

MIAMI BEACH

City Commission Meeting

ADDENDUM MATERIAL 3

City Hall, Commission Chambers, 3rd Floor, 1700 Convention Center Drive

May 8, 2013

Mayor Matti Herrera Bower
Vice-Mayor Jonah Wolfson
Commissioner Jorge R. Exposito
Commissioner Michael Góngora
Commissioner Jerry Libbin
Commissioner Edward L. Tobin
Commissioner Deede Weithorn

City Manager Jimmy L. Morales
City Attorney Jose Smith
City Clerk Rafael E. Granado

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ATTENTION ALL LOBBYISTS

Chapter 2, Article VII, Division 3 of the City Code of Miami Beach entitled "Lobbyists" requires the registration of all lobbyists with the City Clerk prior to engaging in any lobbying activity with the City Commission, any City Board or Committee, or any personnel as defined in the subject Code sections. Copies of the City Code sections on lobbyists laws are available in the City Clerk's office. Questions regarding the provisions of the Ordinance should be directed to the Office of the City Attorney.

ADDENDUM AGENDA

C4 - Commission Committee Assignments

C4J Referral To The Land Use And Development Committee And Planning Board For Rezoning Of Property At 1729 Lenox Avenue, From RS-4 To RM-1, To Permit A Daycare Facility Associated With The Cuban Hebrew Congregation.

(Requested by Vice-Mayor Jonah Wolfson)

C7 - Resolutions

C7Q A Resolution Approving And Authorizing The Acceptance Of Donations Of Hotel Rooms Made To The City For Memorial Day Weekend.

(Tourism, Culture & Economic Development Department)

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MIAMI BEACH

OFFICE OF THE MAYOR AND COMMISSION

MEMORANDUM

TO: Jimmy Morales, City Manager
FROM: Jonah Wolfson, Vice Mayor
DATE: May 7th, 2013
SUBJECT: Agenda Item

Please place on the May 8th, 2013, Commission Meeting Agenda a referral to the Land Use and Development Committee and Planning Board for rezoning of property at 1729 Lenox Avenue, from RS-4 to RM-1, to permit a daycare facility, associated with the Cuban Hebrew Congregation.”

If you have any questions, please contact Leonor Hernandez at extension 6437.

JW/lh

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Condensed Title:

A resolution approving and authorizing the acceptance donations of hotel rooms made to the City for Memorial Day Weekend.

Key Intended Outcome Supported:

N/A

Supporting Data (Surveys, Environmental Scan, etc.): According to the 2012 Community Satisfaction Survey, nearly six out of ten residents (57%) rated management of special events as excellent or good, yet this figure is down from 70% in 2009. Residents of South Beach/Bella Isle and Mid Beach were more critical of management of special events. Six in ten business owners (59%) gave the City high marks for management of special events that attract large numbers of people, this figure was down considerably from 2009 (74%). South Beach business owners were most critical of the City's ability to manage special events, as 48% gave the City fair or poor evaluations.

Item Summary/Recommendation:

Similar to the City's successful planning efforts for past Memorial Day Weekends, the City has prepared for the upcoming Memorial Day 2013 Holiday Weekend (Thursday, May 23, 2013 – Tuesday, May 28, 2013). Irrespective of any events and based upon early occupancy reports, it is anticipated that this year's holiday weekend will attract at least as many people as previous Memorial Day weekends, causing the City's resources to be strained. Various departments enhance their staffing this weekend, including our Parking, Code Compliance, Public Works/Sanitation, Tourism and Cultural Development, Fire/Rescue and Police Department. My office also works throughout the weekend during various shifts, providing executive level support, as needed. While staffing plans are prepared in anticipation of expected crowds, these plans are adjusted, as needed, including decreasing staffing throughout the weekend if appropriate.

In addition to addressing enhanced staffing to ensure sufficient coverage to address any life safety and quality of life issues, the MEP addresses everything from transportation (road closures, etc.) to sanitation (placement of additional waste bins, clean up schedule) and parking. The plan also addresses operational issues, such as coordinating Goodwill Ambassadors, developing community outreach plans, placement of VMS signs, production of signage and other informational materials, etc.

City employees work in excess of 12 hours each day throughout the weekend. Historically, rooms were donated on an individual basis for use by City Management, the Police Department and Miami-Dade County Goodwill Ambassador oversight. Several hotels have offered to donate standard hotel rooms again this year to help reduce travel time and keep employees rested. The following is a list of hotels donating rooms for official use:

- Ritz Carlton
- Loews Miami Beach
- SLS Hotel South Beach
- Shelborne South Beach
- The James Royal Palm Hotel
- Delano Hotel

There are a total of 35 rooms being donated. These donations are being provided to the City for official business associated with efforts for Memorial Day Weekend. It is recommended that these donations be made to the City instead of individuals. As a result, the donations must be pre-approved by the City Commission. The allocation of rooms will be centralized.

Advisory Board Recommendation:

N/A

Financial Information:

Source of Funds:	Amount		Account
	1		
OBPI	Total		

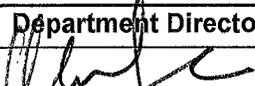
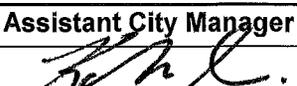
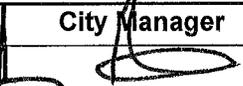
Financial Impact Summary:

N/A

City Clerk's Office Legislative Tracking:

Max Sklar, Tourism and Cultural Development Director

Sign-Offs:

Department Director	Assistant City Manager	City Manager
		

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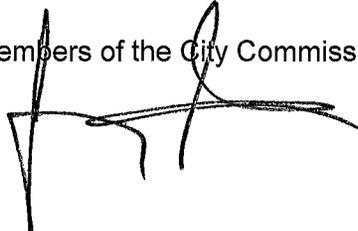


MIAMI BEACH

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: Jimmy L. Morales, City Manager 

DATE: May 8, 2013

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE ACCEPTANCE OF DONATIONS OF HOTEL ROOMS MADE TO THE CITY FOR MEMORIAL DAY WEEKEND.**

ADMINISTRATION RECOMMENDATION

Adopt the resolution.

FUNDING

N/A

BACKGROUND

Similar to the City's successful planning efforts for past Memorial Day Weekends, the City has prepared for the upcoming Memorial Day 2013 Holiday Weekend (Thursday, May 23, 2013 – Tuesday, May 28, 2013). Irrespective of any events and based upon early occupancy reports, it is anticipated that this year's holiday weekend will attract at least as many people as previous Memorial Day weekends, causing the City's resources to be strained.

By all accounts, the popularity of Miami Beach for Memorial Day Weekend has been the product of internet promotion of the destination by prior visitors and web sites that promote certain locations during particular times of the year (e.g. New Years, Labor Day, Spring Break). For the past few years there has been no formal, organized event(s) in the City associated with this Major Event Period (MEP), as compared to the MEP for the Super Bowl, New Year's Eve or Art Basel Miami Beach, for example. Usually, most of the visitors enjoy the weekend at our local hotels, cafes and beach, and our clubs will have private events within their properties. Memorial Day Weekend generally attracts an estimated 200,000 people to the City over the course of Thursday through Monday, with the busiest period being Friday, Saturday and Sunday. Occupancy rates at local hotels are currently projected to be at about 85%, and we will continue to monitor. Needless to say, the influx of so many visitors to the City requires us to plan for traffic, crowd control, sanitation, code and parking. As a result, our MEP Planning process looks at prior years in developing the staffing and operational plan for the current year. The focus is to ensure the safety and welfare of our residents and visitors, while keeping our streets clean and traffic manageable.

Enhanced Staffing

Various departments enhance their staffing this weekend, including our Parking, Code Compliance, Public Works/Sanitation, Tourism and Cultural Development, Fire/Rescue and Police Department. My office also works throughout the weekend during various shifts, providing executive level support, as needed. While staffing plans are prepared in anticipation of expected crowds, these plans are adjusted, as needed, including decreasing

staffing throughout the weekend if appropriate.

As part of the City of Miami Beach's MEP Plan, in 2003, the City began submitting a request for In-Kind Services assistance to Miami-Dade County to provide enhanced public safety resources, beach maintenance and the participation of members of the County's Goodwill Ambassador Team, to assist the City of Miami Beach throughout the Memorial Day holiday weekend. In 2005, the County included In-Kind support for Memorial Day weekend in their annual budget, which eliminates the need for a separate request. Annual in-kind support is based on actual costs from the previous year. As in the past year, the City's Police Department will be canceling off-duty assignments and deploying public safety staff on an alpha/bravo shift assignment. This will be supplemented by mutual aide from Miami-Dade County and additional assistance from Florida Highway Patrol, City of Miami, Florida Department of Law Enforcement, Miami-Dade Corrections Department, Coral Gables, Fort Lauderdale and other jurisdictions. The County's Parks Department also enhances their beach cleanup staff and schedule.

MEP Scope

In addition to addressing enhanced staffing to ensure sufficient coverage to address any life safety and quality of life issues, the MEP addresses everything from transportation (road closures, etc.) to sanitation (placement of additional waste bins, clean up schedule) and parking. The plan also addresses operational issues, such as coordinating Goodwill Ambassadors, developing community outreach plans, placement of VMS signs, production of signage and other informational materials, etc.

A separate Letter to Commission (LTC) was issued earlier this week summarizing the detailed MEP for the holiday weekend.

Donations

City employees work in excess of 12 hours each day throughout the weekend. Historically, rooms were donated on an individual basis for use by City Management, the Police Department and Miami-Dade County Goodwill Ambassador oversight. Several hotels have offered to donate standard hotel rooms again this year to help reduce travel time and keep employees rested. The following is a list of hotels donating rooms for official use:

- Ritz Carlton
- Loews Miami Beach
- SLS Hotel South Beach
- Shelborne South Beach
- The James Royal Palm Hotel
- Delano Hotel

There are a total of 35 rooms being donated. These donations are being provided to the City for official business associated with efforts for Memorial Day Weekend. It is recommended that these donations be made to the City instead of individuals. As a result, the donations must be pre-approved by the City Commission. The allocation of rooms will be centralized.

CONCLUSION

The Administration recommends the adoption of the attached Resolution.

JLM/KGB/MAS

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RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE ACCEPTANCE OF DONATIONS OF HOTEL ROOMS MADE TO THE CITY FOR MEMORIAL DAY WEEKEND.

WHEREAS the City has prepared for the upcoming 2013 Memorial Day Holiday Weekend (Thursday, May 23, 2013 – Tuesday, May 28, 2013) and it is anticipated that this year's Holiday Weekend will attract at least as many people as previous Memorial Day weekends, which have attracted 200,000 visitors to the City, causing the City's resources to be strained; and

WHEREAS, the influx of so many visitors requires the City to plan for traffic, crowd control, sanitation, code and parking to ensure the safety and welfare of our residents and visitors, while keeping our streets clean and traffic manageable; and

WHEREAS, in addition to addressing enhanced staffing to ensure sufficient coverage to address any life safety and quality of life issues, the Major Event Plan addresses everything from transportation to sanitation, parking, and operational issues such as coordinating Goodwill Ambassadors, developing community outreach plans, placement of variable message signs, production of signage, and other informational materials; and

WHEREAS, hotel rooms have been historically donated for use by City Management, the Police Department, and Miami-Dade County Goodwill Ambassadors during Memorial Day Weekend in order to facilitate the efficient oversight and management of heightened public services and responses needed during the Weekend; and

WHEREAS, several hotels have offered to donate standard hotel rooms again this year and the following is a list of hotels donating a total of up to 40 rooms for official use by the City of Miami Beach during the 2013 Memorial Day Holiday Weekend:

- Ritz Carlton
- Loews Miami Beach
- SLS Hotel South Beach
- Shelborne South Beach
- The James Royal Palm Hotel
- Delano Hotel; and

WHEREAS, as these donations are made to the City, the donations must be approved by the City Commission.

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 approve and authorize the acceptance of up to 40 donated hotel rooms to the City of Miami Beach for Memorial Day Weekend as set forth herein.

PASSED and ADOPTED this 8th day of May, 2013.

ATTEST:

MAYOR

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

CITY CLERK

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City Attorney

5/7/13
Date