



CONVENTION CENTER ADVISORY BOARD MEETING

July 11, 2023 – 9:30 AM

AGENDA

1. Call to order

Chair Lawrence Herrup called the meeting to order at 9:30 a.m.

2. Approval of Minutes from the June 13, 2023, Meeting (Action Item) – Minutes unanimously approved.

3. Review and Approval of 2023 Bi-Annual Report (Action Item) – Report unanimously approved.

4. Old Business

a. Status Reports:

i. City of Miami Beach – Heather Shaw (City of Miami Beach)

- MBCC Hotel - It was confirmed that the foundation permit has been approved and the construction team has also applied for the regular permit required for vertical construction.
- Pride Park - It was mentioned that a Public Safety and Neighborhood Quality of Life Committee discussion, regarding the activation and management of Pride Park, has been deferred. It is now scheduled to be addressed at the September meeting. Meanwhile, various departments, including Economic Development, Parks and Recreation, Tourism and Culture, and OVG360, have been collaborating to strategize on making Pride Park more resident-friendly and incorporating diverse activations. The CCAB will be updated on the progress as the matter goes through the legislative process. In addition, the Economic Development Department has initiated a survey to gather feedback from Palm View residents regarding their utilization preferences for Pride Park. The survey aims to provide quantifiable data that can be considered in the development of a strategy for Pride Park.
- Chair Herrup raised concerns about the proposed use of Pride Park for pickleball and highlighted potential issues related to noise and injuries associated with the sport. It was mentioned that space has been made available on the top floor of the City Hall parking garage, providing four (4) courts for pickleball players. Positive feedback has been received regarding

this arrangement, and it was suggested that further discussions on pickleball infrastructure should not be held in Pride Park. Additionally, it was noted that other spaces, such as the municipal courts at North Shore and Flamingo Park, have ample capacity for pickleball. Chair Herrup emphasized that Pride Park was initially developed as part of the Convention Center campus and holds economic significance for the community. The economic impact, including resort taxes and ad valorem tax opportunities, was highlighted as important considerations. Mr. Gloede expressed that the community's demands for the park have changed, with newer and younger residents having different expectations. Concerns were raised about the activation of Pride Park during events such as Art Basel and the need to examine the details and associated costs.

- A question was raised regarding the definition of the 120-day utilization period for Pride Park. It was clarified that the 120 days include the setup, load-in, load-out, and the actual programming of events. The utilization of Pride Park by different events, whether related to the Convention Center or not, falls under the 120-day cap. This ensures that Pride Park is available for use during a significant portion of the year, with the remaining time serving as passive park space. Different perspectives were shared regarding the suitability of Pride Park for sporting events. It was noted that Pride Park has hosted a range of events, including large tent setups and smaller community-based activations. The importance of flexibility in activating the space and the continuous efforts to refine the process were accentuated. The input from Design Miami and the Miami International Boat Show was discussed, highlighting their attempts to engage the neighborhood and make events family-oriented.

ii. Marketing and Sales – Carol Motley and David Whitaker (GMCVB)

The sales process, in conjunction with the Convention Center, has undergone adjustments to overcome roadblocks. Mr. Whitaker noted that the rates have changed significantly over the years, altering the approach to the hotel community. The efforts have resulted in positive responses from the hotels, leading to some successful business wins. The forthcoming 800-room hotel, specifically the Grand Hyatt, was highlighted as a game-changer. It was acknowledged that there is a need to have a well-coordinated approach when presenting the hotel to potential clients. Support was expressed for ensuring a smooth collaboration with the Grand Hyatt and meeting their expectations. The anticipated discussion regarding the hotel's impact on the overall strategy was mentioned, emphasizing the importance of having a cohesive plan.

Ms. Motley shared a presentation that outlined the status of bookings and commitments. The presentation was divided into sections, including P1s and P2s, with details on bookings, commitments, and projected numbers. It was explained that P2 groups often face challenges due to the larger number of hotels involved, but the team was confident in meeting the goals. The presentation showcased the progress made and highlighted upcoming events that were booked or committed, focusing on short-term opportunities.

Various marketing initiatives and strategies to attract clients were discussed. The importance of cost-conscious organizations and mission-driven groups, particularly those focused on nonprofit associations, was emphasized. The rates in Miami were noted to be higher compared to Orlando or Fort Lauderdale, which

could work in Miami's favor. Future plans including upcoming events and collaborations with the city were mentioned, with a focus on maintaining a strong pipeline and ensuring continued progress.

iii. Operations - Freddie Peterson (OVG360)

Mr. Peterson shared that in June a total of 12 events were booked, including five annual events. The events were a mix of both large and smaller scale. In July, 7 events took place, with five of them being annual events. For the current month, two events are scheduled: the Senior Summer Bash and the Playground Revue. The recent Supercon event was highly successful, with approximately 35,000 attendees over a three-day period. The client expressed great satisfaction, although parking was challenging, as is common for public events.

Supercon is one of the annual events, along with Reed's 3 other annual events: two Jewelers International Showcases (JIS) and Supercon. Reed's president expressed interest in further investing in Supercon to elevate it to the next level. Special mention was made of the ribbon-cutting ceremonies for FIME (Florida International Medical Expo), which broke attendance and exhibitor records. The event attracted over 16,000 attendees, surpassing the original estimate of 13,000 to 14,000. The number of exhibitors also increased to nearly 1,200. This success reflects positively on the medical tech sector, which is one of the four verticals the GMCVB focuses on.

It was noted that in August, some staff members will be taking time off due to the demanding schedule of organizing approximately 20 events within a 60-day period. This will allow for a breather, preventative maintenance activities, collaboration with the city on capital projects, cleaning, and painting.

On August 10th, a Venue Safety and Security Training presentation will be held in partnership with the International Association of Venue Managers. The presentation will cover topics such as situational awareness, frontline team escalation training, active threat, active shooter preparedness, and best practices for building security culture. IBM's Mike Herrera will lead the presentation, with contributions from our own team members. The aim is to maximize attendance by collaborating with the city and industry partners, including GMCVB and GMBHA. The goal is to compete with other convention centers, such as those in Raleigh and Detroit, which attracted 400 attendees to similar events. Furthermore, towards the end of August the contractor meetings will resume after a considerable hiatus due to COVID-19. These meetings are essential for engaging with general service contractors, AV providers, unions, and other teams involved in event organization. Approximately 100 people are expected to attend. The contractors' influence over client decisions was highlighted, as they have the ears of the clients and can impact event location choices.

A question was raised regarding promoting and increasing awareness of Collins Canal Park and addressing security concerns. Improvements in lighting and security, including additional cameras, are planned, with consideration for light pollution and neighbor sensitivities. Completion of the capital projects related to these enhancements is expected by the end of the year.

Ariane Hildebrand, provided an overview of the marketing team's role and its

integration with other departments, emphasizing close collaboration with the GMCVB and the city's marketing and communications department. The marketing team consists of herself, as the Director of Marketing, Gaby Brown, Marketing Manager, and Isabella Simon, Marketing Intern. The team works closely with DeepSleep Studio, an integrated agency providing public relations and content support, including video production for impactful events. The videos are shared with the GMCVB and used for brand awareness, social media promotion, and event-specific content.

Ms. Hildebrand mentioned their collaboration with various stakeholders, including the Miami Beach community, neighboring businesses, chambers of commerce, and industry organizations such as PCMA, IACC, and GMHA. They also work with nonprofits for donation drives and other initiatives. The difference between marketing and sales was highlighted with marketing focused on creating long-term brand equity, customer loyalty, and building the product itself.

Key elements of the brand strategy included positioning the Miami Beach Convention Center as a world-class, reimagined venue, the addition of Pride Park and Collins Canal Park, the new Rum Room and Venu, and the Silver LEED certification emphasizing corporate social responsibility and sustainability. Awards were discussed as an important aspect of marketing, with several awards already achieved or in the pipeline, such as the Distinctive Achievement Awards, FMT Management Prime Site Award, and Stella Awards. These awards serve as content for public relations (PR) and social media promotion, enhancing the Miami Beach Convention Center's reputation.

Content creation and creative initiatives were highlighted, including collaborative efforts with the GMCVB on brochures, videos, photography, and the event planning guide. It was also mentioned that the recently launched website was rebuilt from scratch with the assistance of Miles Partnership. The website features interactive elements such as a map of the Miami Beach Convention Center district and virtual tours, and it includes lead generation forms that have proven successful in generating short-term bookings. The team shared their social media strategies, emphasizing their presence on platforms such as YouTube, Facebook, Twitter, Instagram, Pinterest, and LinkedIn. LinkedIn was highlighted as a valuable platform for engaging with the meetings industry audience, while other social media channels were utilized for video sharing, holiday and event announcements, staff spotlights, and promoting venue partners such as Pride Park, Collins Canal Park, and the Rum Room and Venu.

Advertising and promotion efforts were discussed, with a focus on Google Ads, programmatic advertising, and e-blasts to reach meeting planners. Collaborations with industry publications and platforms like Cvent.com were also mentioned. Additionally, the team oversees digital signage at the Miami Beach Convention Center, ensuring screens are programmed for each event and collaborating with local businesses for advertising opportunities, generating revenue for the center. A suggestion was made to include bids and nonprofits on the digital screens, which the team acknowledged and will consider implementing. Insights, reports, and trends play a crucial role in the team's work, allowing them to stay informed about the meetings industry and adjust their strategies accordingly.

iv. Food and Beverage - Danny Medina (Sodexo Live!)

Mr. Medina began by informing the board that June was a busy month for the team, with notable events such as FIME and Supercon. Both events performed exceptionally well, with FIME exceeding expectations and Supercon contributing to a successful 4th of July week.

The increasing focus on sustainability was discussed in response to meeting planners' demands. The importance of addressing not just surface-level sustainability measures but also the complete lifecycle of waste management was highlighted. A specific example was mentioned regarding the upcoming Cisco event and their goal of achieving a 90% waste diversion rate. The team emphasized their commitment to work with Cisco and implement waste management strategies, including dumpster diving and ensuring proper waste separation and disposal.

The composting program, initiated in May 2022, was praised for its success. Over 6,000 pounds of food waste had been diverted from landfills, offsetting 13% of carbon emissions. The team acknowledged the partnership with Compost For Life, a local commercial composter, and their support in educating and capturing more compostable materials. Recognition was given to team members who had obtained sustainability certificates, further enhancing the venue's expertise in sustainability practices.

An update on the Rum Room and Venu was provided, noting that since its opening in April, progress had been steady. The general manager had been actively engaging with the community, attending chamber meetings, and establishing partnerships. Recent events like Miami Swim Week, MiraclePay and Cabana had generated positive traction, with several leads coming from the booths. Positive feedback from Google reviews and the recent entry into Yelp, garnering positive ratings and impressions were shared. Efforts with DeepSleep and their marketing agency were highlighted, specifically in connecting PR efforts with influencers to build brand awareness for the Rum Room and Venu.

Looking ahead to August and September, upcoming inquiries and events were mentioned, including collaborations with WeddingWire and a showcase of their Chef, Samantha Cruz, who had been participating in Food Network's Beachside Brawl season 2. Everyone was encouraged to watch the show and witness the exciting outcome of Samantha's performance. Everyone was invited to visit the website and social media platforms of the Rum Room and Venu, sign up for the newsletter, and explore the available sales kits for private events.

An update on signage was noted. The installation of larger format signs are in compliance with historic preservation requirements. Plans for monument signs were also under consideration, and discussions with the airport regarding potential marketing collaborations were ongoing. Concerning operation hours, adjustments had been made to accommodate various factors. Sunday store hours had been implemented during the summer, while lighter attendance periods were considered to avoid unnecessary costs. Late-night hours on Fridays and Saturdays were extended past 10 p.m., proving successful in attracting the happy hour crowd. Miami Beach resident discounts are available, and efforts were made to incentivize local engagement.

5. New Business

Assistant City Manager, Rickelle Williams was invited to provide a brief update on the status of the RFQ (Request for Qualifications). She mentioned that submittals were due on July 3rd, but the RFQ was still under the "cone of silence," limiting what she could disclose at the moment.

The discussion then shifted to the August meeting schedule. Mr. Matos raised the question of whether to proceed with the August meeting or postpone it to September due to potential lower activity during August. It was suggested to convene the meeting in September since the city commission/staff had an August recess, and it would be beneficial to have a more active period for the meeting. The decision to postpone the August meeting to September was agreed upon unanimously.

6. Good and Welfare

Mr. Gloede mentioned his attendance at the ASAE Conference in Atlanta and inquired if others would be present as well. It was confirmed that the GMCVB and Heather Shaw would also be attending the conference.

Various members shared positive experiences at recent events held at the Miami Beach Convention Center. Mr. Peterson spoke about the successful Medical Expo, which had representation from over 100 countries. The South Florida Bench and Bar Conference, scheduled for September 9th, was also anticipated with excitement.

Ms. Hildebrand shared the Convention Center was involved in an internship program with 10 interns, 9 of whom were from Miami Beach High School and one from another school in Miami-Dade County. They would be interning for five weeks, contributing to the marketing department.

Assistant City Manager, Rickelle Williams mentioned Seth Kessler, intern for The City of Miami Beach Economic Development, showed great efforts in compiling and analyzing data on Pride Park utilization. The data would provide valuable insights into the usage patterns and the impact on the community.

7. Adjournment – Chair adjourned the meeting at 10:33. Next meeting is September 12, 2023, at 9:30 a.m.

8. Attendance: Laurence Herrup, Peter Matos, John Aleman, Antonio Hernandez, Prakash Kumar, Robin Jacobs, and Chris Gloede. Lee Zimmerman absent.