



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. 291-2006

LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: December 1, 2006

SUBJECT: Carnival Center Park and Ride Program

As you know, several former resident groups of the Jackie Gleason Theater (JGT) have become resident groups of the Carnival Center of the Performing Arts (Carnival Center). Despite the loss of these performances at the JGT, it remains the City's desire to make these and other events at the Carnival Center accessible to the Miami Beach community. To that end, the City of Miami Beach has partnered with the Carnival Center and Miami-Dade Transit to offer City residents and visitors convenient transportation services to the new Carnival Center. This resulting partnership is a product of a suggestion brought forth to the Administration by Commissioner Richard L. Steinberg, as well as staff's identification of another innovative opportunity to make arts and culture more easily accessible to our residents and visitors.

This expanded service on Route A, "Park, Dine and Ride," will run from Lincoln Road to the Carnival Center on a twenty minute continual loop. The pick-up/drop-off will be at Meridian Avenue beginning at 6:00 pm through 11:40 pm on show nights. The cost to ride the shuttle is \$1.50 each way. The City is also working with Lincoln Road Marketing Association to encourage restaurants to offer pre and post theater specials that can be advertised as part of this program. The program will be marketed as a convenient alternative to enjoy everything that Lincoln Road has to offer, with the convenience of a Park and Ride shuttle to the Carnival Center.

A launch date has not yet been scheduled as Miami Dade Transit is awaiting the delivery of 40 new 26-passenger buses for this program. The approximate start date is scheduled for December 15, 2006. However, once a date is determined, additional information will be forwarded to your attention. In the meantime, please feel free to contact me with any questions.

C: Hilda M. Fernandez, Assistant City Manager
Robert C. Middaugh, Assistant City Manager
Max A. Sklar, Tourism and Cultural Development Director
Michael Aller, Tourism and Convention Director
Saul Frances, Parking Department Director

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