

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Jimmy L. Morales, City Manager
DATE: April 25, 2018

SUBJECT: DISCUSSION REGARDING THE NAMING OF MIAMI BEACH CONVENTION CENTER BALLROOMS TO DEVELOP CONSENSUS REGARDING PROPOSED NAMES, WITH ANY NAMES NOT PREVIOUSLY RECOMMENDED BY THE NEIGHBORHOOD/COMMUNITY AFFAIRS COMMITTEE ("NCAC") TO BE REFERRED TO NCAC FOR ITS RECOMMENDATIONS

RECOMMENDATION

The Administration strongly recommends that the Mayor and Commission develop a consensus on the names for each of the ballrooms to ensure Neighborhood/Community Affairs Committee ("NCAC") name recommendations on May 22, 2018, which recommendations could thereafter be accepted by the City Commission on June 6, 2018 and a public hearing set for consideration and formal approval of the names on June 27, 2018.

ANALYSIS

During the March 7, 2019 City Commission Meeting, Agenda Item C41 (Naming of ballroom facilities in the Miami Beach Convention Center) was referred to the NCAC.

During the March 21, 2018 NCAC meeting, the following referred proposed ballroom names were presented as developed by a collaborative team, including the Greater Miami Visitor and Convention Bureau ("GMCVB"), Spectra Management, JLL Consulting Services, and City staff for the five (5) Convention Center ballrooms:

1. Ocean Drive Room (in front of Hall A)
2. Lincoln Road Room (in front of Hall D)
3. Sunset Vista Salon (Specialty Space)
4. Carl Fisher Grand Ballroom (Grand Ballroom)
5. Collaboration Corner (Junior Ballroom/Level 2)

NCAC recommended all names, except "Collaboration Corner," to the full Commission for approval and requested that staff present alternative names for "Collaboration Corner" at the same Commission meeting.

At the April 11, 2019 City Commission meeting, staff recommendations for "Collaboration Corner" included:

1. Collins Collaborations Corner
2. Banyan Ballroom
3. Mangrove Corner
4. Mangrove Shade
5. Espanola Way Room

6. Art Deco Room
7. Star Island Room

During the discussion, the Mayor and Commission considered modifying the name "Carl Fisher Grand Ballroom" to simply "Grand Ballroom."

Also, alternative names were recommended and discussed for "Collaboration Corner," including: "Art Deco Corner" and "Collins Corner."

Specific names not previously recommended by NCAC must first go back to NCAC for a recommendation by the Committee before being re-presented to the Commission. However, ultimately, the recommended names need to be approved by a 5/7 vote of the Mayor and Commission at a public hearing to be set in conjunction with the acceptance of NCAC's recommended names. To avoid having to go back and forth between NCAC and the City Commission multiple times, the Administration strongly recommends that the Commission develop consensus on all five ballroom names at the April 25, 2018 Commission Meeting.

If the Commission accepts the NCAC recommendations as to Ocean Drive Room, Lincoln Road Room, and Sunset Vista Salon, then, only the name "Grand Ballroom" for the grand ballroom space, and a proposed name for the junior ballroom space on level 2 would need to be referred to NCAC for its recommendations. If any of the NCAC's prior three (3) recommendations are not accepted on April 25, 2018, then names for those spaces would need to be referred to NCAC as well on April 25, 2018. The timeline for approval of the ballroom names is as follows:

April 25, 2018 - (R9B) Commission discusses and refers all proposed ballroom names to NCAC to be considered at May 22, 2018 NCAC meeting.

May 22, 2018 - NCAC considers and makes recommendations for the ballroom names.

June 6, 2018 - Commission passes a Resolution accepting NCAC's recommendations regarding names for all five (5) of the ballrooms and setting the Public Hearing for June 27, 2018.

June 7, 2018 - City Clerk provides notice of Public Hearing to Miami Herald.

June 17, 2018 - Last day to publish 10 day notice of Public Hearing.

June 27, 2018 - (P&A Commission meeting) - Public Hearing on the five (5) ballroom names to be approved by 5/7th vote (R7 item)

CONCLUSION

A. The Administration recommends the approval of the following Convention Center ballroom names, as recommended by NCAC, GMCVB, Spectra, JLL, and City staff:

1. Ocean Drive Room (in front of Hall A)
2. Lincoln Road Room (in front of Hall D)
3. Sunset Vista Salon (specialty space)

These three (3) names, which were already recommended by NCAC, do not need to go back to NCAC. However, any changes to these three (3) names would need to go back to NCAC for its recommendation.

B. The Administration is also seeking direction for the grand ballroom (previously proposed as "Grand Carl Fisher Ballroom") and the junior ballroom on Level 2 (previously proposed as "Collaboration Corner"). Proposed new names discussed to date are as follows:

Grand Ballroom

Grand Ballroom

Junior Ballroom, Level 2

1. Collins Collaboration Corner
2. Banyan Ballroom
3. Mangrove Corner
4. Mangrove Shade
5. Espanola Way Room
6. Art Deco Room
7. Star Island Room
8. Collins Corner
9. Art Deco Corner

Thus, names for these two (2) ballroom spaces are requested by the Administration to be referred to NCAC.

Legislative Tracking

Tourism, Culture and Economic Development

ATTACHMENTS:

Description

- ▢ Convention Center Backup



Miami Beach Convention Center Proposed Room Names

JLL, in collaboration with the MBCC and GMCVB's sales and marketing teams and brand consultants, have developed the suggested room names to reflect a variety of Miami Beach's famous landmarks, history, beauty and spirit of collaboration. The process has included a full session with the sales and marketing teams and two follow up sessions with the senior leadership. The overall consistent feedback was to create names that were unique to Miami Beach and had a "story" that could be told to future meeting planners and attendees.

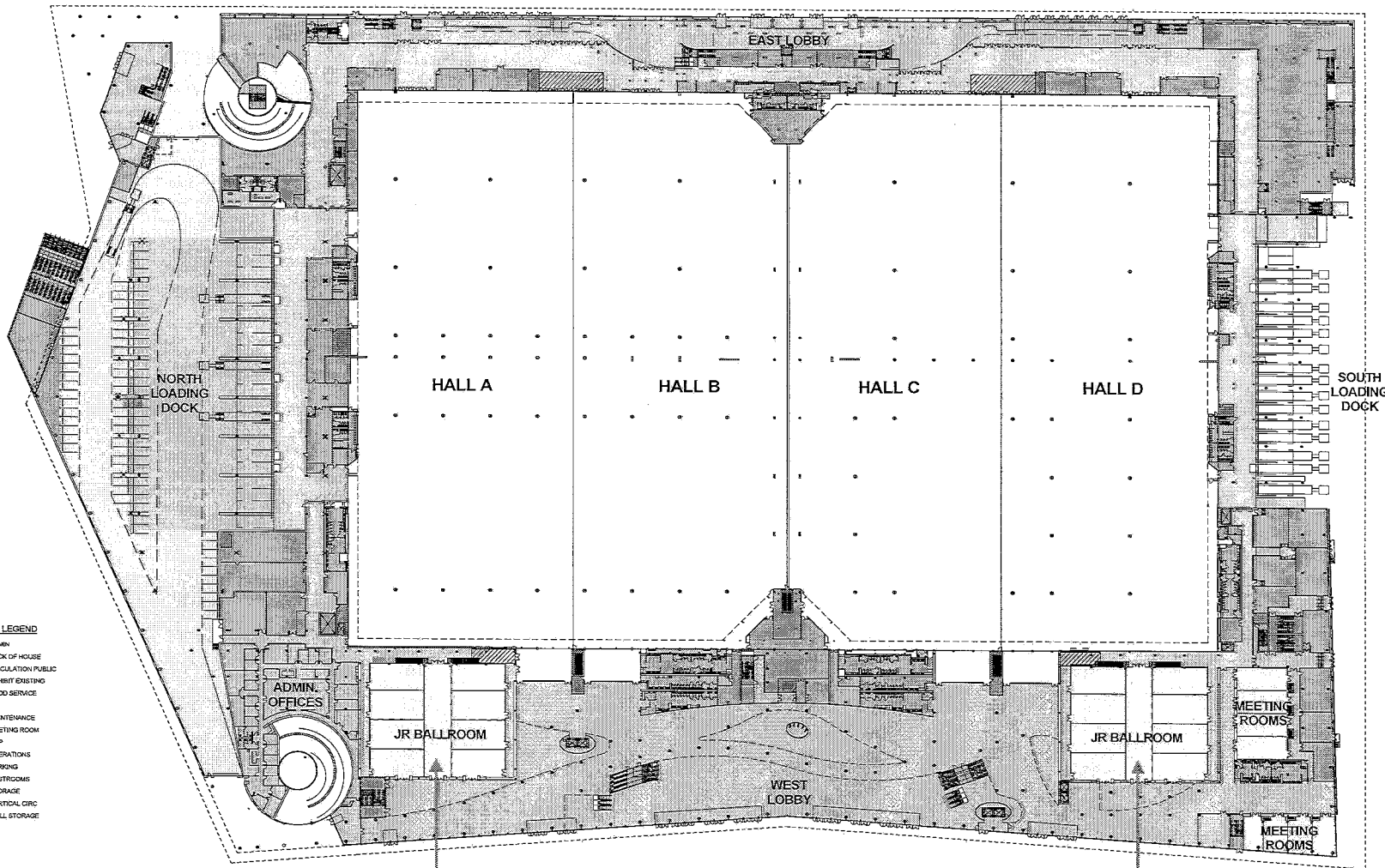
The team believes these names will enhance the attendees' overall Miami Beach experience by tying their meeting sessions with iconic places, history, creativity and surroundings making the convention portion of their trip as unique as the destination. These room names correlate directly to the destination place-making and themes of inspiration, innovation and possibility that is the new, iconic Miami Beach Convention Center Brand.

The following are the recommendations and a brief description:

Room Name	Description
Ocean Drive Room (in front of Hall A)	Often ranked in the top ten in the US for iconic landmarks and considered a "must see" for visitors.
Lincoln Road Room (in front of Hall D)	Listed as a top ten attraction in the Miami/Miami Beach area with a lively atmosphere for shopping and dining.
Sunset Vista Salon (Specialty Space)	The positioning of this exciting space provides an opportunity to the attendees to experience the sunsets of Miami Beach from inside the Convention Center.
Grand Carl Fisher Ballroom	Cited as one of the "founders" of Miami Beach, adding Carl Fisher's name to the grand ballroom provokes thoughts of a visionary who imagined what is now Miami Beach.
Collaboration Corner (Junior ballroom level 2)	The location of this room enables more consideration in design to allow the attendees to feel creative and inspired to accomplish their goals with their fellow attendees in this section of the new MBCC.

These are the names that are submitted for consideration on behalf of the MBCC, CVB and City staff. Attached is a floor plan with the names associated with the location of the rooms.

- COLOR LEGEND**
- ADMIN
 - BACK OF HOUSE
 - CIRCULATION PUBLIC
 - EXHIBIT EXISTING
 - FOOD SERVICE
 - IT
 - MAINTENANCE
 - MEETING ROOM
 - MCP
 - OPERATIONS
 - PARKING
 - RESTROOMS
 - STORAGE
 - VERTICAL CIRC
 - WALL STORAGE



MIAMI BEACH

MIAMI BEACH CONVENTION CENTER RENOVATION & EXPANSION
OVERALL LEVEL 1 PLAN

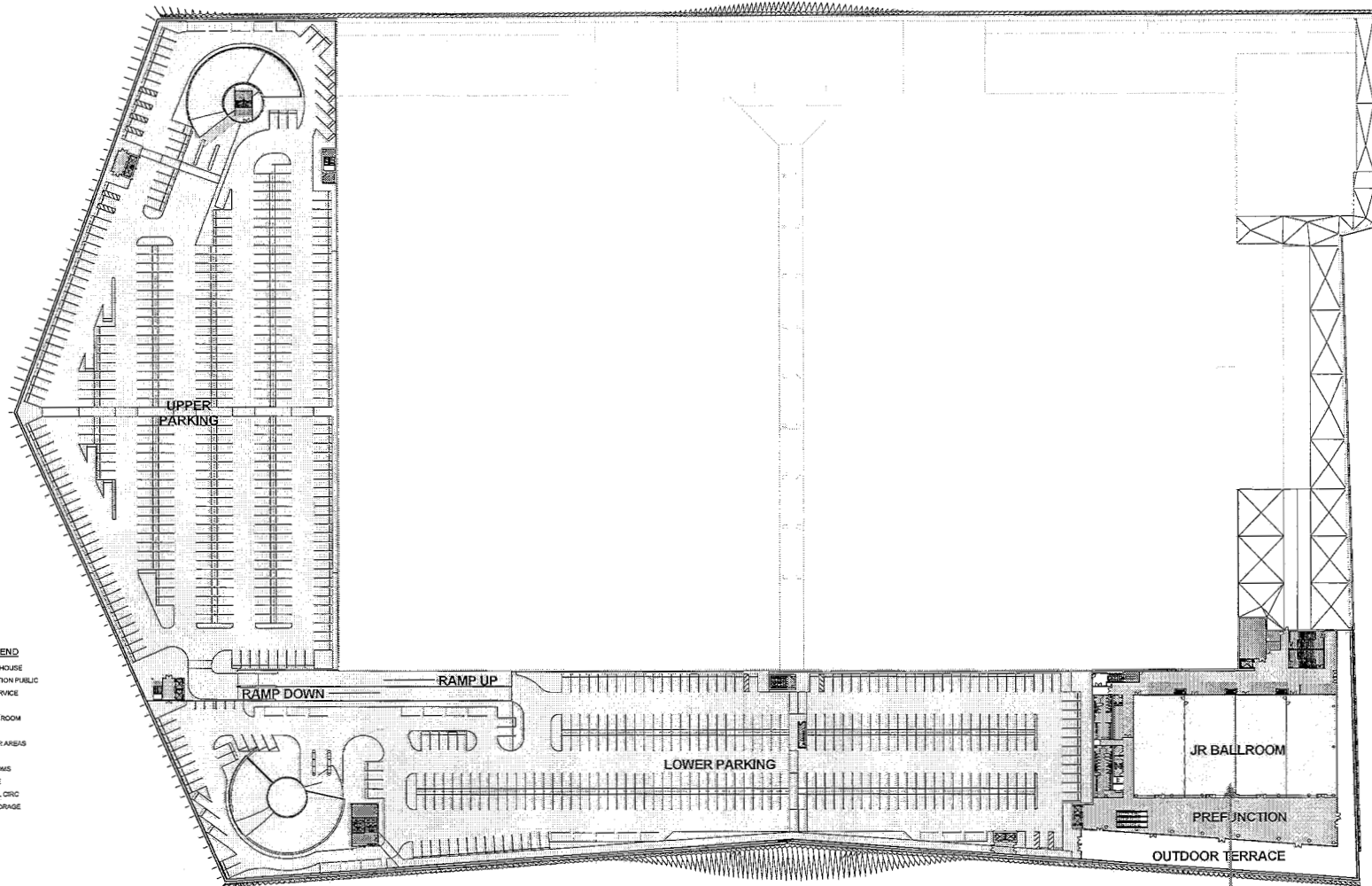
04/07/15

Page 1 of 145



COPYRIGHT © FENTRESS ARCHITECTS

- COLOR LEGEND**
- BACK OF HOUSE
 - CIRCULATION PUBLIC
 - FOOD SERVICE
 - IT
 - MEETING ROOM
 - MEP
 - OUTDOOR AREAS
 - PARKING
 - RESTROOMS
 - STORAGE
 - VERTICAL CIRC
 - WALL STORAGE



Sunset Vista Salon

MIAMI BEACH

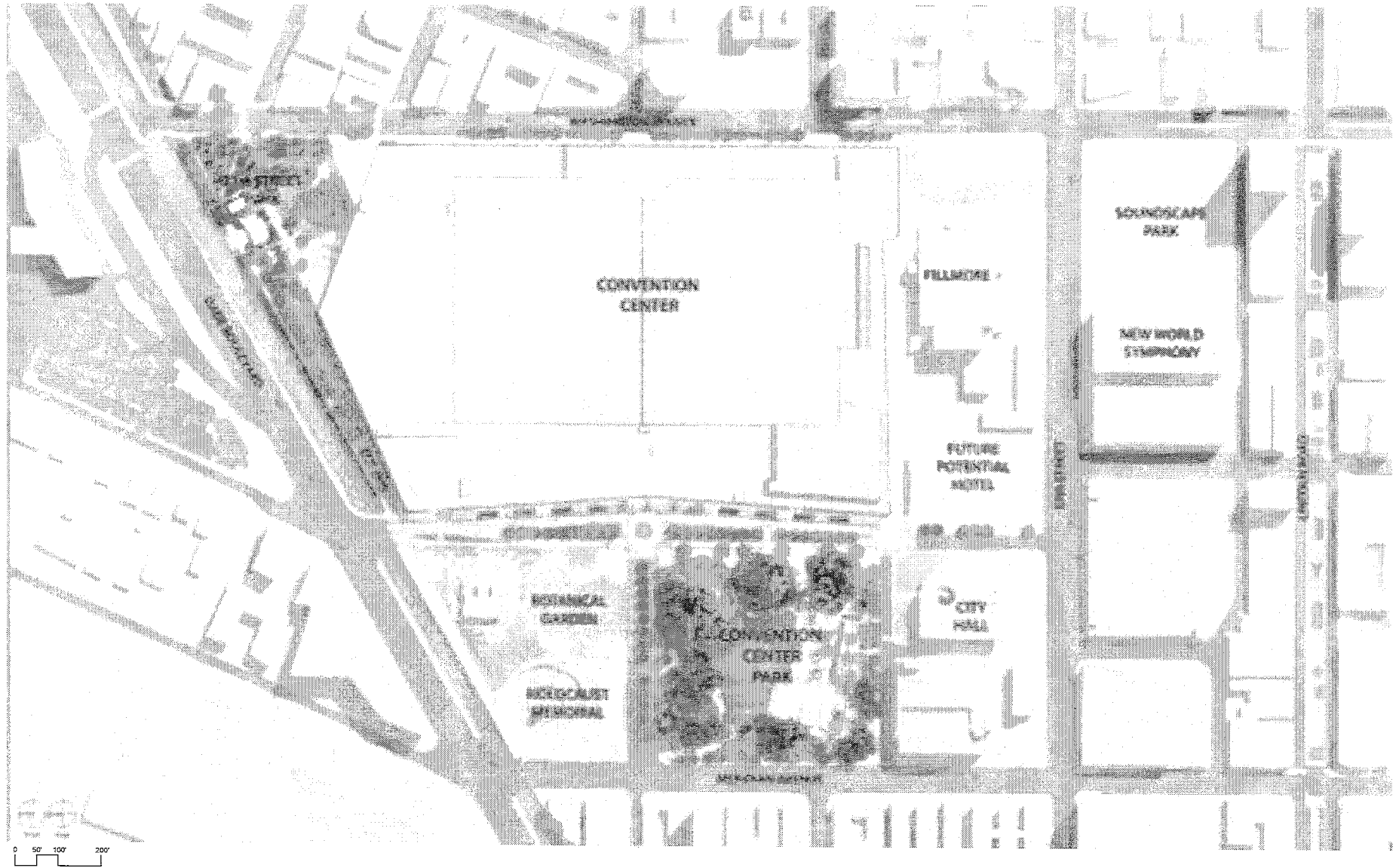
MIAMI BEACH CONVENTION CENTER RENOVATION & EXPANSION
OVERALL LEVEL 4 & 5 PLAN

04/07/15

Page 943 of 145



COPYRIGHT © FENTRESS ARCHITECTS



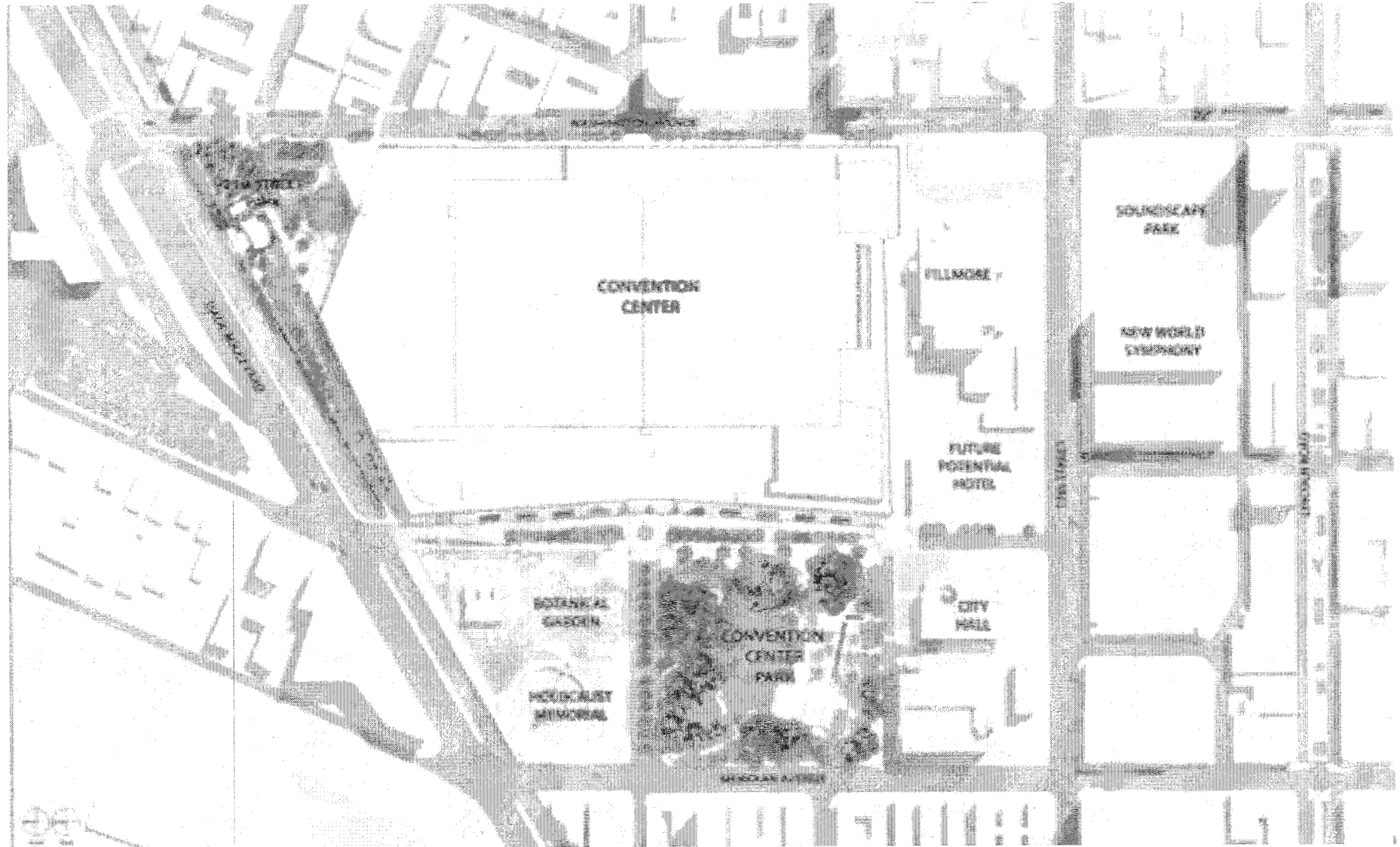
MIAMI BEACH

MIAMI BEACH CONVENTION CENTER RENOVATION & EXPANSION
LANDSCAPE PLAN

Page 345 of 345



COPYRIGHT © FENTRESS ARCHITECTS



MIAMI BEACH

MIAMI BEACH CONVENTION CENTER RENOVATION & EXPANSION
LANDSCAPE PLAN

FENTRESS