



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 140-2006

LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

A handwritten signature in black ink, appearing to read "Jorge".

DATE: May 19, 2006

SUBJECT: REPORT ON MEMORIAL DAY WEEKEND 2006 (THURSDAY, MAY 25, 2006
– MONDAY, MAY 29, 2006)

Similar to the City's successful planning efforts for Memorial Day Weekend 2002, 2003, 2004, and 2005, the City has begun a comprehensive and coordinated planning effort to prepare for the upcoming Memorial Day 2006 Holiday Weekend (Thursday, May 25, 2006 – Monday, May 29, 2006). Irrespective of any events and based upon early occupancy reports, it is anticipated that this year's holiday weekend will attract at least as many people as previous Memorial Day weekends, causing the City's resources to be strained.

The City has advised event promoters that its resources would be fully extended during the Memorial Day weekend (a major holiday weekend) and unavailable to support any events.

As part of the City of Miami Beach's Major Events Plan (MEP), in 2003, the City began submitting a request for In-Kind Services assistance to Miami-Dade County to provide enhanced public safety resources, beach maintenance and the participation of members of the County's Goodwill Ambassador Team, to assist the City of Miami Beach throughout the Memorial Day holiday weekend. In 2005, the County included In-Kind support for Memorial Day weekend in their annual budget, which eliminates the need for a separate request. Annual in-kind support is based on actual costs from the previous year.

As in the past year, the City will be canceling off-duty assignments and deploying public safety staff on an alpha bravo shift assignment. This will be supplemented by approximately 118 Miami-Dade County Police officers per day and additional assistance from Florida Highway Patrol, City of Miami, Florida Department of Law Enforcement, Miami-Dade Corrections Department, Coral Gables, Fort Lauderdale, and Miami-Dade School Board Police.

Transportation Plan

Closure of Ocean Drive is not contemplated this year, but must be planned for in the event crowd control issues arise. Nonetheless, the Miami Beach Police Department will implement a transportation plan between Ocean Drive, Collins and Washington

avenues from 6th Street to 16th Street from 7:00 p.m. until 7:00 a.m. daily, beginning Friday, May 26 through Monday morning, May 29. The plan will be similar to prior years with the exception of allowing east/west vehicular traffic on some cross streets between Ocean and Washington. This plan includes the closure of some 100 and 200 blocks between 6th Street to 15th Street throughout the weekend. Washington Avenue and Collins Avenue will remain with two-way traffic. If population expectations surpass or do not materialize, the transportation plan will be altered accordingly to ensure public safety.

French barricades will be utilized along the curb on the east side parking lanes of the 600, 1200 and 1400 blocks of Washington Avenue to allow for pedestrian overflow on the sidewalks and prevent overflow into the street. Additionally, portions of Washington Avenue remain in the final stages of construction.

Miami-Dade Transit Agency will operate the Local shuttle bus service and offer free transportation throughout the weekend.

Other Initiatives

In accordance with the MEP, several other initiatives continue and are ongoing, including:

- Monitoring Hotel Occupancy and collaborating with the Greater Miami Convention and Visitors Bureau (GMCVB) and the Hotel Association of Greater Miami and the Beaches.
- Nightlife Advisory Task Force (NITE) coordination/communication with City staff.
- Ongoing outreach, communications and meetings with hotels, nightclubs, entertainment establishments and merchants.
- Monitor and assisting with promoter licenses.
- Department staffing plans, including enhanced levels of service and fiscal impact, are being developed.
- Miami Beach Police enhanced staffing plan on alpha/bravo and eliminating off-duty staffing during the weekend has been authorized.
- Pre-planned coordination with City, County and State law enforcement agencies to develop an effective resource deployment allocation including provision of off-duty police for area hotels has been ongoing.
- Internal staff meetings have been conducted and expanded to include County beach maintenance, public safety, code compliance and transportation system staff and community stakeholders.
- Goodwill Ambassadors will be utilized and training sessions are forthcoming.
- Transportation plan(s) being developed and implemented based upon population expectations including provisions for shuttle transportation in the Entertainment District to alleviate congestion.
- The Miami Beach Community Relations Board (CRB), including the Miami-Dade County CRB representatives, have been actively participating with City Staff.
- Developing a community outreach and pre-publicity campaign with media partners.

Community Outreach

Additionally, attached please find a list of meetings attended or those that staff plans to attend and provide a report on the City's planning efforts.

To date, and based on early indications of full occupancy in the region's hotels, the City is continuing to conduct a broad and concerted outreach effort throughout the community, as delineated above. This outreach has been coordinated with the assistance of the Nightlife Advisory Task Force, the Greater Miami and the Beaches Hotel Association, GMCVB, South Beach Restaurant and Hotel Association, and Miami-Dade County.

The City has been effectively communicating all action plans prior to the weekend's events. While we cannot assure any major impact weekend will go without incident, the City is effectively planning and preparing its resources to assure a safe, clean, and successful weekend.

C: Management Team

JMG/HMF/MAS

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