



MIAMI BEACH

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

COMMISSION MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: September 14, 2011

SUBJECT: **REFERRAL TO THE FINANCE AND CITYWIDE PROJECTS COMMITTEE A DISCUSSION PERTAINING TO THE CATERING AND CONCESSIONS SERVICES AGREEMENT FOR THE MIAMI BEACH CONVENTION CENTER.**

ADMINISTRATION RECOMMENDATION

Refer the matter to the Finance and Citywide Projects Committee for discussion.

ANALYSIS

On April 11, 2006, the Mayor and City Commission approved the issuance of Request for Proposals (RFP) No. 22-05/06, to Provide Professional Food and Beverage Facilities Management Services for the Miami Beach Convention Center; with an option to manage food and beverage services at other city cultural facilities to include: 1) the Jackie Gleason Theater of the Performing Arts; 2) the Colony Theater; and 3) the Byron Carlyle Theater. This RFP was issued in advance of Centerplate's expiring contract on February 28, 2007. Centerplate, doing business originally as Volume Services America, Inc., held the exclusive food and beverage services contract at the Miami Beach Convention Center since December 17, 1986. The original contract had an initial term of fifteen years, and the City Commission exercised a five (5) year renewal term on May 16, 2001 via Resolution No. 2001-24393.

During the initial 20 years of the agreement, the Convention Center's food and beverage concessionaire was restricted from hosting local catering events such as banquets, weddings, and galas, when those events did not book an exhibit hall and were not conventions, trade, public or consumer shows. Prior to the issuance of the RFP, the social catering restriction was reviewed by several City committees and organizations and a recommendation was made to remove the prohibitor. The City Commission subsequently endorsed the removal of the social catering prohibition; the ensuing RFP allowed for the successful proposer to host local catering events at the Miami Beach Convention Center, and specific attention was given to this area.

The RFP Evaluation Committee and the City Administration recommended Centerplate as the top-ranked firm. This recommendation was made in large part due to Centerplate's proposed partnership with Barton G. At the time, Centerplate had formed an exclusive relationship with Barton G., a Miami-based event planning and production company with a strong base of social, corporate and philanthropic clients. On September 6, 2006, the City Commission adopted Resolution No. 2006-26316 authorizing the Mayor and Clerk to execute an agreement upon completion of successful negotiations by the Administration.

As stated previously, Centerplate's Agreement expired on February 28, 2007. The City and

Agenda Item C4E
Date 9-14-11

Centerplate didn't conclude negotiations until December 13, 2007, which is when the final agreement was executed. Much of the delay in agreeing to terms centered around the partnership with Barton G and operational issues involved with booking social catering business. The terms of the Agreement were retroactive to March 1, 2007 and expires on September 30, 2012. The Agreement also includes two (2) successive, five (5) year renewal options at the City's discretion.

The Agreement includes the following:

- **Guaranteed Minimum Annual Rent of \$1,250,000**, representing 25.5% of gross revenue up to \$4 million. Above \$4 million, the commission increases in tiers up to 33%.
- **Capital Investment:** Centerplate invested \$800,000 towards food and beverage capital projects to enhance the foodservice facilities at the Miami Beach Convention Center.
- Centerplate also allocates 1.5% of Gross Receipts towards a Capital Reserve Fund.
- **Marketing Reserve Fund:** Centerplate allocates the greater of an annual contribution of \$20,000 or 1.5% of Catering Gross Receipts to a Marketing Reserve Fund to promote the food and beverage offerings (catering, concessions, etc.). In addition, Centerplate also pre-funded \$50,000 towards the Marketing Reserve Fund.
- **Scholarship Fund:** Centerplate contributes \$20,000 annually toward the City's tourism and hospitality scholarship program.

Some early social catering business was booked at the Convention Center in partnership with Barton G. However, due to issues with the relationship between Centerplate and Barton G, on May 15, 2008, the City was officially notified the partnership would not continue. Section 10.17 of the Agreement between the City and Centerplate stipulates that any replacement for Barton G is subject to the prior written approval of the City Manager. Centerplate immediately began searching for a new social catering partner and on August 28, 2008 Centerplate proposed Touch Catering. After reviewing the material and Touch Catering's history and track record, the City approved the replacement of Barton G with Touch Catering on December 19, 2008.

Centerplate hired a dedicated social catering salesperson to focus on booking more of this business. They have been successful in booking numerous social catering events at the Convention Center and continue to focus heavily in this area. Centerplate, in partnership with Touch Catering, also completed a new Kosher kitchen and has booked several Kosher events. Although Centerplate's client survey scores continue to be among the lowest scores given by Convention Center users (meeting planners, etc.), specifically in food quality and food presentation of the concession operation, they have improved their scores in each of the past three (3) years (see attached).

Centerplate informed the City on March 4, 2011, that they had replaced their General Manager with an Interim General Manager, Nick Tierno. Mr. Tierno has since revised Exhibitor Booth Catering Menus, adjusted pricing and made operational changes.

Convention Center Advisory Board

As previously stated, Centerplate's agreement with the City expires on September 30, 2012. As such, the Convention Center Advisory Board (CCAB), at their June 7, 2011 meeting, discussed

FCWPC Referral – Convention Center Catering and Concessions Services Agreement
Commission Memorandum
July 13, 2011
Page 3 of 3

whether or not the City should exercise the five (5) year renewal option available in the Agreement or issue a new Request for Proposals (RFP). The CCAB reviewed Centerplate's history and unanimously recommended that the City issue a new RFP for catering and concession services at the Convention Center. This recommendation was based largely on Centerplate's client survey scores and their history of being the lowest-rated area of the Convention Center's operations.

CONCLUSION

The Administration recommends that the Mayor and the City Commission refer the matter to the Finance and Citywide Projects Committee for discussion.


JMG/HMF/MAS

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**Miami Beach Convention Center Client Response Results
October 2008 - September 2009**

	Excellent	Pctg	Good	Pctg	Fair	Pctg	Poor	Pctg	Positive	Negative
Sales	44	88.00%	6	12.00%	0	0.00%	0	0.00%	100.00%	0.00%
Knowledgeable	45	90.00%	5	10.00%	0	0.00%	0	0.00%	100.00%	0.00%
Responsiveness to your needs	44	89.80%	5	10.20%	0	0.00%	0	0.00%	100.00%	0.00%
Professionalism	44	89.80%	4	8.16%	1	2.04%	0	0.00%	97.96%	2.04%
Readily Accessible	39	84.78%	6	13.04%	1	2.17%	0	0.00%	97.82%	2.17%
Clarity of Information	216	88.47%	26	10.68%	2	0.84%	0	0.00%	99.16%	0.84%
Event Manager										
Knowledgeable	36	70.59%	15	29.41%	0	0.00%	0	0.00%	100.00%	0.00%
Responsiveness to your needs	38	74.51%	7	13.73%	5	9.80%	1	1.96%	86.24%	11.16%
Professionalism	40	78.43%	9	17.65%	2	3.92%	0	0.00%	96.08%	3.92%
Readily Accessible	38	74.51%	7	13.73%	5	9.80%	1	1.96%	88.24%	11.76%
*Pre-Event	37	74.00%	11	22.00%	1	2.00%	1	2.00%	96.00%	4.00%
*On-Site	38	74.51%	8	15.69%	5	9.80%	0	0.00%	90.20%	9.80%
Clarity of Information	35	71.43%	10	20.41%	4	8.16%	0	0.00%	91.84%	8.16%
Event Manager Subtotal	262	74.00%	67	18.94%	22	6.21%	3	0.85%	92.94%	6.97%
Building Operations										
Courtesy of Building Staff	34	68.00%	14	28.00%	2	4.00%	0	0.00%	96.00%	4.00%
Cleanliness	29	58.00%	14	28.00%	5	10.00%	2	4.00%	86.70%	14.00%
Accuracy of Setups	26	52.00%	19	38.00%	5	10.00%	0	0.00%	90.00%	10.00%
Timeliness of Setups	28	56.00%	17	34.00%	4	8.00%	1	2.00%	90.00%	10.00%
Building Signage	21	46.67%	15	33.33%	8	17.78%	1	2.22%	80.00%	20.00%
Building Operations Subtotal	128	56.13%	79	32.27%	24	9.96%	4	1.64%	88.40%	11.60%
Global Spectrum Subtotal	606	72.87%	172	20.63%	48	5.67%	7	0.83%	93.50%	6.47%
Priority Networks										
Knowledgeable	19	63.33%	10	33.33%	1	3.33%	0	0.00%	96.66%	3.33%
Responsiveness to your needs	18	60.00%	9	30.00%	1	3.33%	2	6.67%	90.00%	10.00%
Professionalism	17	56.67%	10	33.33%	3	10.00%	0	0.00%	90.00%	10.00%
Readily Accessible	17	56.67%	10	33.33%	1	3.33%	2	6.67%	90.00%	10.00%
Clarity of Information	17	56.67%	9	30.00%	3	10.00%	1	3.33%	86.67%	13.33%
Accuracy of Setups	20	66.67%	8	26.67%	2	6.67%	0	0.00%	93.34%	6.67%
Timeliness of Setups	19	70.37%	5	18.52%	0	0.00%	3	11.11%	88.89%	11.11%
Priority Networks Subtotal	127	61.48%	61	29.31%	11	5.24%	8	3.97%	90.79%	9.21%



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**Miami Beach Convention Center Client Response Results
October 2008 - September 2009**

	Excellent	Pctg	Good	Pctg	Fair	Pctg	Poor	Pctg	Positive	Negative
Smart Source										
Knowledgeable	18	69.23%	7	26.92%	0	0.00%	1	3.85%	96.15%	3.85%
Responsiveness to your needs	17	68.00%	6	24.00%	1	4.00%	1	4.00%	92.00%	8.00%
Professionalism	16	64.00%	6	24.00%	2	8.00%	1	4.00%	88.00%	12.00%
Readily Accessible	16	64.00%	8	32.00%	1	4.00%	0	0.00%	96.00%	4.00%
Clarity of Information	16	64.00%	7	28.00%	1	4.00%	1	4.00%	92.00%	8.00%
Accuracy of Setups	16	64.00%	6	24.00%	2	8.00%	1	4.00%	88.00%	12.00%
Timeliness of Setups	16	64.00%	7	28.00%	0	0.00%	2	8.00%	92.00%	8.00%
Courtesy of AV floor Operations Staff	17	73.91%	4	17.39%	2	8.70%	0	0.00%	91.30%	8.70%
Smart Source Subtotals	132	66.39%	51	25.54%	9	4.59%	7	3.48%	91.93%	8.07%
Centerplate										
Knowledgeable	28	66.67%	12	28.57%	2	4.76%	0	0.00%	95.24%	4.76%
Responsiveness to your needs	31	73.81%	7	16.67%	3	7.14%	1	2.38%	90.48%	9.52%
Professionalism	31	73.81%	9	21.43%	2	4.76%	0	0.00%	95.24%	4.76%
Readily Accessible	28	66.67%	9	21.43%	5	11.90%	0	0.00%	88.10%	11.90%
Clarity of Information	23	60.53%	11	28.95%	4	10.53%	0	0.00%	89.48%	10.53%
Courtesy of Catering Staff	28	66.67%	10	23.81%	4	9.52%	0	0.00%	90.48%	9.52%
Food Quality	19	45.24%	16	38.10%	6	14.29%	1	2.38%	83.34%	16.67%
Food Presentation	19	45.24%	16	38.10%	6	14.29%	1	2.38%	83.34%	16.67%
Menu Selection/Variety/Flexibility	22	52.38%	14	33.33%	6	14.29%	0	0.00%	85.71%	14.29%
Accuracy of Setups	26	61.90%	9	21.43%	5	11.90%	2	4.76%	83.33%	16.66%
Timeliness of Setups	23	57.50%	10	25.00%	5	12.50%	2	5.00%	82.50%	17.50%
Courtesy of Concessions Staff	16	45.71%	14	40.00%	5	14.29%	0	0.00%	85.71%	14.29%
Food Quality	11	31.43%	17	48.57%	7	20.00%	0	0.00%	80.00%	20.00%
Food Presentation	12	33.33%	16	44.44%	8	22.22%	0	0.00%	77.77%	22.22%
Menu Selection	13	36.11%	16	44.44%	7	19.44%	0	0.00%	80.55%	19.44%
Cleanliness and Setup of Outlets	12	36.36%	16	48.48%	5	15.15%	0	0.00%	84.84%	15.15%
Centerplate Subtotals	342	53.33%	202	32.67%	80	12.94%	7	1.06%	86.01%	13.99%



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**Miami Beach Convention Center Client Response Results
October 2008 - September 2009**

	Excellent	Pctg	Good	Pctg	Fair	Pctg	Poor	Pctg	Positive	Negative
Other Services	3	9.68%	24	77.42%	3	9.68%	1	3.23%	87.10%	12.91%
Valet Parking	5	19.23%	17	65.38%	2	7.69%	2	7.69%	84.67%	15.38%
Business Center	3	15.00%	14	70.00%	2	10.00%	1	5.00%	86.00%	15.00%
Convention Concierge	17	44.74%	17	44.74%	3	7.89%	1	2.63%	89.48%	10.52%
Miami Beach Fire Marshall	28	22.16%	72	64.39%	10	8.82%	6	4.64%	86.56%	13.45%
Other Services Subtotal	1,235	55.25%	558	34.51%	158	7.45%	34	2.80%	89.76%	10.24%
Building Subtotal										

Surveys Sent 92
 Surveys Received 51
 Percent Received 55.43



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Miami Beach Convention Center Client Response Results
October 2009 - September 2010

	Excellent	Pctg	Good	Pctg	Fair	Pctg	Poor	Pctg	Positive	Negative
Sales	50	81.97%	11	18.03%	0	0.00%	0	0.00%	100.00%	0.00%
Knowledgeable	52	85.25%	7	11.48%	2	3.28%	0	0.00%	96.72%	3.28%
Responsiveness to your needs	54	88.52%	6	9.84%	1	1.64%	0	0.00%	98.36%	1.64%
Professionalism	52	85.25%	8	13.11%	1	1.64%	0	0.00%	98.36%	1.64%
Readily Accessible	47	82.46%	9	15.79%	1	1.75%	0	0.00%	97.56%	1.75%
Clarity of Information	255	84.69%	41	13.65%	5	1.66%	0	0.00%	98.20%	1.66%
Sales Subtotal										
Event Manager	51	80.95%	12	19.05%	0	0.00%	0	0.00%	100.00%	0.00%
Knowledgeable	53	84.13%	10	15.87%	0	0.00%	0	0.00%	100.00%	0.00%
Responsiveness to your needs	55	87.30%	8	12.70%	0	0.00%	0	0.00%	100.00%	0.00%
Professionalism	54	86.71%	8	12.70%	1	1.59%	0	0.00%	98.41%	1.59%
Readily Accessible	49	77.78%	14	22.22%	0	0.00%	0	0.00%	100.00%	0.00%
*Pre-Event	57	90.48%	6	9.52%	0	0.00%	0	0.00%	100.00%	0.00%
*On-Site	48	80.00%	11	18.33%	1	1.67%	0	0.00%	98.33%	1.67%
Clarity of Information	367	83.76%	69	15.77%	2	0.46%	0	0.00%	99.54%	0.46%
Event Manager Subtotal										
Building Operations	44	69.84%	19	30.16%	0	0.00%	0	0.00%	100.00%	0.00%
Courtesy of Building Staff	40	63.49%	17	26.98%	5	7.94%	1	1.59%	90.48%	9.52%
Cleanliness	43	68.25%	16	25.40%	3	4.76%	1	1.59%	93.65%	6.35%
Accuracy of Setups	45	71.43%	14	22.22%	4	6.35%	0	0.00%	93.65%	6.35%
Timeliness of Setups	34	54.84%	20	32.26%	6	9.68%	2	3.23%	87.10%	12.90%
Building Signage	206	65.57%	86	27.40%	18	5.75%	4	1.28%	92.97%	7.03%
Building Operations Subtotal										
Global Spectrum Subtotal	328	78.00%	196	18.94%	25	2.62%	4	0.42%	96.94%	3.04%
Priority Networks	27	77.14%	8	22.86%	0	0.00%	0	0.00%	100.00%	0.00%
Knowledgeable	27	77.14%	6	17.14%	1	2.86%	1	2.86%	94.29%	5.71%
Responsiveness to your needs	27	77.14%	7	20.00%	1	2.86%	0	0.00%	97.14%	2.86%
Professionalism	26	74.29%	5	14.29%	3	8.57%	1	2.86%	88.57%	11.43%
Readily Accessible	27	77.14%	6	17.14%	2	5.71%	0	0.00%	94.29%	5.71%
Clarity of Information	27	77.14%	6	17.14%	2	5.71%	0	0.00%	94.29%	5.71%
Accuracy of Setups	24	75.00%	6	18.75%	2	6.25%	0	0.00%	93.75%	6.25%
Timeliness of Setups	185	76.43%	44	18.19%	11	4.57%	2	0.82%	94.62%	5.38%
Priority Networks Subtotal										

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Miami Beach Convention Center Client Response Results
October 2009 - September 2010

	Excellent	Pctg	Good	Pctg	Fair	Pctg	Poor	Pctg	Positive	Negative
Audio Visual										
Knowledgeable	24	82.76%	5	17.24%	0	0.00%	0	0.00%	100.00%	0.00%
Responsiveness to your needs	23	79.31%	6	20.69%	0	0.00%	0	0.00%	100.00%	0.00%
Professionalism	23	79.31%	6	20.69%	0	0.00%	0	0.00%	100.00%	0.00%
Readily Accessible	22	75.86%	7	24.14%	0	0.00%	0	0.00%	100.00%	0.00%
Clarity of Information	23	79.31%	5	17.24%	1	3.45%	0	0.00%	96.55%	3.45%
Accuracy of Setups	23	79.31%	6	20.69%	0	0.00%	0	0.00%	100.00%	0.00%
Timeliness of Setups	24	82.76%	5	17.24%	0	0.00%	0	0.00%	100.00%	0.00%
Courtesy of AV floor Operations Staff	21	80.77%	5	19.23%	0	0.00%	0	0.00%	100.00%	0.00%
Audio Visual Subtotals	183	79.92%	45	19.65%	1	0.43%	0	0.00%	99.57%	0.43%
Centerplate										
Knowledgeable	41	70.69%	17	29.31%	0	0.00%	0	0.00%	100.00%	0.00%
Responsiveness to your needs	40	68.97%	12	20.69%	4	6.90%	2	3.45%	89.66%	10.34%
Professionalism	43	74.14%	14	24.14%	1	1.72%	0	0.00%	98.28%	1.72%
Readily Accessible	38	65.52%	14	24.14%	4	6.90%	2	3.45%	89.66%	10.34%
Clarity of Information	40	70.18%	15	26.32%	1	1.75%	1	1.75%	96.49%	3.51%
Courtesy of Catering Staff	40	74.07%	9	16.67%	5	9.26%	0	0.00%	90.74%	9.26%
Food Quality	31	57.41%	16	29.63%	6	11.11%	1	1.85%	87.04%	12.96%
Food Presentation	34	62.96%	14	25.93%	4	7.41%	2	3.70%	88.89%	11.11%
Menu Selection/Variety/Flexibility	29	53.70%	21	38.89%	2	3.70%	2	3.70%	92.59%	7.41%
Accuracy of Setups	41	74.55%	12	21.82%	1	1.82%	1	1.82%	96.36%	3.64%
Timeliness of Setups	42	80.77%	7	13.46%	2	3.85%	1	1.92%	94.23%	5.77%
Courtesy of Concessions Staff	27	57.45%	16	34.04%	3	6.38%	1	2.13%	91.49%	8.51%
Food Quality	23	52.27%	14	31.82%	5	11.36%	2	4.55%	84.09%	15.91%
Food Presentation	23	52.27%	15	34.09%	5	11.36%	1	2.27%	86.36%	13.64%
Menu Selection	23	52.27%	15	34.09%	5	11.36%	1	2.27%	86.36%	13.64%
Cleanliness and Setup of Outlets	25	59.52%	13	30.95%	2	8.33%	2	4.76%	90.48%	13.09%
Centerplate Subtotals	540	61.97%	224	29.29%	50	7.71%	19	3.02%	91.42%	8.80%
Other Services										
Valet Parking	11	28.21%	21	53.85%	5	12.82%	2	5.13%	82.05%	17.95%
Business Center	9	29.03%	18	58.06%	2	6.45%	2	6.45%	87.10%	12.90%
Convention Concierge	13	39.39%	19	57.58%	1	3.03%	0	0.00%	96.97%	3.03%
Miami Beach Fire Marshall	31	68.89%	13	28.89%	0	0.00%	1	2.22%	97.78%	2.22%
Other Services Subtotal	64	41.38%	71	49.59%	8	5.58%	5	3.45%	90.97%	9.03%
Building Subtotal	1,800	67.54%	580	27.13%	95	4.18%	30	1.54%	94.67%	5.72%
Surveys Sent	114									
Surveys Received	63									
Percent Received	55%									



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**Miami Beach Convention Center Client Response Results
October 2010 - June 2011**

	Excellent	Pctg	Good	Pctg	Fair	Pctg	Poor	Pctg	Positive	Negative
Sales	42	85.71%	6	12.24%	0	0.00%	1	2.04%	97.96%	2.04%
Knowledgeable	43	86.00%	6	12.00%	0	0.00%	1	2.00%	98.00%	2.00%
Responsiveness to your needs	43	86.00%	6	12.00%	0	0.00%	1	2.00%	98.00%	2.00%
Professionalism	43	86.00%	6	12.00%	0	0.00%	1	2.04%	95.92%	4.08%
Readily Accessible	41	83.67%	6	12.24%	1	2.04%	1	2.02%	97.58%	2.42%
Clarity of Information	212	85.48%	30	12.10%	4	0.41%	5	0.00%	100.00%	0.00%
Sales Subtotal										
Event Manager	47	90.38%	5	9.62%	0	0.00%	0	0.00%	98.08%	1.92%
Knowledgeable	45	86.54%	6	11.54%	1	1.92%	0	0.00%	100.00%	0.00%
Responsiveness to your needs	46	92.00%	4	8.00%	0	0.00%	0	0.00%	98.08%	1.92%
Professionalism	45	86.54%	6	11.54%	1	1.92%	0	0.00%	98.00%	2.00%
Readily Accessible	42	84.00%	7	14.00%	1	2.00%	0	0.00%	100.00%	0.00%
*Pre-Event	49	94.23%	3	5.77%	0	0.00%	0	0.00%	97.96%	2.04%
*On-Site	42	85.71%	6	12.24%	1	2.04%	0	0.00%	98.87%	1.13%
Clarity of Information	316	88.49%	37	10.39%	4	1.13%	0	0.00%	98.04%	1.96%
Event Manager Subtotal										
Building Operations	42	82.35%	8	15.69%	0	0.00%	1	1.96%	94.12%	5.88%
Courtesy of Building Staff	35	68.63%	13	25.49%	3	5.88%	0	0.00%	100.00%	0.00%
Cleanliness	40	80.00%	10	20.00%	0	0.00%	0	0.00%	94.12%	5.88%
Accuracy of Setups	42	82.35%	6	11.76%	2	3.92%	1	1.96%	90.00%	10.00%
Timeliness of Setups	32	64.00%	13	26.00%	4	8.00%	1	2.00%	95.25%	4.75%
Building Signage	191	75.47%	50	19.79%	9	3.56%	3	1.18%	96.94%	3.04%
Building Operations Subtotal										
Global Spectrum Subtotal	719	78.00%	117	18.94%	14	2.62%	8	0.42%	100.00%	0.00%
Smart City	18	78.26%	5	21.74%	0	0.00%	0	0.00%	91.30%	8.70%
Knowledgeable	18	78.26%	3	13.04%	2	8.70%	0	0.00%	100.00%	0.00%
Responsiveness to your needs	18	78.26%	5	21.74%	0	0.00%	0	0.00%	95.65%	4.35%
Professionalism	18	78.26%	4	17.99%	1	4.35%	0	0.00%	91.30%	8.70%
Readily Accessible	18	78.26%	3	13.04%	1	4.35%	1	4.35%	100.00%	0.00%
Clarity of Information	18	78.26%	5	21.74%	0	0.00%	0	0.00%	95.65%	4.35%
Accuracy of Setups	18	78.26%	4	17.39%	1	4.35%	0	0.00%	96.27%	3.73%
Timeliness of Setups	125	78.26%	29	18.01%	5	3.11%	1	0.62%		
Priority Networks Subtotal										

**MIAMI BEACH
convention
center**

Proudly Managed By:
GLOBAL SPECTRUM

Miami Beach Convention Center Client Response Results
October 2010 - June 2011

	Excellent	Pctg	Good	Pctg	Fair	Pctg	Poor	Pctg	Positive	Negative
Audio Visual										
Knowledgeable	17	77.27%	4	18.18%	0	0.00%	1	4.55%	95.45%	4.55%
Responsiveness to your needs	16	72.73%	5	22.73%	0	0.00%	1	4.55%	95.45%	4.55%
Professionalism	16	72.73%	5	22.73%	0	0.00%	1	4.55%	90.91%	9.09%
Readily Accessible	14	63.64%	6	27.27%	1	4.55%	1	4.55%	90.91%	9.09%
Clarity of Information	14	63.64%	6	27.27%	1	4.55%	1	4.55%	95.45%	4.55%
Accuracy of Setups	16	72.73%	5	22.73%	0	0.00%	1	4.55%	95.45%	4.55%
Timeliness of Setups	17	77.27%	4	18.18%	0	0.00%	1	5.00%	95.00%	5.00%
Courtesy of AV floor Operations Staff	15	75.00%	4	20.00%	0	0.00%	1	5.00%	94.26%	5.74%
Audio Visual Subtotals	125	71.88%	39	22.39%	2	1.44%	8			
Centerplate										
Knowledgeable	33	82.50%	6	15.00%	0	0.00%	1	2.50%	97.50%	2.50%
Responsiveness to your needs	31	77.50%	7	17.50%	1	2.50%	1	2.50%	95.00%	5.00%
Professionalism	34	85.00%	4	10.00%	2	5.00%	0	0.00%	92.50%	7.50%
Readily Accessible	32	80.00%	5	12.50%	2	5.00%	1	2.50%	97.44%	2.56%
Clarity of Information	32	82.05%	6	15.38%	1	2.56%	0	0.00%	97.44%	2.56%
Courtesy of Catering Staff	33	84.62%	5	12.82%	0	0.00%	1	2.56%	92.31%	7.69%
Food Quality	25	64.10%	11	28.21%	1	5.13%	2	0.00%	94.87%	5.13%
Food Presentation	28	71.79%	9	23.08%	2	5.13%	0	0.00%	94.87%	5.13%
Menu Selection/Variety/Flexibility	28	71.79%	9	23.08%	2	5.13%	0	0.00%	97.50%	2.50%
Accuracy of Setups	34	85.00%	5	12.50%	0	0.00%	1	2.50%	97.44%	2.56%
Timeliness of Setups	33	84.62%	5	12.82%	1	2.56%	0	0.00%	96.88%	3.13%
Courtesy of Concessions Staff	22	68.75%	9	28.13%	1	3.13%	0	0.00%	83.87%	16.13%
Food Quality	19	61.29%	7	22.58%	4	12.90%	1	3.23%	90.32%	9.68%
Food Presentation	19	61.29%	9	29.03%	3	9.68%	0	0.00%	93.55%	6.45%
Menu Selection	18	58.06%	11	35.48%	2	6.45%	0	0.00%	100.00%	0.00%
Cleanliness and Setup of Outlets	20	66.67%	10	33.33%	0	0.00%	0	0.00%	94.78%	5.22%
Centerplate Subtotals	441	61.97%	118	29.29%	22	7.71%	8			
Other Services										
Valet Parking	14	48.28%	11	37.93%	3	10.34%	1	3.45%	86.21%	13.79%
Business Center	11	55.00%	8	40.00%	0	0.00%	1	5.00%	95.00%	5.00%
Convention Concierge	11	55.00%	9	45.00%	0	0.00%	0	0.00%	100.00%	0.00%
Miami Beach Fire Marshall	22	68.75%	9	28.13%	1	3.13%	0	0.00%	96.88%	3.13%
Other Services Subtotal	58	56.76%	37	37.76%	4	3.37%	2	2.11%	94.52%	5.48%
Building Subtotal	1,469	74%	340	21%	47	3%	27	2%	95.00%	5.00%
Surveys Sent	78									
Surveys Received	52									
Percent Received	67%									



Proudly Managed By:
GLS SPECTRUM