



MIAMI BEACH

OFFICE OF THE CITY MANAGER
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CITY CLERK'S OFFICE

LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: May 8, 2007

SUBJECT: REPORT ON MEMORIAL DAY WEEKEND 2007 (THURSDAY, MAY 24, 2007
– MONDAY, MAY 28, 2007)

Similar to the City's successful planning efforts for the past five Memorial Day Weekends, the City has begun a comprehensive and coordinated planning effort to prepare for the upcoming Memorial Day 2007 Holiday Weekend (Thursday, May 24, 2007 – Monday, May 28, 2007). 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.

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's Police Department will be canceling off-duty assignments and deploying public safety staff on an alpha bravo shift assignment. This will be supplemented by mutual aide from Miami-Dade County and additional assistance from Florida Highway Patrol, City of Miami, Florida Department of Law Enforcement, Miami-Dade Corrections Department, Coral Gables, and Fort Lauderdale.

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 on public property. Similar to Super Bowl, the City will, however, continue to work with those organizations who desire to host events on their property and require approvals for change of use.

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 25 through Monday morning, May 28. 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 increase pedestrian capacity on the sidewalks and prevent overflow into the street. Additionally, this year the City is also developing a similar plan to address pedestrian overflow along Collins Avenue, especially on certain blocks where pedestrian flow often exceeds sidewalk capacity. Although the plan is still being developed, the Administration anticipates the need to expand the sidewalk along Collins Avenue into the parking lane to accommodate the large pedestrian crowds. Once the plan is finalized, the information will be made available to you.

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

Community Outreach

The City has also been working with Miami-Dade County Office of Community Relations to expand our Goodwill Ambassador Program. As you know, the City's Goodwill Ambassadors provide assistance, helping our visitors remain informed on pertinent laws and dispel any confusion our guests may have. In an effort to increase participation, this year, the City is offering two levels of "comp" time for every hour worked. Employees who volunteer and serve one shift (each shift is eight hours) will be compensated on an hour by hour basis. Employees who volunteer and serve two or more shifts will be compensated on a two to one basis.

In addition to an expanded Goodwill Ambassador program, we are looking to expand our information efforts before and during this weekend. These efforts will include signage, flyers, and radio outreach providing information in current City, State and Federal codes. Consistent with our other efforts to provide and facilitate information to our visitors and residents during the MEP, the City's Answer Center will be activated during the weekend, and weekday after hours. Answer Center staff will be able to assist with directing questions and will also forward any police complaints to the on-duty Internal Affairs sergeant for their review and handling. We will be working with our Communications Staff to promote (via signage, brochures, etc.) the availability of the Answer Center number to our visitors and residents, including the issues that the Answer Center can assist with.

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.

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.

- Monitoring 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.

C: Management Team

JMG/HMF/MAS

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DATES	TIME	MEETING NAME	LOCATION
April 10, 2007	2:00pm	MEP Meeting – Memorial Day	City Manager's Large Conference Rm
April 12, 2007	10:00 am	Miami Dade County Community Relations Board's "Police and Community Relations Task Force"	Stephen P. Clark Center 111 N.W. 1st Street - 6th Floor Rear Conference Room
April 17, 2007	6:00 pm	Police Citizens Relations Committee	Patrol Roll Call Room
April 17, 2007	4:00 pm	VCA Meeting	TCD Conference Room, 555 17 th St
April 20, 2007	3:00 pm	NITE Monthly Meeting	CMSCR
April 24, 2007	4:00 pm	Lincoln Road Marketing	TBA
May 1, 2007	3:00 pm	MEP Meeting – Memorial Day Weekend	CMLCR
May 4, 2007	9:00 am	Cultural Arts Council Meeting	City Manager's Large Conf Rm
May 7, 2007	3:30 pm	Transportation Parking Committee Mgt.	Convention Center Executive Conference Room
May 7, 2007	10:00 am	Goodwill Ambassador Training	Convention Center – C 219
May 8, 2007	4:00 pm	MB Chamber – Board of Governors	MB Chamber of Commerce
May 8, 2007	9:00 am	MB Community Relations Board	City Manager's Large Conf Rm
May 8, 2007	9:00 a.m.	PIC Monthly Meeting	TCD Conference Room
May 9, 2007	10:00 am	MEP Meeting – Memorial Day	CMLCR
May 10, 2007	3:00pm	Ocean Drive Association	Park Central, 640 Ocean Drive
May 14, 2007	10:00 am	Goodwill Ambassador Training	Convention Center – C 219
May 15, 2007	9:00 am	Art in Public Places	TCD Conference Room, 555 17 th St
May 16, 2007	9:00am	Report to Miami Beach Mayor & City Commission	City Commission Chambers
May 22, 2007	NOON	Convention Center Advisory Board	Convention Center Board Room