


MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC# 452-2021

LETTER TO COMMISSION

TO: Honorable Mayor Dan Gelber and Members of the City Commission

FROM: Alina T. Hudak, City Manager 

DATE: October 26, 2021

SUBJECT: **Byron Carlyle Survey Results**

The purpose of this Letter to the Commission is to provide an update on the survey results for the Byron Carlyle Theater. Following Commission direction, staff engaged the market research firm ETC Institute to better understand the community's desires for the future of the Byron Carlyle site.

ETC Institute began contacting residents during the week of September 13, 2021 and provided the final results on October 15, 2021. The firm obtained a total of 571 completed surveys from residents with a precision of at least +/- 4.2% at the 95% level of confidence.

Pursuant to the directives issued on September 30, 2021 by the Mayor and City Commission, the Administration will obtain proposals from independent Planning and Architecture firms to conduct community outreach efforts, engage the public and provide viable options for the Byron Carlyle Theater. After proposals are provided, a community outreach plan will be presented to the City Commission for approval.

Attached are the final results and report of the survey for your review. Should you have any questions, please contact Neighborhood Affairs Manager Kevin Pulido.

ATH/ 

Exhibit A

City of Miami Beach

Byron Carlyle Theater

...helping organizations make better decisions since 1982

2021

Submitted to the City of Miami Beach:

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

October 15, 2021



ETC
INSTITUTE

The City of Miami Beach

Byron Carlyle Theater Survey

Executive Summary

Overview

ETC Institute administered an online community interest and opinion survey for the City of Miami Beach. The purpose of the survey was to gather community feedback on the Byron Carlyle Theater.

Methodology

ETC Institute administered the survey by inviting randomly selected residents to participate via email and text message. The survey was conducted entirely online. The goal was to obtain completed surveys from at least 400 residents. The goal was exceeded with a total of 571 residents completing the survey. The overall results for the sample of 571 residents have a precision of at least +/-4.2% at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Tabular data showing the overall results for all questions on the survey (Section 2)
- A copy of the survey questions (Section 3)

Major Findings

Awareness of the Byron Carlyle Theater

Seventy-percent (69.5%) of respondents indicated they are familiar with the Byron Carlyle Theater. However, only half (49.5%) of respondents indicated they have ever visited the Byron Carlyle Theater.

Public Space Preferences

Respondents were provided four (4) options for addressing potential changes to the Byron Carlyle theater and they were asked to indicate which option they most prefer.

- 29.6% of respondents indicated they preferred moderately renovating the existing theater and maintaining public access and use,
- 29.4% of respondents indicated they preferred fully renovating the exiting theater no matter the financial cost to maintain public access and use,
- 28.6% of respondents indicated they either don't have enough information to have an opinion (23.2%), selected an option labeled "none of these options" (4.8%), or they did not provide a response (0.6%),
- 7.2% of respondents indicated they preferred demolishing and redeveloping the theater via lease or sale of the property though a public-private partnership and maintaining public access and use, and

Exhibit A

- 5.2% of respondents indicated they preferred demolishing and redeveloping the theater via lease or sale of the property through a public-private partnership without public access and use.

Overall, most respondents indicated they would prefer to renovate the theater while significantly fewer respondents indicated they would prefer to demolish and redevelop the theater regardless of the public use factor.

Public Space Use

Respondents were asked to indicate what the top priority for how renovated or redeveloped public space should be used.

- 45.7% of respondents selected combined theater and cinema,
- 22.9% of respondents selected combination retail, theater/cinema, and housing space,
- 12.9% of respondents selected community flex space
- 9.6% of respondents selected theater,
- 7.5% of respondents selected cinema, and
- 1.5% of respondents did not select a response

New Movie Preferences

Respondents were asked to indicate their preferred way to watch new movies.

- 63.9% of respondents selected a paid streaming service (e.g., Netflix, Hulu, HBO Max),
- 32.2% of respondents selected at a movie theater,
- 2.9% of respondents selected they prefer to way for the movie to become available on DVD, and
- 1% of respondents did not provide a response.

Conclusions

Most respondents (69.5%) indicated they are familiar with the Byron Carlyle Theater. Most respondents (59%) indicated they would prefer to moderately or fully renovate the existing theater and maintain public access and use. Only 29.4% of respondents indicated they would prefer the full renovation no matter the cost to maintain public access and use, while 29.6% of respondents prefer a moderate renovation while maintaining public access and use.

Although most respondents indicated renovated or redeveloped space should have some cinema component a greater majority indicated they prefer to watch new movies on a paid streaming service such as Netflix, Hulu, or HBO Max which suggests that most respondents would not prefer to see new movies at a renovated or redeveloped public space with a cinema feature.



Charts and Graphs

Exhibit A

Are you familiar with the Byron Carlyle Theater?

by percentage of households (excluding "not provided" responses)

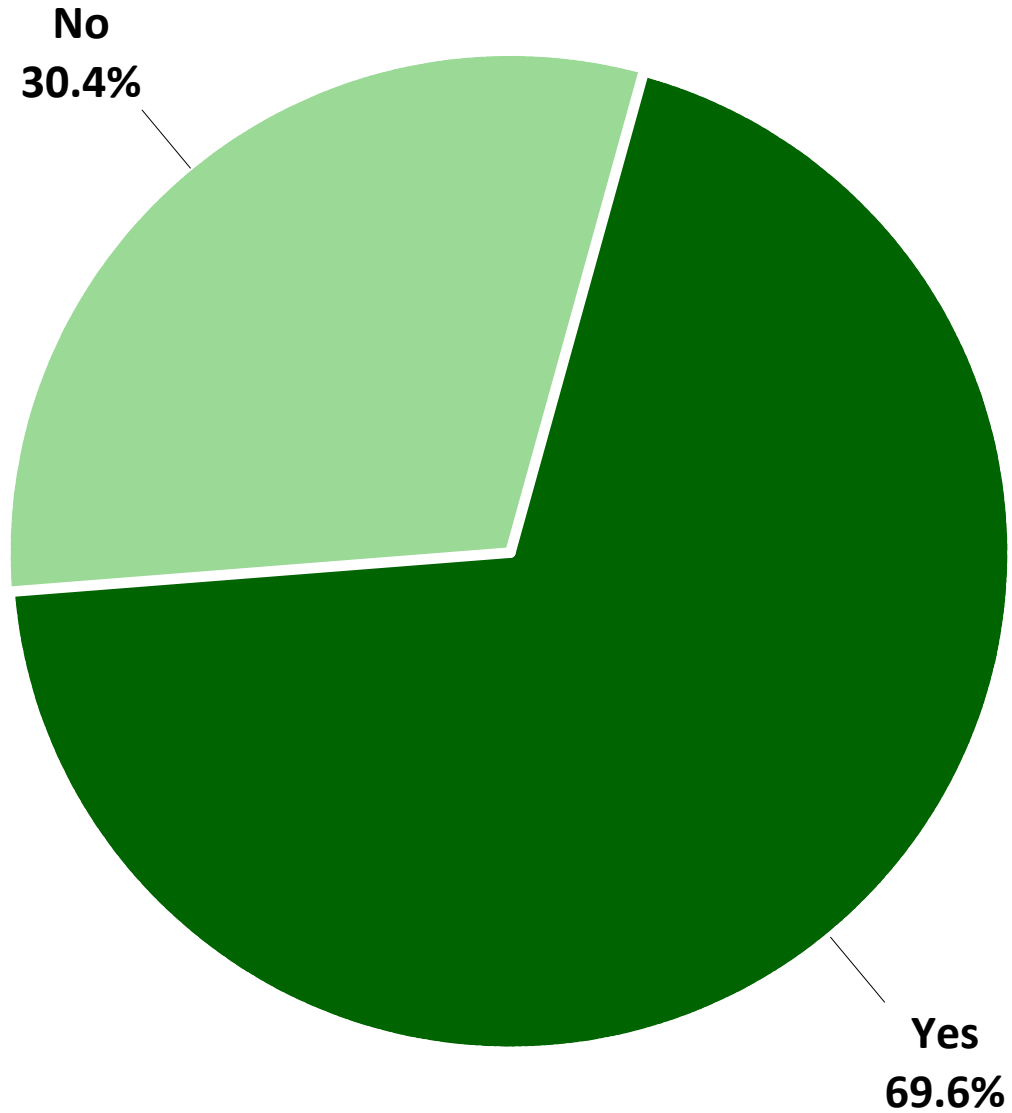
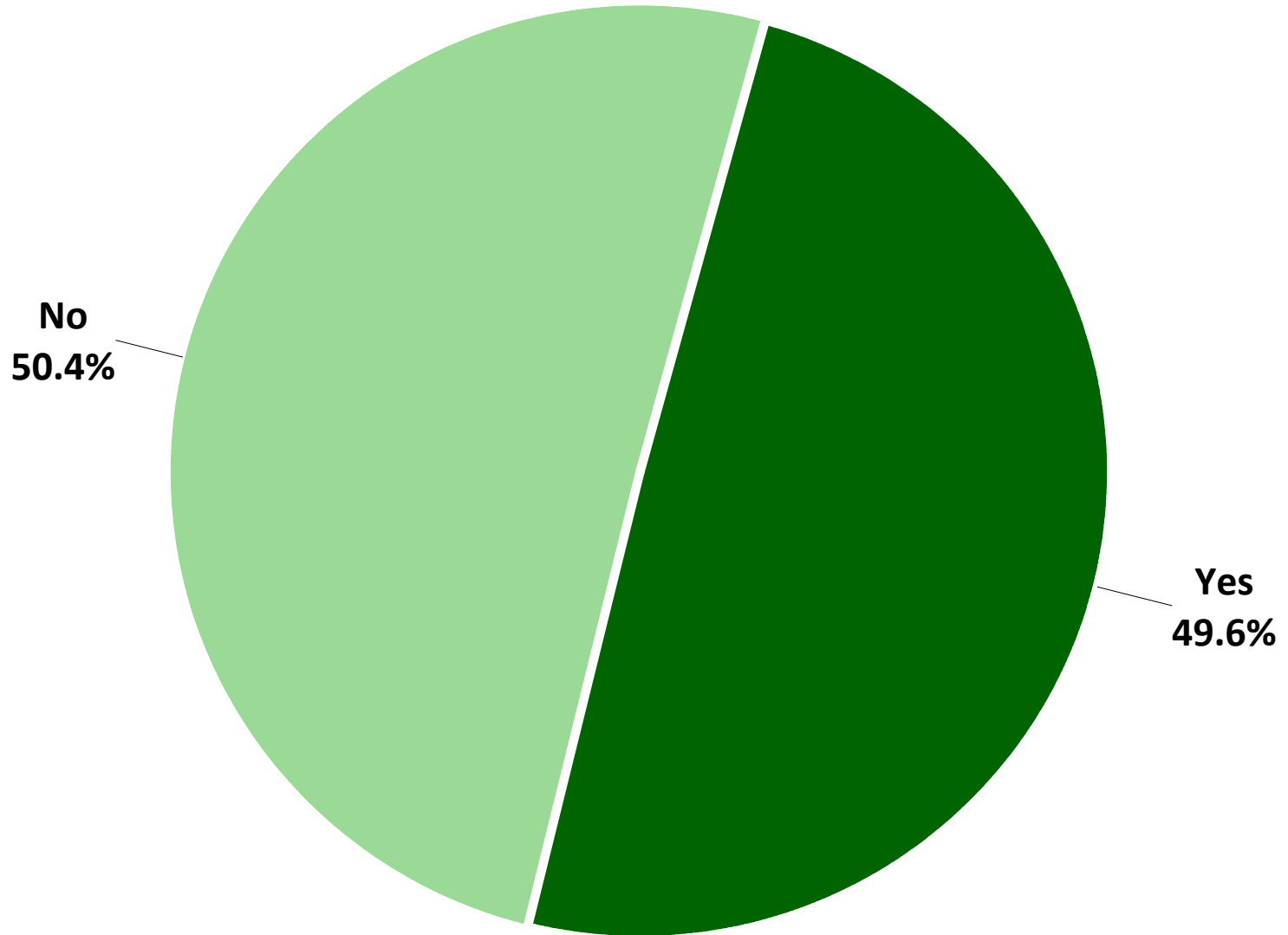


Exhibit A

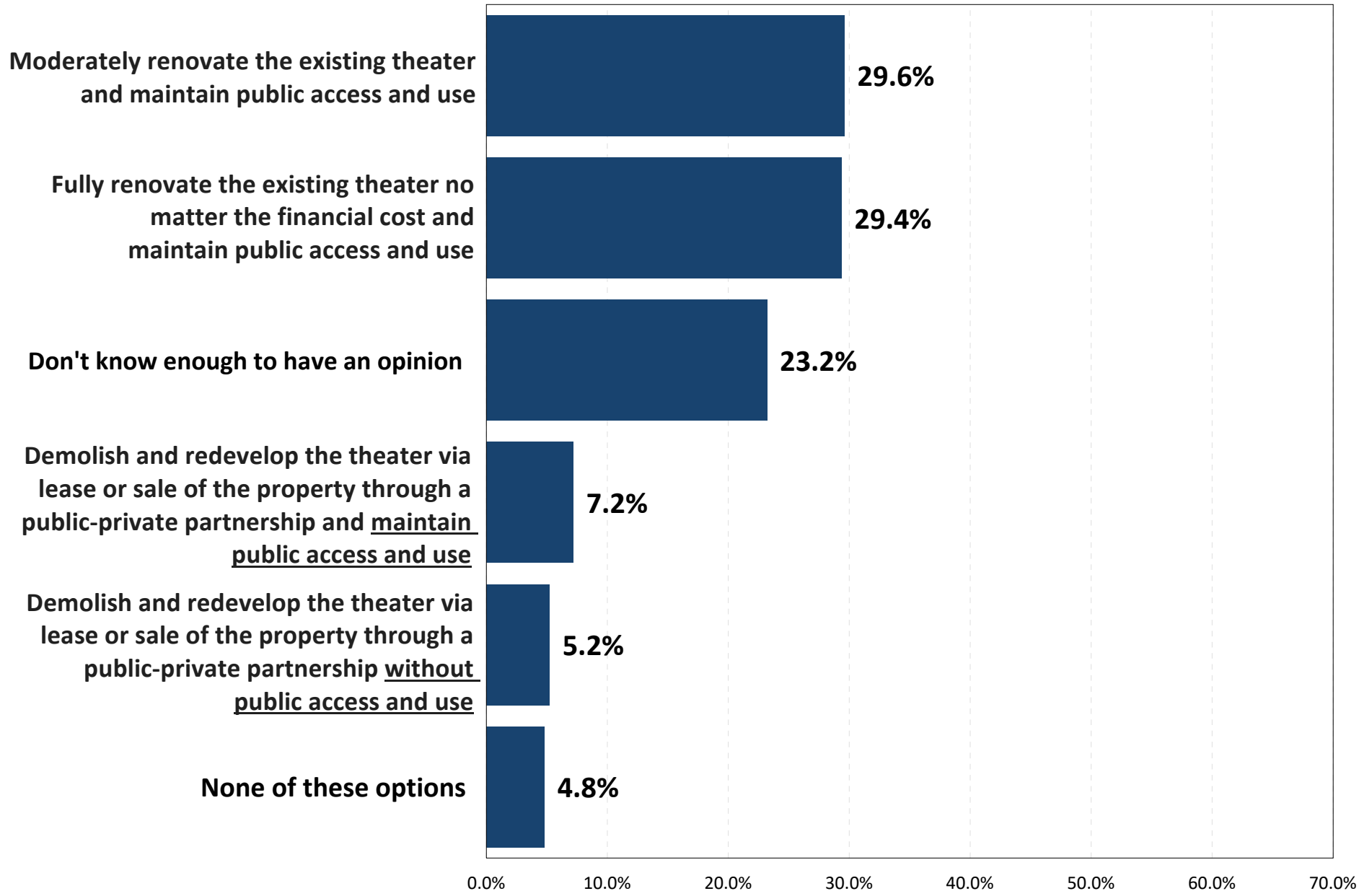
Have you ever visited the Byron Carlyle Theater?

by percentage of households (excluding "not provided" responses)



Which of the following options do you most prefer?

by percentage of respondents (excluding "not provided" responses)



If public space is renovated or redeveloped, what should be the top priority for how public space is used?

by percentage of respondents (excluding "not provided" responses)

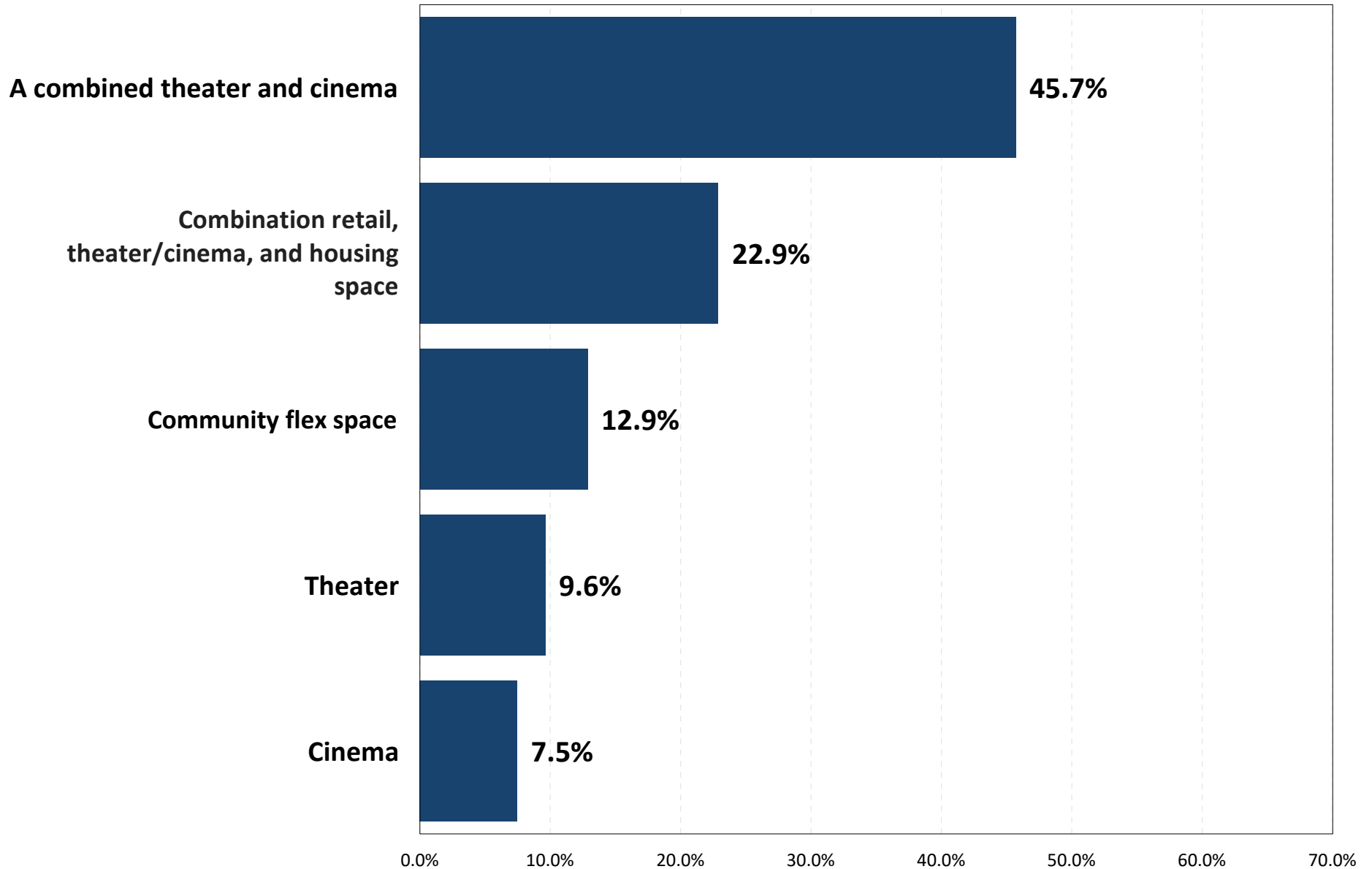


Exhibit A

What is your gender?

by percentage of households (excluding "not provided" responses)

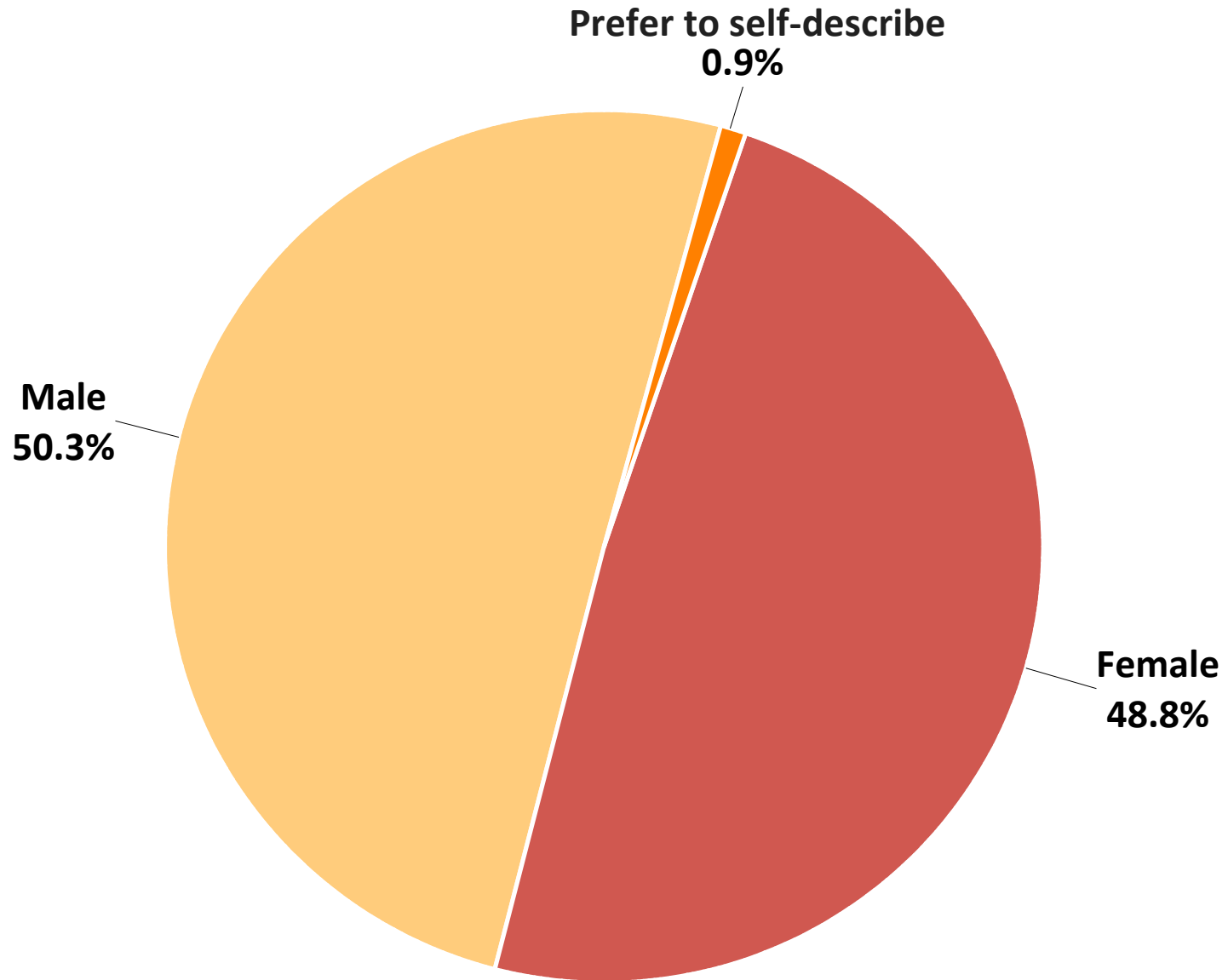
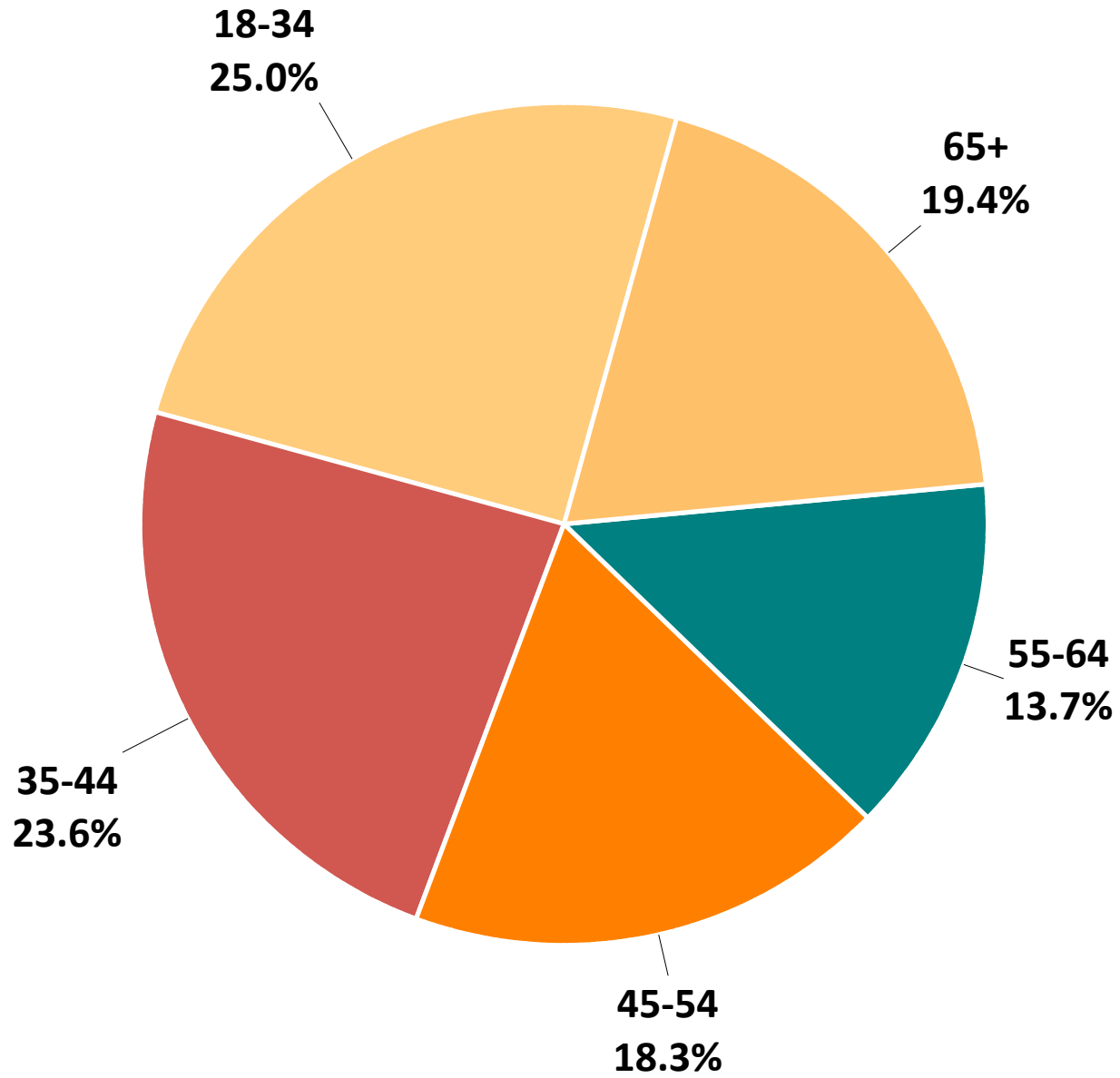


Exhibit A

What is your age?

by percentage of households (excluding "not provided" responses)



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Tabular Data

Byron Carlyle Theater Survey Results

(N=571, margin of error +/-4.2% at the 95% level of confidence)

14-Oct-21

Are you familiar with the Byron Carlyle Theater?	Percentage %
No	30.31%
Yes	69.52%
ZZ-Not Provided	0.18%
Grand Total	100.00%

Have you ever visited the Byron Carlyle Theater?	Percentage %
No	50.35%
Yes	49.48%
ZZ-Not Provided	0.18%
Grand Total	100.00%

Which of the following options do you MOST PREFER?	Percentage %
Demolish and redevelop the theater via lease or sale of the property through a public-private partnership and maintain public access and use	7.20%
Demolish and redevelop the theater via lease or sale of the property through a public-private partnership without public access and use	5.23%
Fully renovate the existing theater no matter the financial cost and maintain public access and use	29.36%
Moderately renovate the existing theater and maintain public access and use	29.61%
XX-Don't know enough to have an opinion	23.20%
YY-None of these options	4.81%
ZZ-Not Provided	0.59%
Grand Total	100.00%

If public space is renovated or redeveloped, what should be the top priority for how the public space is used?	Percentage %
A combined theater and cinema	45.70%
Cinema	7.47%
Combination retail, theater/cinema, and housing space	22.89%
Community flex space	12.87%
Theater	9.62%
ZZ-Not Provided	1.45%
Grand Total	100.00%

What is your MOST PREFERRED way to watch new movies?	Percentage %
At a movie theater	32.24%
Paid streaming service (e.g. Netflix, Hulu, HBO Max)	63.88%
Wait for the movie to become available on DVD	2.92%
ZZ-Not Provided	0.96%
Grand Total	100.00%

Exhibit A

What is your gender?	Percentage %
Female	50.02%
Male	48.53%
Prefer to self-describe	0.93%
ZZ-Not Provided	0.53%
Grand Total	100.00%

What is your age?	Percentage %
18-34	23.68%
35-44	22.38%
45-54	17.33%
55-64	13.00%
65+	18.36%
ZZ-Not Provided	5.25%
Grand Total	100.00%



Survey Instrument

Byron Carlyle Survey

1. **Are you familiar with the Byron Carlyle Theater?** ___(1) Yes ___(2) No
2. **Have you ever visited the Byron Carlyle Theater?** ___(1) Yes ___(2) No
3. **Which of the following options do you MOST PREFER?**
___(1) Moderately renovate the existing theater and maintain public access and use
___(2) Fully renovate the existing theater no matter the financial cost and maintain public access and use
___(3) Demolish and redevelop the theater via lease or sale of the property through a public-private partnership and maintain public access and use
___(4) Demolish and redevelop the theater via lease or sale of the property through a public-private partnership without public access and use
___(5) None of the above
___(6) Don't know enough to have an opinion
4. **If public space is renovated or redeveloped, what should be the top priority for how the public space is used?**
___(1) Cinema
___(2) Theater
___(3) A combined theater and cinema
___(4) Community flex space
___(5) Combination retail, theater/cinema, and housing space
5. **What is your MOST PREFERRED way to watch new movies?**
___(1) Paid streaming service (i.e. Netflix, Hulu, HBO Max, etc.)
___(2) At a movie theater
___(3) Wait for the movie to become available on DVD
6. **What is your gender?** ___(1) Male ___(2) Female ___(3) Prefer to Self-Describe: _____
7. **What is your age?** _____ years