



MIAMIBEACH

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

COMMITTEE MEMORANDUM

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: June 20, 2014

This shall serve as written notice that a meeting of the Finance and Citywide Projects Committee has been scheduled for June 20, 2014, at 2:00 P.M. in the Commission Chambers.

The agenda is as follows:

OLD BUSINESS

1. **Discussion regarding bicycle safety campaign with the Miami Beach police department, Decobike and local bicycle rental companies** *(December 11, 2011 Commission Item R9H)(182)*

Jose Gonzalez – Transportation Manager

NEW BUSINESS

2. **Discussion regarding whether or not to pursue food and beverage concessions for Soundscape Park, Collins Park, and the Miami Beach Botanical Garden** *(May 21, 2014 Commission Item C4G)(194)*

Max Sklar – Tourism, Cultural and Economic Development Director

3. **Discussion regarding Parking – Strategic Pricing** *(May 21, 2014 Commission Item C4E)(195)*

Saul Frances – Parking Director

4. **Discussion on Upgrading the City's Enterprise Resource Planning (ERP) System** *(May 28, 2014 Commission Item R9H)(197)*

Mark Taxis – Assistant City Manager

5. **Discussion on A Resolution Approving The Purchase Of Flood Insurance, All-Risk Property Insurance, Including Windstorm, Boiler & Machinery Insurance For City Buildings And Contents (Including**

New Construction); And Fine Arts Insurance (Bass Museum), As Proposed By Arthur J. Gallagher Risk Management Services, Inc., The City's Broker Of Record (May 28, 2014 Commission Item R7E)(198)

Sylvia Crespo-Tabak – Director Human Resources

6. Discussion on whether or not to reconstitute the Nightlife Industry Taskforce (June 11, 2014 Commission Item C4C)(199)

Max Sklar – Tourism, Cultural and Economic Development Director

7. Discussion on Use of the Byron Carlyle Theater (June 11, 2014 Commission Item C4D)(200)

Max Sklar – Tourism, Cultural and Economic Development Director

Finance and Citywide Projects Committee Meetings for 2014:

July 18, 2014

August 13, 2014

September 25, 2014

October 17, 2014

November 12, 2014

December 12, 2014

PENDING ITEMS: REFER TO ATTACHMENT 1

PDW/rs/kd

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Cc. Mayor and Members of the City Commission
Management Team

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COMMITTEE MEMORANDUM

TO: Finance & Citywide Projects Committee

FROM: Jimmy L. Morales, City Manager 

DATE: June 20, 2014

SUBJECT: **DISCUSSION REGARDING BICYCLE SAFETY CAMPAIGN WITH THE MIAMI BEACH POLICE DEPARTMENT, DECOBIKE AND LOCAL BICYCLE RENTAL COMPANIES.**

BACKGROUND

Miami Beach has historically been one of the premier cities for bicycle transportation in South Florida. In 2013, based on 2010 US Census data, the City ranked tenth in the list of cities in the United States where people are most likely to use bicycles to commute to work. This national recognition is substantiated by the results of the City's Community Satisfaction Survey which documented that, in 2012, 11% of residents either walked or used a bicycle as their primary mode of transportation. In the South Beach area, this figure rose to 26%. The Community Satisfaction Survey further reflects that 48% of residents would be willing to use a bicycle as an alternative to a car. This figure is significantly higher than the 17% reported in 2009. By way of context, the national average for commuter bicycle trips is 0.56% and the figure is even lower for Miami-Dade County.

As a result of the number of cyclists currently traveling on the City's streets, sidewalks, and pedestrian pathways, the number of conflicts, violations, and accidents has become a source of concern for the City Commission and residents. The Commission directed staff to embark on a bicycle safety campaign with the goal of reducing the number of accidents and conflicts between motor vehicles and bicycles by educating motorists and bicyclists on traffic laws.

Staff research indicated that 184 accidents involving bicycles occurred from 2010 to 2012. From these accidents, the City of Miami Beach Police Department cited 66% of motorists as being at fault. When these accidents are broken down by residency, 50% of all accidents involved motorists that are non-Miami Beach residents, 13% involved Miami Beach resident motorists and 37% are Miami Beach resident cyclists. Research also strongly suggests that bicycle accidents involving vehicles peak during our Major Events Periods (MEP), between December and March.

At the July 29, 2013 Neighborhood/Community Affairs Committee (NCAC) meeting, the Committee passed a motion directing the Administration to develop a Bicycle Safety Plan and referred the item to the Bicycle Committee for discussion and to return to the NCAC with a recommendation and an outline of the proposed Bicycle Safety Campaign. It is worth noting that the City has conducted bicycle safety campaigns in recent years, some in partnership with the Florida Department of Transportation (FDOT) and the University of Miami BikeSafe Program. Additionally, several multilingual public service announcements promoting bicycle safety are currently airing on MBTV.

At the Finance & Citywide Projects Committee (FCWPC) meeting on February 21, 2014, the Committee recommended moving forward with the Bicycle Safety Campaign focusing on the importance of bicycle and driver awareness when sharing the streets of Miami Beach. Attachment A depicts a cost break down for the various items associated with the campaign. The recommendations of the FCWPC included the following:

- City staff to coordinate with Regal Cinema to do an in-kind video advertisement spot.
- Review the proposed campaign with cycling groups.
- Refine the budget and bring back to FCWPC as part of the FY 2014/15 budget development process.

UPDATE ON FCWPC RECOMMENDATIONS

Regarding the FCWPC recommendations to seek advertising opportunities in Regal movie theaters, the City has been advised that it would be required to pay to advertise in the theatres. Regal is able to give the City discounted pricing for ads; however, free ads are not an option. As an example, the City has previously aired Recycling Public Service Announcements (PSA) and Cultural Arts campaign ads for a discounted price. The cost for advertising in the theaters will vary depending on length of contract, total number of theatres, etc. Based on information provided by the City's Tourism, Culture and Economic Development Department, it is anticipated that the purchase of 18 screens at the South Beach Regal Cinema for a 21-week period would cost approximately \$7,560. This cost has been included as an optional item in the updated budget (Attachment A).

City staff has been in contact with the Everglades Bicycle Club (EBC) and other cycling teams to discuss and review the purpose of the campaign. EBC is the largest bicycle club in South Florida with over 600 paid members. EBC and area wide cycling teams were also invited to the events outlined in the following section of this memo, as part of National Bike Month (May). EBC members indicated a strong support for the City initiatives regarding these events and the value of addressing safety for bicyclists.

CAMPAIGN OUTREACH AND EDUCATION

Currently, the City is implementing the following strategies as part of the Bicycle Safety Campaign, included as part of Attachment B:

- Including safety message in parking meter receipts
- Bicycle safety messages in the City's e-newsletters in English/Spanish for the past three months.
- MB magazine mention, winter 2014
- PSA bike safety link: http://www.youtube.com/watch?v=O_Xt_ob3Q
- Twitter account for bike safety messages: <https://twitter.com/MiamiBeachNews>.

Recent tweets include:

- May is national [#BikeMonth](#). [#MiamiBeach](#) Motorists & Cyclists: use caution and share the road.
- Tomorrow: Bicycle Master Plan Public Workshop at 6:30PM, 2301 Alton Road.
- Cyclists: follow traffic rules of the road, including all traffic signals. [#BikeMonth](#) [#BikeSafe](#)
- Motorists: look out for approaching cyclists before opening your car door when parked. [#BikeMonth](#)
- [#BikeSafe](#) Cyclists: use lights and wear reflective gear. [#BikeMonth](#)
- Tomorrow is National Bike to Work Day. Plan your route to work. [#BikeMonth](#)

#BikeSafe

- Facebook account for bike safety messages: <https://www.facebook.com/cityofmiamibeach>
Recent posts include:
 - Tonight, join us for a bicycle master plan workshop at 6:30 pm at Miami Beach Golf Club. [#MiamiBeach](#) (644 views)
 - Celebrating National Bike Month, Miami Beach Community Bike Ride. [#BikeSafe \(8 photos\)](#) (836 views)
 - Participate in National Bike to Work Day on Friday, May 16
 - A new government report shows that bike commuting is growing faster than any other mode of transportation.
 - Ever wonder how many how many other frequent bike commuters are in your area? Check out this map from the [U.S. Census Bureau](#) <http://1.usa.gov/1obqYSQ> (693 views)
 - Students from Fienberg/Fisher K-8 participate in [#BiketoSchoolDay](#) from Flamingo Park to their school as part of Bike Month. They learned the rules of the road and committed to teaching others. [#MiamiBeach](#) — with [Sammy Martinez](#) and [2 others](#). (1,041 views)
- Attachment B includes a sample of one of the Major Events Plans (MEP) materials, which encourages bicyclist to obey all traffic laws. During major events periods, the City also displayed bike safety messages on Variable Message Signs (VMS) on the causeways.
- Printed 1000 bike safety cards for distribution.
- Promoted the brown bag bike safety workshop through a Bike to Work flyer.
- Promotion of bikes and bike safety on our homepage rotating banner.
- A press release (Attachment C) was issued on April 28, 2014 to announce the City of Miami Beach bicycle and pedestrian campaign is currently underway, with the goal of reducing the number of accidents between motor vehicles and cyclists/pedestrians through education and enforcement.

In addition, during the month of May and as part of National Bike Month, the City has been working with various partners on the following events to promote some of the objectives of the City's Bicycle Safety Campaign. Tactics have included the use of media, community outreach, event organization, and distribution of bicycle safety cards and other bicycle safety related information at each of the events indicated below.

- May 7, Bike to School Day
In partnership with BikeSafe, FDOT and the City's Police Department, a Bike to School Day ride started at Flamingo Park and ended at Feinberg Fischer K-8 School. The ride was fully escorted by our Police Department and well attended by approximately 90 kids and some teachers. The purpose of Bike to School Day was to promote children biking to school safely. Attachment D includes the Bike to School Day flyer.
- May 10, Miami Beach Community Bike Ride
For the past 13 years, the Community Bike Ride has been providing an environment to encourage people to participate and ride their bicycles. The Police-escorted 14-mile bike ride starts at the Miami Beach Bicycle Center located at Fifth Street and Washington Avenue and continues to the north city limits on 87th Terrace, then returns to the starting point. The Miami Beach Police Department escorted the group during their 14-mile ride. The event was well attended including representatives from FDOT. Brochures and other informational materials were distributed to highlight the importance of riding safely by becoming aware of the laws that apply to cyclists. This ride was also part of the Bicycle

Safety Campaign.

- May 12 through May 16, National Bike to Work Week

The City initiated Bike to Work Week on May 12 with the purpose of encouraging employees to commute to work by bicycle. Transportation staff kicked-off the week long effort by hosting a brown bag lunch and discussing ideas on how to improve the ability for employees to ride their bike to work and to address bike safety issues. A representative from the South Florida Commuter Services was also in attendance. Bike safety material was available for attendees to take along. National Bike to Work Day is May 16 and will mark the end of National Bike to Work Week. The Transportation Department has been working with the Communications Department to encourage as many city employees as possible to participate in these events.

In addition to the above initiatives, staff has identified other short-term and long-term strategies to promote bicycle safety through a phased approach and employing various different media outlets. Some examples are tactics related to co-op advertisement, outdoor signage, community outreach, and events to raise awareness of bicycle safety on roadways. These tactics will be further developed as part of the Bicycle Master Plan Update effort and coordinated with the City of Miami Beach Communications Department, DecoBike, and local bicycle rental companies.

ENFORCEMENT

At the December 11, 2013 City Commission meeting, the Commission approved an agreement with the University of South Florida (USF) Board of Trustees for the USF's Center for Urban Transportation Research to fund a Pedestrian and Bicycle Safety High Visibility (HVE) Enforcement Campaign in the amount of \$88,920 which provides funding for police overtime for extra enforcement details. The contract was executed on March 18, 2014 and the campaign was launched by the Miami Beach Police Department (MBPD).

The purpose of the Pedestrian and Bicycle Safety (HVE) program is to improve pedestrian and bicyclist safety. The goal of this program is to reduce the incidence of crashes involving pedestrians and bicyclists and the resulting fatalities and injuries throughout the City of Miami Beach. The program will also support research and education efforts to improve pedestrian and bicyclist safety throughout South Florida, in partnership with the Center for Urban Transportation Research (CUTR) at the University of South Florida, and the Florida Department of Transportation (FDOT). The MBPD will be coordinating the assembling and presentation of data with these institutions. Attachment E shows the Enforcement Detail Documentation from March 7, 2014 through May 1, 2014.

The primary focus of this program is on areas experiencing disproportionately high pedestrian and bicycle crashes, and surrounding facilities such as schools. These are the same areas identified as part of the City's overall Bicycle Safety Campaign. This program aims to accomplish these objectives through support of research, education, encouragement and enforcement. Descriptions and examples of these activities are the following:

A. Research and Training Efforts

- The MBPD Accident Investigation Unit analyzed accident data to determine why and where crashes are occurring. This information assisted MBPD in identifying the locations in the City where enforcement is needed.
- This same analysis is being used to develop alternative and additional countermeasures.

- Officers assigned to HVE Detail Squads were trained per program requirements of the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), Pedestrian Training for Law Enforcement Guidelines.
- Pedestrian, Bicyclist and Motorist Safety Literature will be distributed by HVE Detail Squads during each engagement.

B. Creating Safe Behaviors - A Three-Stage Approach

- The HVE Detail Squads first engaged the public to educate, then progressed to warnings, and finally, issued citations, as illustrated in Attachment E. This three-stage approach will emphasize public education, and place the focus on the message and creation of safe behaviors.
- The HVE Detail Squads have collected data associated with CUTR program requirements to assist regional data collection efforts and research to direct FDOT resources to the efforts that result in the greatest safety improvements.

C. Enforcement Efforts

- The HVE Detail Squads are ensuring traffic laws are obeyed at selected dangerous locations (including enforcement of speed limit, yielding to pedestrians in crosswalks, and safe walking and bicycling behaviors). Attachment E also includes a "Traffic/Program Detail Totals to Date, Report Date 06/09/2014" showing a total of 664 warnings and 1,006 citations issued, from the start of the HVE Details on April 7 through June 9 of this year.

CONCLUSION

The Administration will continue promoting various bicycle safety tactics and events as well as education and enforcement efforts. As an example some of the efforts that would occur throughout the year should include, at a minimum, partnering with FDOT, Miami-Dade County and EBC to organize events and practical workshops that focus on providing bike safety information.

This year, the campaign is expected to conclude on August 15, coinciding with the end of the grant awarded to the Miami Beach Police Department. Subsequently, the data utilized to assemble the current Bicycle Safety Campaign should be updated and evaluated to determine how to best assemble a future campaign. The goal should be to address specific solutions to improve the safety of bicyclists in the City.

Depending on the results of the evaluation by City staff, a future campaign could occur next year perhaps during the same months as this year's campaign (April to August), depending on availability of similar grants, City funding and resources available. As the various strategies of the Bicycle Safety Campaign are launched, the City will continue to monitor accident reports and violations as a means to determine the effectiveness of the campaign.

This item is being presented to the Committee for discussion and further direction.

Attachment:

- A: Cost Spreadsheet
- B: Examples of Implementation Measures for Bike Safety Campaign
- C: Miami Beach Press Release

D: Bike to School Day Flyer

E: Enforcement Detail Documentation


KGB/JRG/XRF

Miami Beach Bicycle Safety Initiative
Cost Breakdown

Attachment A

Item	Quantity	Cost/Value	Seek Sponsor Opportunities/In-Kind	Net Cost to City
Parking meter receipt advertisements On all parking receipts for Q1 of 2014	1,375,000 impressions	\$1,500	X	\$0
Major Event Planning outreach materials (Brochures, signage, informational materials)	Amounts vary	\$4,000	X	\$0
Bus shelter PSAs	Price to be coordinated		TBD	
Outdoor signs on city streets	5	\$500		\$500
Helmets for drawing	5	\$500	X	*\$0
High visibility belts with our bicycle safety logo and in-kind company logo(s)	100	\$700	X	*\$0
Business cards with cyclist safety messaging	10,000	\$600		\$600
Bumper stickers for vehicles with our bicycle safety logo	300	\$200		\$200
High visibility T-shirts with our bicycle safety logo and in-kind company logo(s)	200	\$1,000	X	*\$0
Bicycle bells with our bicycle safety logo and/or in-kind company logo(s)	250	\$500	X	*\$0
Flashing safety lights with our bicycle safety logo and in-kind company logo(s)	500	\$500	X	*\$0
Reflective arm bands	100	\$675	X	*\$0
Bicycle safety flags	100	\$1,800	X	*\$0
PSAs on Atlantic Broadband	3 month run, space available	\$29,235	X	*\$0
Regal Cinema, 18 screens	4 month run	\$7,560		\$7,560
Total Cost		\$49,270		\$8,860

*In-kind donations from sponsors and/or FDOT

TweetReach Report for

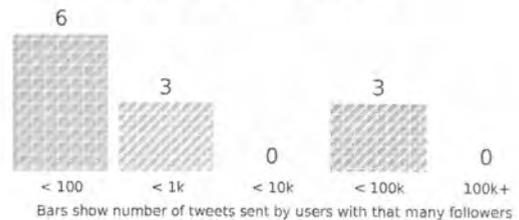
Motorists: look out for approaching cyclists before opening your car door when parked. #BikeMonth

estimated reach

98,998
accounts reached

exposure

108,199 impressions

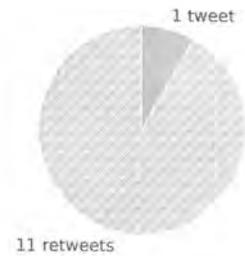
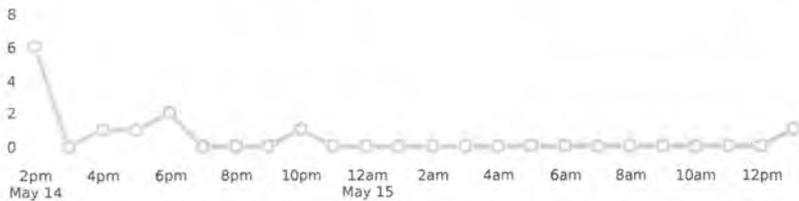


activity

12 tweets

12 contributors

24 hours



top contributors

highest exposure
64.8K impressions

 **@InSouthFlorida**

most retweeted
9 retweets

 **@MiamiBeachNews**

most mentioned
11 mentions

 **@MiamiBeachNews**

most retweeted tweets

9  **MiamiBeachNews**: Motorists: look out for approaching cyclists before opening your car door when parked. #BikeMonth
27 days ago

contributors

	Tweets	RTs	Impressions
1 InSouthFlorida	1	0	64,836
2 MiamiBeachNews	1	9	29,450
3 MiamiBeach411	1	0	12,543
4 BINGBING_LUXURY	1	0	631
5 grnj	1	0	356
6 DoctorJovic	1	0	131
7 MaryHester	1	0	96
8 LuisRod26	1	0	80
9 sir_randall954	1	0	26
10 CarloPaul	1	0	25
11 CBryanJung	1	0	22
12 sanctuary185	1	0	3

tweets timeline

May 15, 2014 at 1:11pm UTC

 DoctorJovic: RT @MiamiBeachNews: Motorists: look out for approaching cyclists before opening your car door when parked. #BikeMonth
26 days ago

May 14, 2014 at 11:00pm UTC

 sanctuary185: RT @MiamiBeachNews: Motorists: look out for approaching cyclists before opening your car door when parked. #BikeMonth
26 days ago

May 14, 2014 at 7:00pm UTC

 CarloPaul: RT @MiamiBeachNews: Motorists: look out for approaching cyclists before opening your car door when parked. #BikeMonth
27 days ago

 MaryHester: RT @MiamiBeachNews: Motorists: look out for approaching cyclists before opening your car door when parked. #BikeMonth
27 days ago

May 14, 2014 at 6:00pm UTC

 sir_randall954: RT @MiamiBeachNews: Motorists: look out for approaching cyclists before opening your car door when parked. #BikeMonth
27 days ago

May 14, 2014 at 5:00pm UTC

 CBryanJung: RT @MiamiBeachNews: Motorists: look out for approaching cyclists before opening your car door when parked. #BikeMonth
27 days ago

May 14, 2014 at 3:00pm UTC

 LuisRod26: RT @MiamiBeachNews: Motorists: look out for approaching cyclists before opening your car door when parked. #BikeMonth
27 days ago

 InSouthFlorida: RT @MiamiBeachNews: Motorists: look out for approaching cyclists before opening your car door when parked. #BikeMonth
27 days ago

 grnj: RT @MiamiBeachNews: Motorists: look out for approaching cyclists before opening your car door when parked. #BikeMonth
27 days ago

 BINGBING_LUXURY: RT @MiamiBeachNews: Motorists: look out for approaching cyclists before opening your car door when parked. #BikeMonth
27 days ago

 MiamiBeach411: RT @MiamiBeachNews: Motorists: look out for approaching cyclists before opening your car door when parked. #BikeMonth
27 days ago

 MiamiBeachNews: Motorists: look out for approaching cyclists before opening your car door when parked. #BikeMonth
27 days ago

May 14, 2014 at 2:02pm UTC



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

OFFICE OF COMMUNICATIONS, Melissa Berthier
Tel: 305.673.7575, E-mail: mberthier@miamibeachfl.gov

PRESS RELEASE

FOR IMMEDIATE RELEASE
April 28, 2014

Miami Beach is in High-Gear with Bicycle and Pedestrian Safety *—A Series of National Bike Month Activities Planned —*

Miami Beach, FL – A City of Miami Beach bicycle and pedestrian safety initiative is currently underway, with the goal of reducing the number of accidents between motor vehicles and cyclists/pedestrians through education and enforcement.

In commemoration of National Bike Month in May, the city is partaking in a series of events:

- On May 7 at 8 a.m., in celebration of National Bike to School Day, the city has partnered with the University of Miami BikeSafe Program and Fienberg Fisher K-8 Center students for a Bike to School Day ride.

A group of sixth through eighth grade students will ride approximately one mile from Flamingo Park to their school. Bike safety messages will be delivered, along with a bike raffle for participating students.

- On May 10, 8:30 a.m., as part of the monthly Miami Beach Community Bike Ride, the city and representatives from the Florida Department of Transportation (FDOT) will be delivering bicycle safety information to riders attending the event. *There will also be a brief discussion on the safety aspects of properly riding a bicycle on roadways.*

The Community Bike Ride starts at the Miami Beach Bicycle Shop located on 5 Street at Washington Avenue and is fully escorted by the Miami Beach Police Department (MBPD). From the bike shop, the ride travels to the north city limits and returns to the shop for a total of approximately 14 miles. Helmet use is required to participate in the ride.

- On May 13, 6:30 p.m.—8:30 p.m., at the Miami Beach Golf Club, the city will also be hosting a public workshop to discuss Bike Miami Beach, a comprehensive plan to develop a Miami Beach complete streets network. The plan aims to re-balance transportation priorities and ensure bicycle and pedestrian connectivity and walkability by taking into account the input of pedestrians, cyclists, tree canopy advocates and the community. The workshop will include a mapping exercise where residents can draw their preferred routes for incorporation into the plan.
- On May 16, as part of National Bike to Work Day, the city is encouraging their employees to cycle to work and/or use other transportation modes to get to work instead of driving. The city has provided detailed alternatives, which include bicycle and public transportation routes to getting to Miami Beach from various areas of South Florida.

An \$89,920 grant was awarded to MBPD to fund a pedestrian and bicycle safety enforcement campaign by the University of Florida's Center for Urban Transportation and Research. In the first week of April, High Visibility Enforcement (HVE) Detail Squads educated people in high-traffic intersections on safe behaviors. HEV squads progressed to issuing warnings, and are now issuing citations. Squad locations are strategically placed based upon analysis of accident sites from the MBPD Accident Investigation Unit. Between April 7 and April 20, 612 warnings were issued.

In addition to enforcement, the city has included cyclist and pedestrian safety messages to parking meter receipts, major event period materials (Spring Break/Memorial Day weekend), MB magazine, e-newsletters, social media and MBTV. They have also partnered with the Alliance for Aging organization to teach pedestrian safety to elders during a series of workshops.

###

2014 National Bike to School Day

Wednesday, May 7th



**Flamingo Park
to
Fienberg Fisher
K-8 Center**

Meet at park: 7:30am

Ride kicks off: 8:00am



Start
Flamingo Park
999 11th St.
Between pool and tennis courts

Finish
Fienberg Fisher K-8
Drexel Ave. & Espanola Way
At Children of the World Park



UNIVERSITY OF MIAMI
MILLER SCHOOL
of MEDICINE

iBike! That's How I Roll!
See Ms. Cattie for Permission Slip

MIAMI BEACH POLICE

Traffic / Program Detail Totals to Date – Report Date 06/09/2014

Total Number of Warnings Issued

664

Total Number of Citations Issued

1,006

Ped Viol. 316.130 (1) Warned	44	Ped Viol. 316.130 (1) Cited	252
Ped Viol. 316.130 (3) Warned	29	Ped Viol. 316.130 (3) Cited	18
Ped Viol. 316.130 (8) Warned	67	Ped Viol. 316.130 (8) Cited	8
Ped Viol. 316.130 (10) Warned	78	Ped Viol. 316.130 (10) Cited	67
Ped Obstr. Traf 316.2045 (1) Warned	7	Ped Obstr. Traf 316.2045 (1) Cited	1
Ped Obstr. Traf 316.2045 (2) Warned	0	Ped Obstr. Traf 316.2045 (2) Cited	0
Motor Viol. 316.13 (7A) Warned	217	Motor Viol. 316.13 (7A) Cited	105
Motor Viol. 316.13 (7B) Warned	124	Motor Viol. 316.13 (7B) Cited	215
Motor Viol. 316.13 (7C) Warned	1	Motor Viol. 316.13 (7C) Cited	11
Motor Viol. 316.13 (9) Warned	2	Motor Viol. 316.13 (9) Cited	3
Motor Viol. 316.13 (15) Warned	0	Motor Viol. 316.13 (15) Cited	1
Bicyclist Viol. 316.2065 (3B) Warned	0	Bicyclist Viol. 316.2065 (3B) Cited	0
Bicyclist Vio. 316.2065 (3D) Warned	0	Bicyclist Viol. 316.2065 (3D) Cited	0
Bicyclist Viol. 316.2065 (7) Warned	46	Bicyclist Viol. 316.2065 (7) Cited	7
Bicyclist Viol. 316.2065 (10) Warned	2	Bicyclist Viol. 316.2065 (10) Cited	1
Bicyclist Viol. 316.2065 (11) Warned	16	Bicyclist Viol. 316.2065 (11) Cited	5
Signs/Signals Traffic Control Dev. 316.074 (1) Warned	0	Signs/Signals Traffic Control Dev. 316.074 (1) Cited	8
Signs/Signals Traffic Cntrl Devices 316.075 (1C1) Warned	3	Signs/Signals Traffic Cntrl Devices 316.075 (1C1) Cited	4
Signs/Signals Traffic Cntrl Devices 316.123 (2A) Warned	0	Signs/Signals Traffic Cntrl Devices 316.123 (2A) Cited	0
Speed 316.183 (1) Too Fast for Cond. Warned	0	Speed 316.183 (1) Too Fast for Cond. Cited	0
Speed 316.187 (2C) State Road Warned	0	Speed 316.187 (2C) State Road Cited	1
Speed 316.189 (1) Municipal Road Warned	0	Speed 316.189 (1) Municipal Road Cited	0
Speed 316.189 (2) County Rd (Venetian Cswy) Warned	0	Speed 316.189 (2) County Rd (Venetian Cswy) Cited	0
Additional (Other) Warned	28	Additional (Other) Cited	299

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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 Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: May 21, 2014

SUBJECT: REFERRAL TO THE FINANCE AND CITYWIDE PROJECTS COMMISSION COMMITTEE – A DISCUSSION REGARDING WHETHER OR NOT TO PURSUE FOOD AND BEVERAGE CONCESSIONS FOR SOUNDSCAPE PARK, COLLINS PARK, AND THE MIAMI BEACH BOTANICAL GARDEN.

ADMINISTRATION RECOMMENDATION

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

BACKGROUND

Over the past few years the City has invested millions of dollars to create and improve Collins Park and SoundScape Park. The City and New World Symphony (NWS) successfully partnered to provide programming in SoundScape Park. The programming attracts thousands of people to view NWS Wallcasts™ and the City's SoundScape Cinema Series. The City has also worked with the Bass Museum to provide temporary public art and other sporadic Arts in the Parks Programs in Collins Park. However, there are significant periods of the time when these parks are fairly empty. That is because these parks offer nothing to attract nearby workers, visitors, or residents.

In recent months, the City Administration has been discussing methods to better activate Collins Park and SoundScape Park during the day. Those discussions have included the Collins Park Neighborhood Association and New World Symphony to ensure their interests are preserved. The City is currently working with those entities to provide free yoga in Collins Park several days each week and to provide a consistent schedule of daytime music in SoundScape as just one method to attract more daytime use.

The Miami Beach Botanical Garden is another facility identified as an area that could benefit from more pedestrian activity. Visitors to the Garden frequently seek food and beverage options while in the facility, but currently only have vending machine options.

Concession contractors to provide food and beverage services to the public are another method that has been successfully used in most other cities to activate parks. A single well planned concessionaire can offer the public something to do, something to eat, and an opportunity to sit/relax amongst other people. More importantly, they contribute to safety or the feeling of safety. Well planned concessionaires can complement their surroundings while also adding to the richness of parks and the urban experience.

SOUNDSCAPE PARK

SoundScape Park is located at the SW corner of Washington Avenue and 17th Street and is widely considered to be the front door of the New World Center, which is home to New World Symphony. The park was designed with restrooms and a variety of shaded areas for seating, but lacks a fixed concession building. Because the park doesn't have a concession facility the City has initiated discussions with NWS to determine if their exclusive cater, Thierry Catering and Event Design, could provide concession services in SoundScape. NWS and Thierry Catering have expressed interest and are in the process of developing a concept for review and consideration.

COLLINS PARK

Collins Park is located between 21 and 22 street on Collins Avenue and is considered the front door of the Bass Museum of Art. The Park used to also be the site of the Miami Beach Public Library. The library was demolished in 2005 and relocated to a new facility on 22nd street bordering Collins Park. The Rotunda, which is the former reading room of the library, was the only portion of the former structure to remain when the park and was renovated. However, the Rotunda renovation focused on the restoration of the exterior reliefs and does not allow the public to use the inside.

Past discussion have centered on activating the Rotunda with arts related ideas, but substantial funding would be required to make the Rotunda suitable for public use and arts activities typically require annual operating subsidies. The Administration would like the City Commission to consider leasing the space to a concessionaire for food and beverage services. If leased, the lessee could be required to fund build-out of the space and the City could provide tenant improvement credit in exchange for their investment. If the City Commission agrees with this concept, the City would need to issue a solicitation (RFP, RFQ, ITN) to secure a commercial real estate broker to assist the City in securing a viable tenant.

BOTANICAL GARDEN

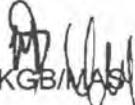
The City, in partnership with the Miami Beach Garden Conservancy, completed a \$1.3 million renovation of the Miami Beach Botanical Garden. The project included demolishing the existing concrete features; removing the existing

fencing and replacing it with monolithic walls; relocating the entrance of the garden; constructing water features and ponds; constructing hardscape paths, plazas and patios; relocating landscaping and plantings; and installing new lighting and irrigation.

Miami Beach Botanical Garden, located at 2000 Convention Center Drive, Miami Beach, is owned by the City of Miami Beach and operated by the Miami Beach Garden Conservancy. The City administration has contacted the Garden Conservancy who is interested in the concept, but expressed a concern with the volume of regular traffic needed to make the concession financially viable. Another consideration is that Art Basel in Miami Beach currently uses the Botanical Garden during their show and they contract with an independent operator for a café and sit down restaurant.

CONCLUSION

The Administration recommends the referral of the discussion regarding whether or not the City should pursue food and beverage concessions for Soundscape Park, Collins Park, and the Miami Beach Botanical Garden to the Finance and Citywide Projects Committee.


JLM/KGB/MAS

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MIAMIBEACH

OFFICE OF THE CITY MANAGER

COMMITTEE MEMORANDUM

TO: Finance and Citywide Projects Committee

FROM: Jimmy L. Morales, City Manager

DATE: June 20, 2014

SUBJECT: **PARKING - STRATEGIC PRICING**



BACKGROUND

The Mayor and Commission have identified mobility, transportation, and traffic congestion as priorities for improved resident quality of life. One initiative currently underway is to reduce traffic congestion through the regulation of commercial loading activity and reduce the obstruction of traffic on major thoroughfares. This is just one piece of the traffic congestion puzzle.

Several major U.S. cities, including, San Francisco and Santa Monica, California; and Seattle, Washington have implemented strategic parking pricing to achieve urban planning goals. I have attached an article entitled "The Parking Price is Right" published in the May 2014 issue of Public Management. This article provides great insight of proven progressive parking pricing strategies that have resulted in increase parking availability, reduced traffic congestion, and although it may seem counterintuitive, increased economic growth for businesses.

As you may recall, the Administration is pursuing the TIGER grant in order to fund a number of mobility and transportation initiatives. This initiative may very well be a game changer and a key component is "smart parking". In the simplest of terms, smart parking is the use of state-of-the-art technology to monitor the use of parking spaces in real time in order to manage parking "supply and demand" and apply strategic pricing to encourage use where demand is low through pricing and achieve the benefits mentioned above.

ANALYSIS

Increasing parking inventory through land acquisitions, new construction, and/or joint venture partnerships are all strategies we are actively pursuing. However, equally important is managing existing parking inventory which may be accomplished through strategic pricing and regulations. The following strategies are submitted for your consideration:

- Regulation of parking space usage through maximum time limits. This promotes parking space turnover resulting in each parking space serving multiple users throughout the day. The number of users for each parking space is contingent upon the frequency of the desired turnover which should be consistent with the adjacent types of land uses. A more passive approach may be an escalating parking rate structure to discourage longer term parking sessions.
- Promote parking availability through a "demand based parking fee structure". A widely accepted industry standard for optimum parking supply usage is 85%. For illustration purposes, for every ten parking spaces, one to two of these spaces

should consistently be available. This provides users with a reasonable confidence level of finding a parking space. Clearly, usage exceeding an 85% threshold diminishes parking opportunities as well as user confidence of reasonably finding a parking space, leading to the chronic “circling the block” in search of the illusive parking space and adding to traffic congestion. Other cities, such as the ones referenced above, have implemented demand based pricing with success. As an example, for an on-street application, parking rates on a heavily utilized corridor should be at a level that maintains an 85% threshold. There is technology currently available to monitor parking space usage in real time and adjust parking rates accordingly to maintain the targeted availability rate of 85%. Concurrently, underutilized parking spaces should also be monitored for rate adjustments to encourage usage. Very simply, this is the application of the “supply and demand” model and commonly referred to in the industry as “smart parking”. Those parking spaces in highest demand should reflect the highest fees and those in lowest demand should reflect lower fees to encourage their use. The key is adjusting parking rates to a level that maintains a usage rate of approximately 85% which in turn promotes parking availability as well as user confidence levels.

On May 30, 2014, the Neighborhoods and Community Affairs Committee (NCAC) discussed Item No. 6, entitled, “Policies for use of beachfront parking lots”. There were various issues discussed, including congestion and a lack of parking availability. Specifically, Municipal Parking Lot No. P71, located at 46th Street and Collins Avenue, was referenced as one that consistently exceeds the 85th percentile usage level. As a result, the NCAC approved a recommendation to discontinue the municipal monthly parking permit program at this facility and for the Administration to place an item on the July 2014 City Commission agenda amending parking rates at this facility in order to increase parking availability.

Municipal Parking Lot No. P71 and an on-street parking corridor (to be determined) may serve as pilot areas for the strategies referenced above.

CONCLUSION

At the City Commission Retreat held on June 4, 2014, a brief discussion was held regarding strategic pricing for parking. LPR (License Plate Recognition) was recognized as a successful tool in discerning Miami Beach residents versus non-residents. On the other hand, concerns with strategic pricing included: (1) lack of a viable transit option and (2) business loss to other entertainment districts on the main land. The Administration is seeking guidance and direction from the Finance and Citywide Projects Committee with regard to strategic pricing for municipal parking.



JLM/KGB/SF

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THE PARKING PRICE IS RIGHT

Achieve urban planning goals
through strategic pricing

By John Dorsett

Parking can be a powerful resource for promoting economic development and improving the quality of life in any community. And one of the most important tools at the disposal of city and county administrators and

planners is parking pricing. By implementing strategic pricing, local governments can influence where drivers park and for how long.

When done right, this can have an extraordinary impact on a community's economy and the health of local businesses. It can also affect the quality of life for residents. The problem is, most communities don't do it right.

The good news is that some places are starting to recognize the power of pricing and are beginning to leverage parking pricing as an important tool for supporting local businesses, reducing traffic congestion, cutting vehicle-borne pollution, and generally improving the quality of life for residents. A number of cities, including

San Francisco and Santa Monica, California, and Seattle, Washington, just to name a few, have begun setting prices strategically to achieve urban planning goals.

Common Mistakes

The most common mistake communities make is not charging—or at least not charging enough—for parking, particularly in downtown business districts. Often, local officials and planners, as well as business owners, assume that the best way to attract shoppers, patrons to local entertainment venues, or other visitors is to offer plentiful free parking. This approach, however, typically has significant unintended consequences, making it even more difficult for people to conveniently access businesses or services.

The problem is that when free or underpriced parking is provided, it typically causes the most valuable spaces—those that are located adjacent to local businesses, services, and entertainment venues—to be overused. Often, these spaces are occupied early in the day by employees of area businesses, even before the visitors for whom they are intended have come downtown.

And they tend to remain occupied by these same parkers throughout the day. In addition to reducing—or even eliminating—the number of open spaces, this practice also dramatically increases roadway congestion as drivers circle blocks looking for available spaces or waiting for occupied spaces to open up. This unnecessary congestion makes roadways less safe for both drivers and pedestrians, and needlessly generates unhealthy emissions.

In the end, the common practice of providing free or excessively cheap parking doesn't accomplish the desired end of supporting local businesses and providing convenience for residents. Instead, it merely ends up frustrating drivers who are trying to get to local businesses and those who are trying to get home. If the problem becomes acute enough, it can cause shoppers to look for other options outside the city, and

TAKEAWAYS

› Learn how pricing on-street parking can support economic development and urban planning goals by freeing up short-term spaces for customers.

› Learn how not to price on-street parking and reasons why.

benefits. First, most budget games are eliminated, since there is no request process and no zero-sum game where operating managers compete with each other for a slice of the budget pie. The CEO must use skill and judgment in allocating general revenues, but this allocation is nonnegotiable.

As a city manager, I've been doing this for more than two decades, and it works. Department heads may think their allocation is too small, but if they have full freedom in how they manage their limited resources, the trade-off is worth it to them.

By allowing 100 percent of the savings—and revenue that comes in higher than estimated—to be carried forward, the spend-it-or-lose-it problem disappears. Knowing that they have flexibility in how to allocate the savings, operating managers constantly look for ways to reduce the cost of doing business.

A major benefit is that the governing board and CEO have now enlisted all the operating managers in the hard work of managing with constrained resources. I've been amazed at the innovative and thoughtful ways that operating managers have met the challenge of stretching resources to provide excellent services. I've also had to admit they know their operations better than I do; they can make tough decisions, and because they own them, they buy into them.

Another benefit is that with operating managers responding immediately and independently to external pressures on revenues and expenditures, there is little need to go through an annual budget process. Budgets can be adopted for a 24-month fiscal period.

The time freed up from number crunching can be used, in the off-year, for a thorough review of the government's services and programs using best practices in performance measurement. And the next step in this evolution will be to eliminate budgets altogether and replace them with rolling forecasts, allowing the organization to make continuous fine-tuning adjustments to

priorities and the allocation of resources. (For more on this approach, check out the work of the Beyond Budgeting Round Table at bbrrt.org.)

The primary benefit of this system has nothing to do with finances at all. It simply reinforces the principles of good management—delegation, empowerment, alignment of goals—that managers follow or should follow in other aspects of leading an organization. Better budget decisions are a side benefit, but here are the ones that really matter:

- Ability of the organization to respond quickly to abrupt changes in the environment.
- Resilience of the organization to external and internal challenges.
- Adoption of creative or innovative solutions to problems.
- Alignment of the activities and output of the organization with the priorities of the governing board.
- Job satisfaction of employees.

Going for the "Best-Managed" Moniker

If we are entering the "decade of local government," local governments may emerge as leaders in dealing with the challenge of providing government services, doing so more effectively than state and national government counterparts. But that's a pretty low bar.

Wouldn't it be nice if local governments emerged as the best-managed organizations, period? When author Jim Collins next speaks to managers at an annual conference, wouldn't it be great if his presentation was based on a book highlighting cutting-edge leadership in cities and counties? That won't happen if we continue to cling to a century-old budget management system. **PM**



SCOTT LAZENBY, Ph.D., ICMA-CM, is city manager, Lake Oswego, Oregon (slazenby@ci.oswego.or.us). He is author of the book *The Human Side of Budgeting* (2013), available through Amazon and in all major e-book formats.



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Contact roppenheim@rgs.ca.gov for questions.

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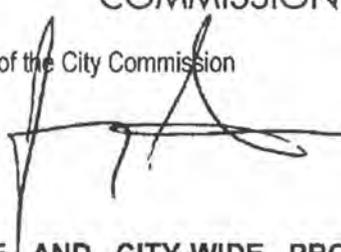


MIAMI BEACH

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

COMMISSION MEMORANDUM

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager 

DATE: May 28, 2014

SUBJECT: **REFERRAL TO FINANCE AND CITY-WIDE PROJECTS COMMITTEE (FCWPC) – A DISCUSSION ON UPGRADING THE CITY'S ENTERPRISE RESOURCE PLANNING (ERP) SYSTEM**

ADMINISTRATION RECOMMENDATION

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

BACKGROUND

The City implemented the Eden ERP System ("Eden ERP") in October, 2004. The Eden ERP system integrates and provides necessary functionality across all of the City's core business processes, including financials, budgeting, procurement and human resources. Since the time the Eden ERP was implemented, the City has advanced its technological platform and offerings to ensure business process efficiencies and maximum service to constituents. However, Tyler Technologies, the parent company of Eden, has instructed the City that the system is end of life and that Tyler will no longer dedicate development resources to achieve significant improvements to its functionality. As a result, many of the current functional requirements of the City can no longer be supported by Eden ERP.

Tyler Technologies has also instructed the Administration that its development resources will be dedicated to the Munis ERP, its flagship ERP solution for municipalities. Several of Eden ERP using municipalities have already completed or begun the transition from Eden ERP to Munis ERP.

The purpose of this item is to request that the Finance and City-Wide Projects Committee (FCWPC) discuss a possible transition from Eden ERP to Munis ERP, as well as options for improving the City's permitting and licensing modules through EnerGov, a Tyler Technologies solution for this functionality which integrates seamlessly with its Munis ERP solution.

CONCLUSION

The Administration recommends that the Mayor and City Commission refer this item to the Finance and Citywide Projects Committee for a discussion and recommendation on upgrading the City's ERP system, as well as improvements to the permitting and licensing systems.

JLM/JMT/AD

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Agenda Item R9H
Date 5-28-14

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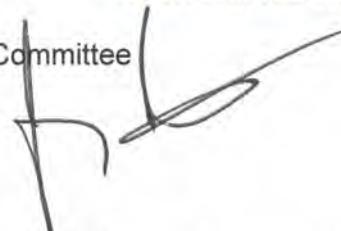
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MIAMI BEACH

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

COMMITTEE MEMORANDUM

TO: Finance and City Wide Projects Committee

FROM: Jimmy L. Morales, City Manager 

DATE: June 20, 2014

SUBJECT: **Proposed Action Plan for Named Windstorm Insurance Limits**

Background

The City's property schedule (\$853 million) represents a 100% coastal exposure with no inland spread of risk. The fact that the City of Miami Beach sits on a barrier island and is concentrated within a seven square mile area means the City will be significantly impacted if a hurricane hits in this area. This creates a challenge for the City in purchasing windstorm coverage, and for insurers who need to manage their aggregates in windstorm-prone areas.

The City of Miami Beach purchases Named Windstorm coverage to help recover from a tropical storm or hurricane related damages. The amount has been partially based on the cost of coverage (which fluctuates in hard and soft markets) and budgetary limitations. In the past ten years, the amount of Named Windstorm coverage purchased has ranged from \$10 to \$25 million, in excess of applicable deductibles. Since 2009, the limit has remained at \$10 million, approximately 1.17% of the total insurable value (TIV). This compares to 41% of the TIV for all other perils (AOP).

Named Windstorm limits purchased from 2004 to 2014:

2004 to 2005 - \$25 million
2006 to 2007 - \$10 million
2008 to 2009 - \$20 million
2009 to 2014 - \$10 million

In the 2008/09 policy year, the City took advantage of a soft insurance market and increased the Named Windstorm limit from \$10 to \$20 million. However, prior to the June 2009 renewal, the property insurance market hardened as a result of industry-wide underwriting losses in 2008, and the weak investment climate. As a result, the estimated premium to maintain the same level of coverage, with a slight increase in the deductible, was \$1,843,304. It was then decided to lower the Named Windstorm limit to \$10 million and increase the deductible in order to renew coverage within the allocated budgetary resources. The renewal premium for this lower level of coverage was \$1,460,346.

On the 13th of May, 2009, the City Commission passed Resolution 2009-27077 (Attachment 1) authorizing the Administration to renew the insurance program for up to four additional one-year terms, provided premiums did not exceed budgeted funds. Subsequently, the City has maintained the \$10 million policy limit.

Analysis

In the event a named tropical storm or hurricane causes severe damage to the City's property, we will need an immediate infusion of funds in order to recover and begin the rebuilding process as quickly as possible. The Federal Emergency Management Agency (FEMA), and possibly the State of Florida, typically provides disaster assistance to the City. However, to comply with FEMA's eligibility requirements under the Stafford Act, the City is required to purchase Named Windstorm coverage that is *reasonably* available.

In the past ten years, the City has received approximately \$7.5 million in disaster relief from FEMA. An estimated \$3.75 million of this represents recovery for damage to physical locations, and therefore is the amount that the City is committed to insure under the Stafford Act. This is important to keep in mind when considering a limit of insurance for windstorm.

Another requirement to receive FEMA funding is to present your property insurance program every year to the State of Florida, Office of Insurance Regulation, to obtain a "*reasonableness*" letter. The City received this letter for the 2013/14 policy year (Attachment 2). At the same time and under separate cover, the State advised the City to purchase additional windstorm limits for the 2014/15 policy year (Attachment 3). While the State did not recommend a specific amount, Human Resources Risk Management staff, along with the City's Broker of Record, is recommending increasing the coverage level in \$5 million increments at each renewal period, as long as the limits are available and market conditions are reasonable.

Comparison to governmental entities, provided by the City's property insurance consultant:

	<u>South Florida</u>	<u>South Florida</u>	<u>South Florida</u>
	<u>Coastal School (A)</u>	<u>Coastal County (B)</u>	<u>Coastal School (C)</u>
TIV	\$315,379,995	\$12,224,099,312	\$6,072,133,359
Windstorm Limit	\$2,500,000 (0.8%)	\$135,000,000 (1.10%)	\$110,000,000 (1.81%)
	<u>South Florida</u>	<u>South Florida</u>	<u>South Florida</u>
	<u>Coastal School (D)</u>	<u>Coastal County (E)</u>	<u>Coastal County (F)</u>
TIV	\$7,933,590,322	\$2,049,228,338	\$4,585,040,698
Windstorm Limit	\$250,000,000 (3.15%)	\$80,000,000 (3.9%)	\$275,000,000 (6%)
	<u>South Florida</u>		
	<u>Coastal City (G)</u>		
TIV	\$500,000,000		
Windstorm Limit	\$35,000,000 (7%)		

Additional comparison to governmental entities, provided by the Risk Management Division:

	<u>Fort Lauderdale</u>	<u>Pompano Beach</u>	<u>Hialeah</u>
Property TIV	\$248,296,333	\$67,509,324	\$250,000,000
AOP Limit	\$50 million (20.1%)	\$20 million (29.6%)	\$25 million (10%)
Windstorm Limit	\$50 million (20.1%)	\$10 million (14.8%)	\$25 million (10%)
	<u>Coral Gables</u>	<u>Riviera Beach</u>	
Property TIV	\$209,201,816	\$76,298,021	
AOP Limit	\$209,201,816 (100%)	\$30 million (39.3%)	
Windstorm Limit	\$25 million (12%)	\$30 million (39.3%)	

Notes

- 1) The percentages above represent coverage limits compared to the total insurable value.
- 2) Property TIV for Fort Lauderdale and Pompano Beach does not include utility properties.

Recommendation

It is therefore recommended that based on the State's recommendation to increase coverage, and the increasing value of our properties, should the aforementioned criteria be met, and in keeping with the authorization granted by Resolution 2014 – 28612 (Attachment 4), adopted by the City Commission May 28, 2014, the City should budget each year for \$5 million in additional coverage until the \$35 million target is reached or the state determines that the amount of coverage is reasonable. For the 2014/15 policy year, the City has received a non-bindable annual premium indication of \$335,000 (including State of Florida surcharges) to purchase an additional \$5 million of Named Windstorm coverage.

Attachments


JLM/KGB/SC-T/SB

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RESOLUTION NO. 2009-27077

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE PURCHASE OF FLOOD INSURANCE, ALL RISK PROPERTY INSURANCE (INCLUDING WINDSTORM), AND BOILER/MACHINERY INSURANCE FOR CITY BUILDINGS AND CONTENTS (INCLUDING NEW CONSTRUCTION), AND FINE ARTS INSURANCE (BASS MUSEUM), AS PROPOSED BY ARTHUR J. GALLAGHER RISK MANGEMENT SERVICES, INC., THE CITY'S BROKER OF RECORD.

WHEREAS, as proposed by Arthur J. Gallagher Risk Management Services, inc., the City's broker of record, the Administration has recommended the purchase of Flood Insurance with the National Flood Insurance Program; All Risk property Insurance (including Windstorm) with Lexington Insurance Company as the primary layer and Boiler/Machinery Insurance with Zurich-America and Fine Arts Insurance with Lloyds of London; and

WHEREAS, funding is available from the FY 2008-09 Risk Management Claims Account Numbers 540.1792.000378 and 540.1792.000390 (\$1,816,000 for All Risk/Wind and Flood, \$53,000 for the Fine Arts) and FY 2009-10 Proposed Budget Risk Management Claims Account No. 540.1792.000378 for Flood (\$81,000); and

WHEREAS, the City Commission authorizes the Administration to purchase the aforesated insurances, as proposed by Arthur J Gallagher and Co., if within budgeted funds; and

WHEREAS, the City Commission authorizes the Administration, to renew the proposed policies for up to four (4) additional one year terms, provided the premium amounts do not exceed budgeted funds.

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 the purchase of Flood Insurance, All Risk Property Insurance (including Windstorm), and Boiler/Machinery Insurance for all City-owned buildings and contents (including new construction), and Fine Arts Insurance (Bass Museum), as proposed by Arthur J. Gallagher & Co., the City's broker of record.

PASSED AND ADOPTED this 13th day of May, 2009.

Matti Herrera Bower
Mayor Matti Herrera Bower

ATTEST:

Robert Parcher
City Clerk Robert Parcher

**APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION**

[Signature]
City Attorney 5/1/09
Date



STATE OF FLORIDA
DIVISION OF EMERGENCY MANAGEMENT

RICK SCOTT
 Governor

BRYAN W. KOON
 Director

March 14, 2014

Ms. Sonia Bridges, Risk Manager
 City of Miami Beach
 1700 Convention Center Drive
 Miami Beach, Florida 33139

Re: City of Miami Beach (2013-2014)
 Insurance Reasonableness Determination Requested

RECEIVED
 HUMAN RESOURCES - CMI
 2014 MAR 21 PM 2:50

Dear Ms. Bridges:

Please find attached the determination of the State Insurance Commissioner regarding the "reasonableness" of the insurance coverage procured by the City of Miami Beach. Based upon the information reviewed by the Office of Insurance Regulation, the State Insurance Commissioner has determined that the City of Miami Beach has been successful in procuring insurance that appears to be "reasonable."

Please understand that this determination applies only for the levels of coverage, terms and coverage periods that were presented for review; should material terms of the insurance package change, the applicant will need to resubmit for a new reasonableness determination.

If you have any questions or require additional information, please contact Steven Hyatt, State Public Assistance Officer, via email at Steven.Hyatt@em.myflorida.com or by phone at (850) 487-1660.

Sincerely,

Steven Hyatt
 State Public Assistance Officer

SH/bh

Attachments: Determination of the State Insurance Commissioner



OFFICE OF INSURANCE REGULATION

KEVIN M. McCARTY
COMMISSIONER

FINANCIAL SERVICES
COMMISSION
RICK SCOTT
GOVERNOR
JEFF ATWATER
CHIEF FINANCIAL OFFICER
PAM BONDI
ATTORNEY GENERAL
ADAM PUTNAM
COMMISSIONER OF
AGRICULTURE

March 7, 2014

Larissa Pallo
State Public Assistance Officer
Division of Emergency Management
2555 Shumard Oak Boulevard
Tallahassee, Florida 32399-2100

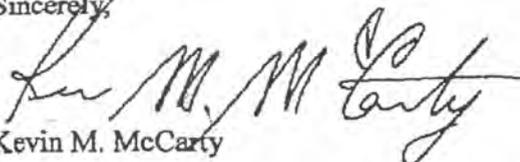
Dear Ms. Pallo:

This letter is in response to David Merrill's letter dated July 19, 2013, in which it was requested that the Office of Insurance Regulation (Office) certify the "reasonableness" of the insurance coverage for the City of Miami Beach. Based on the information provided, it appears that the City of Miami Beach has been successful in procuring insurance that appears to be "reasonable." The City of Miami Beach may have already received an email correspondence with recommendations for the coming policy year. Due to changes in the marketplace, additional comments regarding their program may be provided.

The Office understands that the reason the program has been submitted is to meet the requirements of the Federal Stafford Act, which appears to require the approval of a regulatory authority. Although some of the products at issue may not be subject to Chapter 627 of the Florida Insurance Code, the program that has been selected appears to be "reasonable" and competitive given the state of the Florida insurance market in 2013.

If the Office can be of further assistance, please do not hesitate to contact us.

Sincerely,


Kevin M. McCarty

RECEIVED
HUMAN RESOURCES - CMB
2014 MAR 21 PM 2:50

Bridges, Sonia

From: Christy, Virginia [Virginia.Christy@flor.com]
Sent: Thursday, March 06, 2014 5:04 PM
To: Bridges, Sonia
Subject: 138847-13 City of Miami Beach;Reasonableness Determination:

Ms. Bridges,

We have finished the review of the above referenced request from your office to certify the "reasonableness" of the property insurance program for the City of Miami Beach. A letter has been sent to the Department of Emergency Management. It is recommended that the city look into higher Named Windstorm limits for the coming policy year.

Virginia A. Christy
Assistant General Counsel
Office of Insurance Regulation
Division of Legal Services
200 East Gaines Street
Tallahassee, FL 32399-4206
Phone: 850-413-4220
Email: Virginia.christy@flor.com

RESOLUTION NO. 2014-28612

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE PURCHASE OF FLOOD INSURANCE, ALL-RISK PROPERTY INSURANCE (INCLUDING WINDSTORM), BOILER & MACHINERY INSURANCE FOR CITY BUILDINGS AND CONTENTS (INCLUDING NEW CONSTRUCTION), AND FINE ARTS INSURANCE (BASS MUSEUM AND ART IN PUBLIC PLACES), AS PROPOSED BY ARTHUR J. GALLAGHER RISK MANAGEMENT SERVICES, INC., THE CITY'S BROKER OF RECORD.

WHEREAS, as proposed by Arthur J. Gallagher Risk Management Services, Inc., the City's broker of record, the Administration has recommended the purchase of Flood Insurance with the National Flood Insurance Program; All-Risk Property Insurance (including Windstorm) with Lexington Insurance Company, Boiler & Machinery Insurance with Zurich-American, and Fine Arts Insurance with Lloyds of London; and

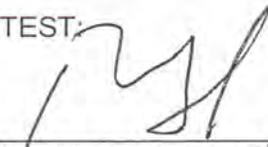
WHEREAS, funding is available from the Risk Management budgets 540-1792-000378 (\$1,975,000) and 540-1792-000390 (\$53,000); and

WHEREAS, the City Commission authorizes the Administration to purchase the aforesated insurances, as proposed by Arthur J. Gallagher Risk Management Services, Inc., if within budgeted funds; and

WHEREAS, the City Commission authorizes the Administration to renew the proposed policies for up to four (4) additional one-year terms, provided the premium amounts do not exceed budgeted funds.

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 the purchase of Flood Insurance, All-Risk Property Insurance (including Windstorm), Boiler & Machinery Insurance for all City-owned buildings and contents (including new construction), and Fine Arts Insurance (Bass Museum and Art in Public Places), as proposed by Arthur J. Gallagher Risk Management Services, Inc., the City's broker of record.

PASSED AND ADOPTED this 28 day of May 2014.

ATTEST: 

Rafael Granado, City Clerk

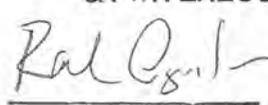




Philip Levine, Mayor

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APPROVED AS TO FORM & LANGUAGE & FOR EXECUTION

 5/28/14
City Attorney Date

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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 Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager 

DATE: June 11, 2014

SUBJECT: **REFERRAL TO THE FINANCE AND CITYWIDE PROJECTS COMMISSION COMMITTEE – A DISCUSSION REGARDING WHETHER OR NOT TO RECONSTITUTE THE NIGHTLIFE INDUSTRY TASKFORCE WHICH WAS ORIGINALLY CREATED IN 2001 AND WAS TO SUNSET AFTER SIX (6) MONTHS UNLESS OTHERWISE EXTENDED.**

ADMINISTRATION RECOMMENDATION

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

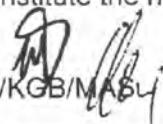
BACKGROUND

The Nightlife Industry Task Force ("NITE") was originally established in 2001 to advise the City Manager on nightlife issues and to provide a forum to address quality of life issues affecting our residents, as a result of the City's popularity. The NITE also strived to enhance communication and cooperation between the Nightlife Industry and the Administration and was to provide more specific trends impacting the industry and creating a mechanism to quickly and proactively address issues.

The Task Force has been meeting on an as needed basis since 2001. There is certainly value to having a committee providing advice to the City on matters pertaining to the nightlife industry. If there is a desire from the City Commission to have a nightlife task force or committee then a formal resolution establishing such a committee would be required.

CONCLUSION

The Administration recommends the referral of a discussion regarding whether or not to reconstitute the nightlife industry taskforce.


JLM/KGB/MAS

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CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 236-2001



To: Honorable Mayor and
Members of the City Commission

Date: October 23, 2001

From: Jorge M. Gonzalez
City Manager

A handwritten signature in black ink, appearing to read "Jorge", written over the printed name of the City Manager.

Subject: NIGHTLIFE INDUSTRY TASK FORCE (NITE)

Please be advised that pursuant to Commission discussion on September 5, 2001, attached hereto is a summary narrative of the purpose and objectives of the Nightlife Industry Task Force ("NITE").

The Task Force will be composed of seventeen (17) representatives from nightclubs, restaurant and entertainment establishments, hotel industry, counsel to the nightlife industry, Greater Miami and the Beaches Hotel Association and the South Beach Hotel and Restaurant Association, including, but not limited to:

1. Ken Barrilich, Crobar Nightclub
2. Roman Jones, Opium Garden
3. Gary Thoulouis, Event Broker
4. Rodolphe Piper, Billboard Live - Ocean Drive
5. Alan Roth, Rumi Restaurant - Lincoln Road
6. Michael Tronn, Promoter
7. Eric Omares, Pearl Restaurant
8. Noah Lazes, Level Nightclub
9. Dave Tornek, Touch
10. Debora Sakin, China Grill
11. Anita Cachaldora, Tropicana
12. Ian Hendry, Cleavelander Hotel
13. Joanne Rabin, National Hotel
14. Orlando Velasquez, Holiday Inn
15. David Kelsey, South Beach Hotel & Restaurant Association
16. Stuart Blumberg, Greater Miami and the Beaches Hotel Association
17. Michael D. Welly, Loews Hotel

The first meeting of the NITE will take place tomorrow, October 24, 2001 at 4:00 p.m. in the City Manager's Large Conference Room. Members of the Fire, Police, Code/Neighborhood Services, Arts Culture and Entertainment and Economic Development Departments will also participate in the meeting. If you have any questions, please contact me.


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attachment

c: Christina M. Cuervo, Assistant City Manager

Nightlife Industry Task Force (NITE)

I. Purpose

- A. The Nightlife Industry Task Force ("NITE") will review, formulate and coordinate information, proposals and issues raised by the City Manager, the Mayor, members of the City Commission, the nightlife industry and other concerned citizens. The Task Force will prepare recommendations on how to improve the City's interaction with the nightlife industry.
- B. The Task Force will address the needs and concerns of the nightlife industry by making recommendations on issues affecting the relationship between the City and the nightlife industry in order to make the city more sensitive to the nightlife industry needs, while maintaining a balanced perspective as to quality of life issues affecting both residents and visitors.

II. Composition

- A. The Task Force will be composed of seventeen (17) representatives from nightclubs, restaurant and entertainment establishments, hotel industry, counsel to the nightlife industry, Greater Miami and the Beaches Hotel Association and the South Beach Hotel and Restaurant Association, including, but not limited to:
 - 1. Ken Barrilich, Crobar Nightclub
 - 2. Roman Jones, Opium Garden
 - 3. Gary Thoulouis, Event Broker
 - 4. Rodolphe Piper, BillBoard Live - Ocean Drive
 - 5. Alan Roth, Rumi Restaurant - Lincoln Road
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 - 10. Debora Sakin, China Grill
 - 11. Anita Cachaldora, Tropigala
 - 12. Ian Hendry, Clevelander Hotel
 - 13. Joanne Rabin, National Hotel
 - 14. Orlando Velasquez, Holiday Inn
 - 15. David Kelsey, South Beach Hotel & Restaurant Association
 - 16. Stuart Blumberg, Greater Miami and the Beaches Hotel Association
 - 17. Michael D. Welly, Loews Hotel
- B. Membership criteria for the NITE will apply in the following ways: individual should be resident of the city for a minimum of two (2) years, or can demonstrate ownership/interest or is employed by a business established in the city for a minimum of two (2) years – exceptions to this are allowed if the individual has specific knowledge or expertise relative to the Nightlife Industry.

- C. The Task Force will meet on a monthly basis, or as frequent as the Task Force deems necessary to make a final recommendation. The Task Force will sunset at the end of six months unless determined by the City Manager that it should be extended.

III. Objective

- A. At the request of industry representatives and as part of the City's Major Events Plan (MEP), the NITE will serve to advise the City Manager on nightlife issues and to provide a forum to address quality of life issues affecting our residents, as a result of the City's popularity. The NITE will endeavor to continue and enhance communication and cooperation between the Nightlife Industry and the Administration. The purpose of this Task Force is to provide more specific details regarding trends impacting the industry and creating a mechanism to quickly and proactively address issues in an effort to keep the public updated on event planning.
- B. The NITE's charge and scope of work should include, but not be limited to:
- To serve in an advisory capacity to the City Manager with respect to matters pertaining to the nightlife industries and businesses in the City, and its impact on the quality of life of our City.
 - To advise the City of nightlife industry trends and events that may require an increase or adjustment in the level of City services.
 - To make recommendations as to the needs and concerns of the public and the nightlife industries and businesses in the City, including how those needs can best be met.
 - To advise on methods of promoting the safe growth and stability of nightlife industries and businesses in the City.
 - To focus on and make recommendations regarding targeted marketing initiatives.
 - To participate with the City and the nightlife industry in projects approved by the City Commission, which may be established to better the community and improve the quality of life in the City.
 - Review and make recommendations regarding the City's MEP.
 - Review and make recommendations regarding the laws affecting the nightlife industry.

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MIAMIBEACH

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

COMMITTEE MEMORANDUM

TO: Finance and Citywide Projects Committee

FROM: Jimmy L. Morales, City Manager

DATE: June 20, 2014

SUBJECT: **A DISCUSSION REGARDING THE USE OF THE BYRON CARLYLE THEATER.**

BACKGROUND

The Byron Carlyle Theater Complex (the "Theater"), located at 500 71st Street, between Byron Avenue and Carlyle Avenue, originally opened in December 1968 as twin cinemas hosting first-run movies in the heart of North Beach. A total of 994 seats were originally built, with the large auditorium having a capacity of 590 seats. In the mid-1970s, the Theater was re-developed into a multiplex cinema; the larger auditorium to the west was subdivided into five (5) smaller theaters. The Theater continued to operate until it was sold by its owner, Wometco Enterprises, when the City of Miami Beach purchased it in 2001, for \$1.7 million.

Phase I of the renovation of the Theater (\$1.7 million) was completed by the City's Property Management Division during approximately 16 months of design and construction for the Theater on the eastern portion of the complex. The total seating capacity for the renovated Theater is 304, with 158 seats in the orchestra level, and 138 seats in the mezzanine level, in addition to eight ADA seats. Please see the attached Exhibit A for property details.

The western portion of the complex and certain back stage needs of the Theater were not incorporated into the renovation due to space limitations and the need to not exceed 50% of the value of the structure in renovation costs that would have required the whole structure to be brought up to current code standards. These standards include the need to elevate the floor to meet FEMA Flood Elevation requirements. Any new improvements done to the western portion of the complex would also require the structure to comply with the current Florida Building Code.

On April 13, 2011, the Mayor and Commission adopted Resolution No. 2011-27648, approving a Management Agreement between the City and Stage Door Theater for the Byron Carlyle Theater. The Agreement had an initial term of five (5) years, commencing on May 1, 2011 (Commencement Date) and ending on April 30, 2016 (Expiration Date). The City has the option of renewing the Agreement, at its sole discretion, and provided that Stage Door is in good standing, free of default, and has met its annual benchmarks, for up to five (5) years. The option to renew may be exercised in five (5) one (1) year terms, or in multi-year terms (as the City determines), by providing at least 365 days notice to Stage Door. Under the Agreement the facility must only be used as a live theatrical entertainment venue and public auditorium, and must operate on a year-round basis.

Stage Door Theatre terminated its management agreement with the City for the Byron Carlyle Theater, effective June 1, 2014, due to the unexpected death of its founder and president, David Torres.

LONG RANGE PLANNING

Long range planning efforts with the community in North Beach have identified the number one goal of developing a vibrant commercial district with shopping, restaurants, culture and entertainment to serve the needs of North Beach residents. The area bounded by 72 Street, Collins Avenue, 69 Street and Indian Creek Drive/Dickens Avenue was selected to be the "Town Center" due to its centralized location, high density CD-3 zoning and relatively pedestrian-friendly streets (compare 71 Street with one lane of traffic in each direction to Collins Ave with three lanes of one-way traffic or Normandy Village with 6 lanes of traffic). Two retail market reviews have demonstrated the capacity of the population to support several hundred thousand square feet of new retail development. Yet with no existing base of quality retail stores to build from, it has been recognized that significant planning and public investment would be required to attract the desired mix of private investment.

The North Beach Town Center Plan, adopted July 2007, identifies a wide range of strategies to attract new development to the Town Center. The most important of the strategies identified included the assemblage of one or two sites large enough to provide the critical mass of activity necessary to serve as anchors to support smaller site development in the district; to program the Byron Carlyle Theater and the North Beach Bandshell as cultural anchors to bookend both sides of the district; and to provide convenient public parking to lower the cost of development.

The Byron Carlyle Theater property was identified as an important piece of the Town Center redevelopment strategy because of the location, size, public ownership and potential to provide a cultural anchor. Undoubtedly, cultural facilities are proven magnets for economic revitalization, both for the business community and for residential development by making the community more attractive. Indeed, the purchase and renovation of the theater was intended for economic development purposes, as well as to assist local talent by providing a venue for rehearsal, performances, office space, and to ensure that once established the arts would be able to remain in a rejuvenated North Beach. However, for the Byron Carlyle Theater to succeed in this role, a few of the other supporting elements of the plan should be underway.

POTENTIAL USES

As you know, establishing a City Hall North Beach Annex has been a priority for me and staff has been searching for a location in North Beach for a City Hall Annex. As a result of Stage Door Theater's notice I toured the Byron Carlyle with staff to see how we can activate the facility. I believe the facility is ideal for a City Hall Annex and could easily be converted to accommodate such use while continuing to maintain the performance theater. A preliminary review and physical assessment of the facility by Property Management indicates that this can be converted to the City Hall Annex at an approximate cost of \$300,000.

A City Hall North Beach Annex could provide residents convenient access to City government by providing direct services and answer questions. The Satellite City Hall could have the following services:

- 1) Basic Building Department permit review
- 2) Payment of parking tickets, water bill, etc.

- 3) Computer access for City of Miami Beach services, complaint registration, employment application, park program registration, etc.
- 4) Code Compliance rotational schedule with office hours
- 5) Constituent Hour for the Mayor and City Commission
- 6) Success University staff (2 fulltime and 2 part-time) could be moved to this location and they can offer the same Answer Center services there including: rent/utilities assistance, referral and food cards.
- 7) City Clerk's Office can provide periodic (half day) services such as:
 - a. Provide Election Information (During City Elections)
 - b. Register lobbyists.
 - c. Processes public records request.
 - d. Assist with Board/Committee Applications.
 - e. Accept Special Master Appeals.
 - f. Answer questions.
 - g. Perform any other function deemed necessary.
- 8) Community Meetings

Along with a City Hall Annex a use in the theater portion of the facility could still remain and could also help to further activate the 71st Street corridor. The following are options available for the Committee to consider:

- **O Cinema:** O Cinema is a cutting edge, non-profit, independent movie theater with locations in Miami's Wynwood Arts District and in the Village of Miami Shores. They showcase first-run independent, foreign, art and family films. They immediately approached the City when news of Stage Door Theater's departure became public. They are proposing to operate O Cinema Miami Beach on a 7-days-a-week, 52-weeks-a-year schedule, with no less than 1,000 screenings the first year. O Cinema is the only indie cinema in South Florida with multiple locations. Since opening in 2011 attendance figures and ticket revenues at its original venue have more than doubled (to \$222,613 in 2013), and concession revenues have more than tripled (\$60,059 in 2013). For the Byron Carlyle they are proposing a lease with revenue sharing. O Cinema was named "Best Art House Cinema" by Miami New Times the last two years, and has been praised by the Knight Foundation, Miami-Dade County Department of Cultural Affairs, Miami Herald and industry publication IndieWire. They are an official venue for several film festivals, including the Miami International Film Festival, Miami Jewish Film Festival, Miami Gay & Lesbian Film Festival and Borscht Film Festival.
- **Educational Use:** Previously, the City Commission had also directed staff to contact educational institutions to inquire about whether they might have an interest in the facility. The City continues to have regular discussions with Miami Dade College and FIU to establish programs and facilities in North Beach and the Byron Carlyle could be site for this potential partnership.
- **Rental Facility:** The City could contract with Global Spectrum who once managed the facility and operated the theater as a rental facility like the Colony Theater. This would mean that any organization could rent the facility, but there would be no consistency to the programming or identity for the facility. If this is desired rental guidelines and rates would have to be developed and the facility marketed. The theater was managed as a rental facility in the past unsuccessfully and Staff does not recommend this option.

- **Digital Media Center.** Another alternative is to explore a partnership to create a film and digital media campus. This could be accommodated in either portion (east or west) of the facility. This project has been a top priority for the Miami Beach Chamber of Commerce, who has been in discussions with the City and Florida International University (FIU). Digital Media production requires less space than practical production because it is based in smaller Green Screen and Motion Control/Capture studios, along with banks of programmers, computers and servers. Examples of Digital Media productions include video games, mobile app developers, military and medical simulation and real estate modeling. However, there are larger applications towards such studio uses, including advertising revenue backed online digital streaming content providers such as YouTube, Maker Studios and Endemol Beyond. It would also be available for all productions filming in South Florida (for feature film and television series VFX work) and a key asset for Latin American commercial producers, who otherwise must go to Guadalajara, Mexico for such a facility. FIU recently advised the City that while they are interested in adding additional degree programs related to this type of technology, they believe they have sufficient space in their Lincoln Road facility to launch these programs and insufficient resources to operate an additional facility at this time. The Chamber of Commerce is still interested in pursuing this use at the Byron Carlyle Theater or at another location in the City.

WESTERN PORTION

The western portion of the Byron Carlyle remains unimproved and is not currently accessible for public use. As you know, the Parks and Recreation Department has been searching for a home for their Teen Center Program. The Log Cabin had been identified as a potential site for this program, but the City Commission determined the cost of improving the Log Cabin was too much at this time. The Administration is also seeking direction on whether the City Commission is interested in investigating the cost of potentially renovating the western portion of the Byron Carlyle for a Teen Center.

In considering these uses, it is important to also consider what the desired short-term and long term use of the site should be. Long term uses of the Byron are being considered by the Mayor's Blue Ribbon Panel on North Beach and are part of the North Beach Revitalization Plan that staff is preparing. Both the Panel and staff have been considering the need for a commercial anchor and civic use needs, as well as the development potential available on the site beyond what is utilized by the existing building. The Byron Carlyle Theater property was also identified as an important piece of the Town Center redevelopment strategy because of the location, size, public ownership and potential to provide a cultural anchor. Indeed, the purchase and renovation of the theater was intended for economic development purposes, as well as to assist the local talent by providing a venue for rehearsal, performances, office space, and to ensure that once established, the arts would be able to remain in a rejuvenated North Beach. However, for the Byron Carlyle Theater to succeed in this role, other supporting elements of the plan would need to be in place. Nonetheless, there continues to be much discussion regarding the use of the Byron Carlyle and its role in the revitalization of the 71st Street corridor.

CONCLUSION

The Administration is seeking input and direction from the Finance and Citywide Projects Committee.

BYRON CARLYLE THEATER PROPERTY DETAILS

- Legal Description: Normandy Beach South PB21-54 lots 1-2-11 & 12, BLK 14 Lot Size Irregular or #19658-49900531
- Broker Opinion of Value (BOV): \$5,223,681; Land value of \$2,903,750 and the building value at \$2,319,913. A copy of the BOV is attached for your review.
- Lot size: 31,500 square feet
- Building size: 28,335 square feet
- Zoning: TC-1 (Town Center Core District). The TC-1 district is intended to promote high-intensity compact development that will support the town center's role as the hub of community-wide importance for business, office, retail, governmental services, culture and entertainment.
 - FAR: For lots equal to or less than 45,000 sq. ft.—2.25
For lots greater than 45,000 sq. ft.—2.75
 - Height: 75 feet; however, buildings fronting on 71st Street shall not exceed 50 feet in height, except that any portion of the building above 50 feet shall be set back an additional 1 foot for every 1 foot in height above 50 feet. 7 stories maximum.
- Parking: There is a metered parking lot on the south west side of the building with 15 parking spaces across the alley from the site. There is also a municipal parking lot across the street to the east of the building, and metered street parking on the east side of the site. There is no off street or on street parking exclusive for the theater. There are however, 320 public parking spaces located at municipal parking lot at 72nd Street and Collins Avenue, and 51 public parking spaces located at 72nd Street and Carlyle Avenue.
- Theater seating capacity: 304 seats. 158 seats in the lower level and 138 seats in the mezzanine level in addition to the 8 ADA accessible seating in both levels.

Note: The Byron Carlyle Theater is located in the Miami Beach Enterprise Zone, which provides corporate income tax credit and sales tax refund benefits for job creation. In addition to the Enterprise Zone information included in the attached (which is mainly overview and the various forms & instructions), refer to www.floridaenterprisezone.com for more information on the Enterprise Zone.

F&CWP Pending Items - Commission Referrals

Attachment 1

Item #	Title	Referred By	Date Referred	Handled By	Date Expiring per Reso # 2013-28147	Note
1	Status update on Business Tax Process Improvement.	Jorge R. Exposito		Patricia Walker Kathie Brooks	7/30/2014	Awaiting new business tax system 9/20/13 The Committee recommended leaving this item on the agenda since the new ACCELA process is still pending. 1/30/14 Commissioner Weithorn is working with P. Walker on this item that is still awaiting ACCELA implementation 3/21/14 Item expiration extended from when the item was reheard
182	Discussion regarding bicycle safety campaign with the Miami Beach police department, Decobike and local bicycle rental companies.	Edward L. Tobin	December 11, 2013 Commission Item R9H	Jose Gonzalez	8/21/2014	2/21/14 The Committee recommended moving forward with the Bicycle Safety Campaign focusing on the importance of bicycle and driver awareness when sharing the streets of Miami Beach. The Committee also agreed to a partnership with local bicycle advocate Mr. Richard Cahlin involving the sale of cycling clothing to help raise funds for bicycle programs. The Committee requested that someone speak to the movie theater to do an in kind video advertisement spot. The source of funding will be looked into and approved later as a separate item along with the items in the preliminary cost breakdown.
183	Discussion regarding the Washington Avenue pump station for funding allocation	Edward L. Tobin	December 11, 2013 Commission Item R9H	Eric Carpenter	8/21/2014	2/21/14 The Committee recommended referring this item to the Planning Department that would recommend ideas for staining the concrete and how to construct the wall that contains the electrical panel and power meter in the same finishes. Finance will approve the cost options in 2 months with the proposal to be sent by LTC of the different sketches. DRB will way in after receipt of this recommendation.
187	Discussion regarding Financial Impact of the Proposed Roadway Closure Applications for 87 Street and 87 Terrace Filed by 8701 Collins Development	Deede Weithorn	March 5, 2014 Commission Item C4D	Eric Carpenter	11/20/2014	5/20/14 The Committee recommended referring this item to Land Use and the appraisal re-evaluated. The item is to be brought back to the June Finance Committee meeting.
188	Discussion regarding The Greater Miami Convention and Visitors Bureau Interlocal Agreement	Tourism, Culture and Economic Development	March 5, 2014 Commission Item C4F	Max Sklar	9/5/2014	
189	Discussion regarding the Miami Beach Police Athletic League (PAL)	Joy Malakoff	March 5, 2014 Commission Item R9N	Arthur Martineau	9/5/2014	3/21/2014 Item to be brought back when their audit is complete
190	Discussion regarding Adoption of an Updated Strategic Plan for the Cultural Affairs Program, to include utilization of Fillmore Community Benefit Fund, Cultural Arts Council Endowment, and Cultural Affairs Program Fund Balance Funds for Greater Cultural Benefits for Residents and Visitors	Tourism, Culture and Economic Development	April 23, 2014 Commission Item C4B	Max Sklar	11/20/2014	5/20/14 The Committee recommended going back to the Cultural Arts Council to update the Strategic Plan and funding needs and bring it back to the Finance Committee before July if it needs to be included in next year's budget.
192	Discussion regarding Police and Parking Department Towing Permit Requirements	Parking	April 23, 2014 Commission Item C4G	Saul Frances	11/20/2014	5/20/14 The Committee recommended no action and that Saul Frances Parking Director follow up on the implementation of the technology enhancements. This item is to be brought back to the September Finance Committee Meeting.
194	Discussion regarding whether or not to pursue food and beverage concessions for Soundscape Park, Collins Park, and the Miami Beach Botanical Garden	Tourism, Culture and Economic Development	May 21, 2014 Commission Item C4C	Max Sklar	11/21/2014	
195	Discussion regarding Parking - Strategic Pricing	Parking	May 21, 2014 Commission Item C4E	Saul Frances	11/21/2014	
196	Discussion regarding creating a Property Assessed Clean Energy (PACE) Program by resolution and joining the existing Interlocal Agreement between by Harbor Islands, Biscayne Park, and Surfside	Jonah Wolfson	May 21, 2014 Commission Item R9N	Betsy Wheaton Patricia Walker	11/21/2014	
197	Discussion on Upgrading the City's Enterprise Resource Planning (ERP) System	Procurement	May 28, 2014 Commission Item R9H	Mark Taxis	11/28/2014	

Item #	Title	Referred By	Date Referred	Handled By	Date Expiring per Reso # 2013-28147	Note
198	A Resolution Approving The Purchase Of Flood Insurance, All-Risk Property Insurance, Including Windstorm, Boiler & Machinery Insurance For City Buildings And Contents (Including New Construction); And Fine Arts Insurance (Bass Museum), As Proposed By Arthur J. Gallagher Risk Management Services, Inc., The City's Broker Of Record	Human Resources	May 28, 2014 Commission Item R7E	Silvia Crespo-Tabak	11/28/2014	
199	Discussion on whether or not to reconstitute the Nightlife Industry Taskforce	Tourism, Culture and Economic Development	June 11, 2014 Commission Item C4C	Max Sklar	12/11/2014	
200	Discussion on Use of the Byron Carlyle Theater	Tourism, Culture and Economic Development	June 11, 2014 Commission Item C4D	Max Sklar	12/11/2014	