MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Mayor Steven Meiner
DATE: January 31, 2024

SUBJECT: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS IDEAS TO INCREASE UTILIZATION OF BALLROOMS AT THE MIAMI BEACH CONVENTION CENTER.

BACKGROUND/HISTORY

Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? Yes __ No X

If so, specify name of lobbyist(s) and principal(s): N/A

ANALYSIS

I would like to refer a discussion item to the Finance and Economic Resiliency Committee (the "Committee") to consider what steps can be taken to increase the utilization of ballroom and meeting space at the Miami Beach Convention Center ("MBCC") by Miami-Dade residents for weddings, bar and bat mitzvahs, *quinceañera* parties and other festivities.

The recently renovated ballrooms and meeting rooms at the MBCC are spectacular, but significantly underutilized. I have been told that the pricing for catering (including alcoholic beverages) by Centerplate, the City's exclusive food and beverage provider at the MBCC, makes it cost-prohibitive to hold celebrations there.

I would like the Committee discuss ideas for improving utilization of the ballrooms and meeting spaces at the MBCC.

Staff from the Economic Development Department should be prepared to participate in the discussion. Representatives from OVG360 (MBCC manager) and Centerplate (MBCC F&B manager) should be invited to participate.

SUPPORTING SURVEY DATA

N/A

FINANCIAL INFORMATION

N/A

Amount(s)/Account(s):

N/A

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?	**Does this item utilize G.O. Bond Funds?**
No	No

Legislative Tracking

Mayor Steven Meiner

Sponsor

Co-sponsored by Commissioner Joseph Magazine