City of Miami Beach has been planning diligently to implement a comprehensive and coordinated Major Events Plan (MEP). City staffing will be enhanced beginning Sunday, January 30, through Monday, February 8, 2010, to ensure the safety and enjoyment of residents and visitors to our City, and to ensure cooperation with respect to the City's quality of life. This staffing includes Police, Fire, Parking, Sanitation and Code Compliance, among other departments.

In the week leading up to the game, many private and public Super Bowl-related events are scheduled to take place in Miami Beach. There will also be a number of television productions taking place in the City. Super Bowl XLIV is expected to bring thousands of visitors to our community and generate more than \$400 million in total economic impact for the region. Most of these dollars will be generated from the 125,000 expected visitors who will patronize hotels, restaurants, stores and attractions, and indirectly from media exposure that leads to increased tourism and business relocation.

We wanted to share with you information on our efforts preparing for this important regional and local event, as well as information on some of the events occurring in our City.

### Transportation

Ocean Drive will be closed from Thursday, February 4, 2010 at 7:00 a.m. through Monday, February 8, 2010 at 7:00 a.m. Ocean Drive valet operations will be relocated to the east side of Collins Avenue.

This year the Super Bowl overlaps with the load in for the Yacht and Brokerage Show and the Miami International Boat Show – two events that in their own right bring thousands of visitors to our City. Right of way improvement construction and Yacht Show load-in from [date] to [date] will impede traffic flow in and around Collins Avenue and Indian Creek Drive from 63 Street south to 26 Street. One lane of southbound Indian Creek Drive, 41 Street to 26 Street, will be closed for construction and the 63<sup>rd</sup> Street drawbridge will be in the open position frequently, between 9:00 am – 4:00 pm, during this period for yachts moving southward.

The City will be utilizing electronic message boards, as well as sending periodic traffic updates via Facebook and Twitter, and updating our traffic advisories on MBRadio 1670 AM. A community notice is also distributed just prior to the event with specific information in terms of street closures and areas where traffic is expected to be heavier than usual.

### **Major Event Plan**

The Tourism and Cultural Development Department began the Major Event Planning process several months ago to ensure coordination among City departments leading up to and during the major event period. For example, our Parks Department has been addressing greenspace management issues to ensure that the City looks good for visitors and residents. Our Public Works Department is working closely with Code Compliance on graffiti and other similar property maintenance issues. Additionally, all relevant departments have been developing their staffing plans to ensure appropriate coverage during peak periods. As usual, the Major Events Plan will be monitored by my office during the major event period to ensure that we can respond to any needs, or many any necessary adjustments, as needed.

### **Events at Miami Beach Public Venues/Areas**

Needless to say, once again Miami Beach is home to many of the NFL and South Florida Super Bowl Host Committee events. Many of these events provide companion media opportunities, as well. The following is a list of public venues that will be hosting an event:

#### **Lummus Park**

Tazon Football Field (Public- Free)  
Wednesday, February 3 through Sunday, February 7  
Lummus Park between 8 and 9 Streets

#### **Pepsi Super Bowl Fan Jam (Free, Ticketed)**

Thursday, February 4, 5:00 pm – 10:00 pm  
Concert stage on the beach at 7th Street with audience areas and VIP tent. Headliner is Rhianna, Justin Bieber and Timbaland and Friends. Estimated 30,000 attendees. This concert is broadcast live on VH1.  
**Passes (2) to the VIP area are being provided to you with this memo.**

#### **Pepsi Musica Super Fan Jam**

Friday, February 5, 5:00 pm – 10:00 pm  
Concert stage on the beach at 7 Street with audience areas and VIP tent. Headliner is Pitbull and Nelly Furtado and Paulina Rubio. Estimated 30,000 attendees. Similar to the Thursday night event, this concert is televised on Telemundo on Saturday, February 6, 2010.  
**Passes (2) to the VIP area are being provided to you with this memo.**

#### **ESPN (TV taping)**

Monday, February 1 through Sunday, February 7, 6:00 a.m. – 2:00 a.m.  
A radio stage will be built in Lummus Park grass at the north end of 12 Street and a television stage in Lummus Park sand (near the volleyball net area) between 12<sup>th</sup> and 13<sup>th</sup> Streets for live and taped broadcasts prior to and during the event.

#### **NFL Network (TV taping)**

Monday, February 1 through Sunday, February 7, 4:00 pm – 12:00 am  
A stage will be built on Lummus Park grass on the south side of 11 Street for live and taped broadcasts prior to and during the event.

#### **CBS News/Early Show (TV taping)**

Wednesday, February 3 through Saturday, February 6, 7:00am – 9:00 am  
A stage will be erected in Lummus Park grass between 10 and 11 Streets for live broadcasts during the morning network show. There will also be additional tapings for CBS 4 (local) in the evenings.

Other Beach Areas

South Florida FanFest

January 29-31, 2010

Miami Beach Convention Center, Hall B

**Tickets (4) to this event were provided to you last week.**

South Florida Media Party (Private)

Tuesday, February 2, 8:00 p.m. - 11:00 p.m.

Beach between Lincoln and 17 Streets, this party is for credentialed media covering the Super Bowl. Approximately 1,500 members of the press to attend, providing a unique opportunity to promote our City to those individuals covering this event on behalf of their local, national or international media outlet.

**Tickets (2) to this event are provided to you with this memo.**

CBS Super Bowl Program Event (Private)

Thursday, February 4 through Saturday, February 6

Beach behind Loews Hotel, 1601 Collins Ave.

DirecTV (Public)

Saturday, February 6, 12:00 pm – 4:00 pm

Beach between 21 to 22 Streets

A stadium for a celebrity flag football game and concert headlined by All American Rejects.

Estimate 6,000 attendees and the event will be televised on DirecTV's 101 Channel and WGN Super Station with a reach of approximately 2.2 million persons.

**Tickets to this event will be provided to you prior to the event.**

Eats, Beats & Cleats (Public)

Thursday, February 4 through Sunday, February 7

Lincoln Road

Various stages and tents, plus VIP area on Euclid.

[www.eatsbeatsandcleats.com](http://www.eatsbeatsandcleats.com)

Other Events

Many private venues will be producing or hosting their own events independent of the NFL or the South Florida Super Bowl Host Committee. Other than review for Special Events Permits, the City is not otherwise involved in those events.

As always, please let me know if you have any further questions or require additional information.

JMG\HF\MAS

c: Hilda Fernandez, Assistant City Manager  
Max Sklar, Tourism and Cultural Development Director

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