Miami Beach Convention Center Proposed Parking & Multi-Purpose Space Addition Presentation

Presented to the City of Miami Beach

Finance and Citywide Projects Committee

October 25, 2002

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Miami Beach Convention Center Study Comments

- Ballroom/general session space is also an important characteristic that event planners review when selecting a potential facility. Planners have increasingly placed a premium on such space in their selection of host cities. In general, traditional ballroom/general session space is desirable in that it tends to keep event delegates in the convention center during large assembly and food function periods.
- Relative to other state-of-the-industry convention centers, the MBCC's lack of a dedicated space to accommodate general assemblies and food functions places it at a competitive disadvantage.

Analysis of the Potential Expansion of Convention Facilities in Greater Miami and the Beaches Conventions, Sports & Leisure International November 5, 2001

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Miami Beach Convention Center
Program Components

- 60,000 square foot Multi-purpose Space component
- 20,000 square foot pre-function space
- 10,000 square feet of breakout meeting space
- Support space
  - Pre-function, Kitchen, Docks, Storage
- Parking deck structure for 1,500+ cars
- First level of parking structure would have 20-foot high ceilings to accommodate parking, trucks & exhibits
- Bridge/walkway connection to existing facility
- Upgrade of Convention Center Drive between 18th & 19th Streets to provide enhanced plaza entrance

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Miami Beach Convention Center
Competitive Multipurpose Room Sizes

- San Diego CC – 81,000 sq. ft.
- Orange County (Orlando) CC – 67,000 sq. ft.
- Morial (New Orleans) CC – 66,900 sq. ft.
- Georgia World (Atlanta) CC – 60,000 sq. ft.
- Moscone (San Francisco) CC – 46,000 sq. ft.
- Dallas CC – 46,000 sq. ft.
- Colorado (Denver) CC – 35,000 sq. ft.
- Miami Beach CC – 0 sq. ft.

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Miami Beach Convention Center
Competitive Advantages

- Ability to attract high-quality convention business, the most desirable for maximum economic impact
- Ability to attract high-spend corporate meetings business, providing maximum impact to both Center and hospitality outlets
- Ability to attract more simultaneous activity and maximize exhibit space yield by re-positioning food and beverage and/or general session business to its appropriate place
- Ability to provide enhanced functions under one roof
  - Ease of planning on the part of meetings manager leads to repeat bookings

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Miami Beach Convention Center
Parking Structure Advantages

- Addition of parking capacity for existing high impact events
  - Miami International Boat Show
  - South Florida International Auto Show
  - INS Naturalization Ceremonies
  - Graphics of the Americas
  - Original Miami Beach Antique Show
  - Home Design & Remodeling Show
- Ability to handle simultaneous parking and marshaling functions
- Expansion of usable exhibit space for outdoor displays
- Replacement of lost and displaced parking (Washington & 17th Lots)

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Miami Beach Convention Center
"New and Improved"

- "New and Improved" always sells!!!
  - Reinvigorates interest in the destination
  - Natural Public Relations opportunities
- Historical spikes in convention interest to Miami Beach follow enhancements
  - Expansion opened in 1991
  - Loews Miami Beach opened in 1998
- Extremely Competitive Market increases this need
  - Users now expect theater and multi-purpose function spaces to be included

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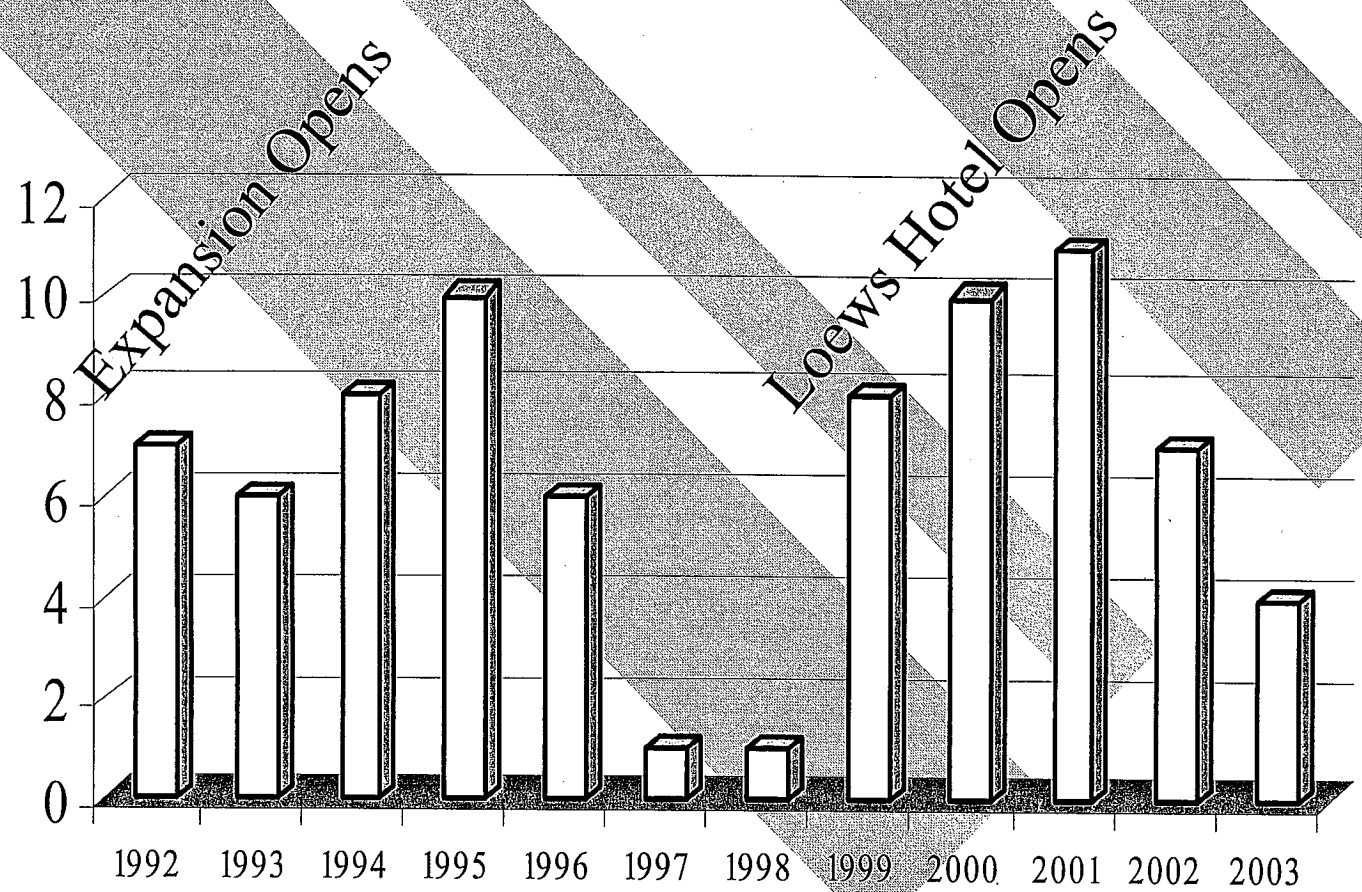
Miami Beach Convention Center
Convention Events by Fiscal Year



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Miami Beach Convention Center
Client Comments

- "Unfortunately, Miami was not selected for 2006. Although 1999 was one our best International Pow Wows ever, your bid proposal was not as attractive as the selected bid primarily in terms of the available space at the Convention Center. We hope that Miami will bid on future International Pow Wows once convention center expansion plans are in place."
  - *Bill Norman, President & CEO, Travel Industry Association of America*
    - » *MBCC User in May 1995 & May 1999*
    - » *Letter written following 1999 Pow Wow*
    - » *5,900 travel industry attendees*
    - » *Est. 1999 direct economic impact of $7,328,522*
    - » *Est. tourism business economic impact of $30 million*

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Miami Beach Convention Center
Client Comments

- "With 3 plenary sessions with attendance from 1,500 to 2,500 attendees and heavy AV requirements, a large attractive space is mandatory for the Society of Nuclear Medicine Annual Meeting. I would highly recommend the addition with state-of-the-art technology, carpeting and many space division options.
  - *Jane Day, Director of Meeting Services, Society of Nuclear Medicine*
    - » *Currently considering Miami Beach for 2012*
    - » *7,000 attendees*
    - » *Est. economic impact of $10,000,000*

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Miami Beach Convention Center Client Comments

- "One of the objections we have heard from Microsoft about placing Tech Ed in Miami is the tight fit in the Miami Beach Convention Center. In future years, this space shortage will continue to be an issue as the convention grows in scope. Certainly an expansion to this facility would be very attractive to Microsoft. By having more column-free Hall space, breakout rooms, and office space, we would be able to more seriously consider future bids from the Miami community."
  - *Mike Ditter, RVP, Conference Direct, Account Executive for Microsoft*
    - » *Letter following loss of MS 2004 TechEd Conference*
    - » *10,500 attendees*
    - » *Est. economic impact of $13,125,000*

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Miami Beach Convention Center
Client Comments

- "Unfortunately, the Miami Beach Convention Center is not large enough to accommodate the Society's Annual Meeting as it exists today due to the restructuring of the meeting. The major constraints are:
  - Inadequate contiguous gross square feet to accommodate exhibits, posters, registration, and the placement service within the convention center.
  - Lack of a major lecture room within the convention center seating 4,000+
  - Inadequate number of concurrent session rooms with required seating capacities.

  We sincerely hope that the City of Miami Beach will expand the convention center so the Society may have the opportunity to meet in Miami Beach in the future."
  - *Martin Saggese, Executive Director, Society for Neuroscience*
    - » *MBCC User in November 1994 & October 1999*
    - » *Letter following SFN 2005 Meeting Pullout from Miami*
    - » *25,000 attendees*
    - » *Est. 1999 economic impact of $33,7457,600*

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Miami Beach Convention Center
The Bottom Line

- Multi-purpose space potentially brings 2-3 additional conventions annually, currently estimated at $4-5 million in economic impact each, resulting in additional impact to the community of $10-15 million
- Creates the ability to bring back "mega-events", which can generate impact of over $20 million each (Neuroscience, Microsoft)
- Multi-purpose space could generate significant additional facility net revenues
- Completes the Miami Beach Convention Center package as a first-class, competitive convention venue

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