

MIAMI BEACH

OFFICE OF THE CITY MANAGER
NO. LTC #

351-2016

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: August 25, 2016

SUBJECT: CONVENTION CENTER HOTEL RESIDENT SURVEY

The purpose of this Letter to the Commission (LTC) is to transmit to the Mayor and Commission results of a survey of residents regarding a potential convention center hotel.

The City, at the request of the City Commission and the Mayor's Ad Hoc Blue Ribbon Steering Committee (the Committee) on the Convention Center Hotel entered into an agreement with Florida International University (FIU) to design and implement a telephone survey of at least 600 residents. The purpose of the survey was to gauge what elements of a potential convention center hotel would make residents more or less likely to vote for a hotel if placed on a future ballot.

FIU, with the input of the Committee and city staff, prepared a short, 12 question survey, one question of which was for recording the respondent's location information (see attached). The questions included whether the respondent voted on this issue in this past election, what their primary concern was related to a hotel, and several questions to deem how important traffic, design, height, and location of the hotel were to them. There was also a series of questions asking if they were more or less likely to support a hotel if various conditions existed prior to another public vote (if a comprehensive traffic plan were in place, if a world-class architect designed the building, if the building were no taller than the Clock Tower at Lincoln Road and Washington Avenue, etc.).

Results of the survey have been conveyed to us in the form of a presentation (attached) that will be given to the Committee at their next meeting at 6:30 pm, Monday, August 29th in the City Commission Chambers. The information contained in the presentation includes demographic data of the 600 respondents, whether the respondent voted in the previous election on the hotel item, cumulative responses to the questions, and responses cross-tabulated with how, or if, the respondent voted on the hotel item this past March.

Should you have any questions regarding the survey, please contact Jeff Oris at (305) 673-7577 x6186.

Attachments: Miami Beach Convention Center Hotel Survey
Miami Beach Convention Center Hotel Voter Survey Results

C: Kathie Brooks, Assistant City Manager
Maria Hernandez, Convention Center District Project Manager
Max Sklar, Tourism, Culture, and Economic Development Director
Jeffrey Oris, Economic Development Division Director

Miami Beach Convention Center Hotel Survey

Good evening. We are conducting a survey on behalf of the City of Miami Beach on the topic of the Convention Center hotel. The goal of the survey is to understand the preferences of Miami Beach residents on the topic, and to address their concerns by adjusting the Convention Center hotel accordingly. To ensure the collection of objective information, the City of Miami Beach has contracted the Metropolitan Center, a public policy institute at FIU. Your answers will remain anonymous.

May we proceed?

Thank you. First, let me provide a brief overview of the Convention Center facts so far.

The Miami Beach Convention Center is undergoing a \$600 million renovation and expansion. Convention Center and other tourism officials recommend that in order for the Center to be financially successful, it needs a “headquarter hotel” with 800 to 1,200 rooms that is adjacent to the Center. The plans are for the City to lease the land to a private developer who will privately finance the hotel construction and provide lease payments to the City. No taxpayer funds will be used in the development.

Now, let me begin with the questions...

- 1) Did you vote in the March 15 referendum regarding the development of a Convention Center hotel?
 - I voted and supported
 - I voted and did not support
 - I did not vote

- 2) Would you support the hotel if it were the same as proposed in March?
 - Yes *[Skip to Question 4]*
 - No
 - Maybe/Unsure *[Do not read, record if indicated]*

- 3) What was your **primary** concern when you voted against the hotel development? *[Do not read options, mark all indicated]*
 - The height of the proposed development
 - The design of the development
 - The location of the hotel
 - The parking shortage it may produce
 - The traffic congestion it will create
 - Citywide traffic

Other _____

- 4) To address some residents' concerns, it has been suggested that the hotel size be reduced from 800 rooms to approximately 600 rooms. Would you be more or less likely to support the hotel if the hotel size was reduced?
 - More likely to support the hotel
 - Less likely to support the hotel
 - No difference

- 5) To address some residents' concerns, it has been suggested that the hotel height be reduced from 288 feet to a maximum of 185 feet, which is approximately the height of the Clock Tower building at Lincoln Road and Washington Avenue. Would you be more or less likely to support the hotel if the hotel height was reduced?
 - More likely to support the hotel
 - Less likely to support the hotel
 - No difference

- 6) To address some residents' concerns, it has been suggested that the hotel be developed on the parking lot across the street from the Convention Center that is currently planned to be a public park, instead of the parking lot behind the Fillmore. Would you be more or less likely to support the hotel at the new location?
 - More likely to support the hotel
 - Less likely to support the hotel
 - No difference

- 7) To address some residents' concerns about height and to make it more compatible with the surrounding architecture, it has been suggested that the hotel developer rebuild and incorporate a new Fillmore Miami Beach at Jackie Gleason Theater into the hotel. Would you be more or less likely to support the hotel in that case?
 - More likely to support the hotel
 - Less likely to support the hotel
 - No difference
 - Do not believe *[Do not read, record if answer provided]*

- 8) To address some residents' concerns about design, it has been suggested that a world-class architect be recruited to design the hotel. Would you be more or less likely to support the hotel in that case?
 - More likely to support the hotel
 - Less likely to support the hotel
 - No difference
 - Do not believe *[Do not read, record if answer provided]*

9) To address some residents' concerns, it has been suggested that the hotel design be the product of a public process after the lease is approved. Would you be more or less likely to support the hotel in that case?

- More likely to support the hotel
- Less likely to support the hotel
- No difference
- Do not believe *[Do not read, record if answer provided]*

10) To address some residents' concerns about traffic, it has been suggested that the hotel development includes a comprehensive plan to mitigate traffic in the area of the hotel. Would you be more or less likely to support the hotel?

- More likely to support the hotel
- Less likely to support the hotel
- No difference
- Do not believe *[Do not read, record if answer provided]*

11) What is the primary reason you would vote to support the hotel? *[Do not read options, mark all indicated]*

- It will provide additional revenues to the city
- It will help bring quality conventions to the city
- It will improve the area
- It will create new jobs
- Other _____

12) Address (1) _____

City (2) _____

ZIP Code (3) _____

Phone Number (4) _____

MIAMI BEACH CONVENTION CENTER HOTEL



Southwest corner of the renovated Miami Beach Convention Center.
Source: Fentress Architects/Arquitectonica/West 8

VOTER SURVEY RESULTS

Maria Ilcheva, Ph.D.

Dario Moreno, Ph.D.

FIU

Metropolitan
Center

SUMMARY

- Miami Beach residents are deeply divided about building a Convention Center hotel
 - Today 46% of the voters support the original project while 46% oppose it
 - Opposition to the project has grown
 - Only 30% of those surveyed voted against the hotel in March but 46% are opposed to a similar proposal
 - 17% of those who supported the hotel in March would now oppose it.
 - 46% of those who did not vote would support the hotel if it was the same as proposed before, and 18% are unsure.
- The proposed hotel's impact on traffic is clearly the most important concern for Miami Beach residents.

SUMMARY continued...

- Residents' concerns could be alleviated by a properly designed project that mitigates the hotel's impact on traffic and parking.
 - Part of a citywide comprehensive plan process after the signing of lease
 - Public participation in the planning process
 - Process includes experts (architects, planners, traffic and parking engineers)
- Comprehensive Plan has more support than downsizing the hotel or changing location

METHODOLOGY

Survey of 600 registered voters conducted August 2-15, 2016

➤ Race and Ethnicity

- **48%** White
- **44%** Hispanic
- **2%** Black
- **6%** Other

➤ Gender

- **47%** Male
- **53%** Female

➤ Language

- **74%** English
- **26%** Spanish

➤ Party Affiliation

- **45%** DEM
- **31%** REP
- **22%** NPA
- **2%** Ind

SUPPORT FOR REFERENDUM

- Approximately 46% of the voters still support the original referendum that failed to get the necessary super majority (60%), while another 46% would oppose it.
- The original referendum failed in March 2015 as it received only 54% of the vote with 46% opposed.

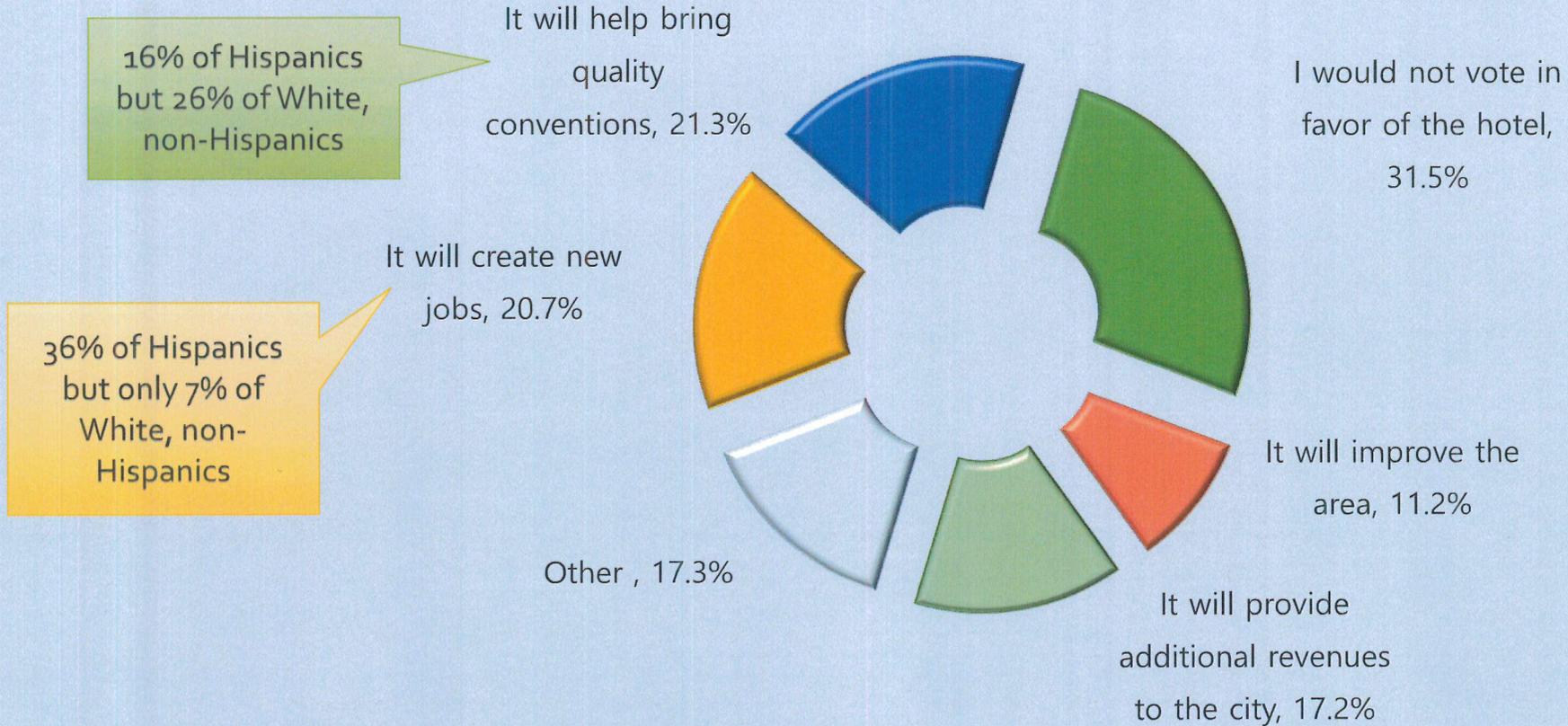
Men are more likely to support (53%) than women (41%).

Older residents (65+) are more likely to support (52%) than younger (42%).

Hispanic residents are more likely to support (59%) than White, non-Hispanic (35%).

BENEFITS

PRIMARY REASON TO SUPPORT



OVERALL ISSUES

- While voters are apprehensive over the size, height and location of the project, it is the hotel's impact on traffic that concern most voters.

What was your primary concern when you voted against the hotel development?



ISSUE: TRAFFIC

- Two-thirds of the respondents cited *Traffic* as their principle concern with the new convention hotel.
- Residents are mostly concerned with the project's **impact on traffic** in the area immediately around the proposed site (48.6%) but there was considerable concern on its **impact on citywide traffic** patterns (17.1%).
- Almost two-thirds of the respondents (64%) would be more likely to support the hotel development if it includes a comprehensive plan to **mitigate traffic** in the area of the hotel.

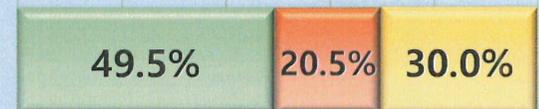
ISSUE: DESIGN

- Residents also have concerns regarding the design of the building.
- Almost half support reducing the building footprint
 - 49.5% more likely to support if height is reduced
 - 38% more likely to support if rooms are reduced
 - Reducing the height or number of rooms would not make a difference for large percentages.
- Recruiting a world-class architect to design the hotel would make 49% more likely to support.

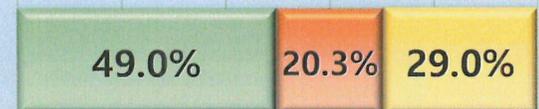
HOTEL DESIGN

■ More Likely ■ Less Likely ■ No difference

the hotel height was reduced from 288 feet to a maximum of 185 feet



a world-class architect was recruited to design the hotel



the hotel size was reduced from 800 rooms to approximately 600 rooms



ISSUE: LOCATION

- Location in parking lot across from Convention Center is a non-starter as **it will significantly increase opposition to the hotel project**
- The Gleason theater option has some support (44%) but by itself not enough to assure passage of hotel project.

SUPPORT FOR HOTEL CHANGES

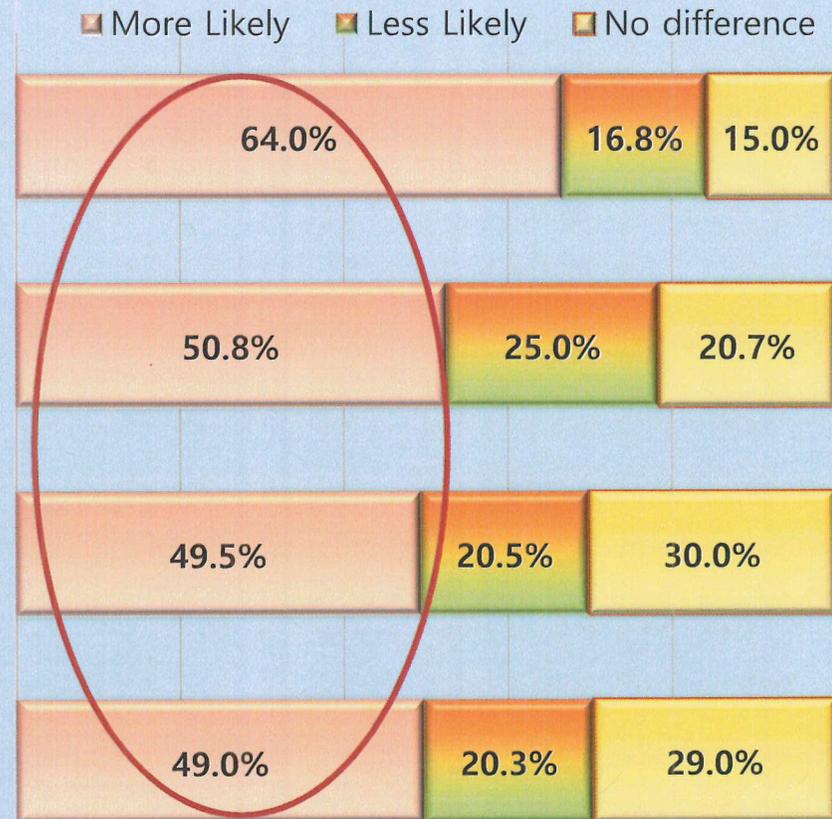
Would you be more or less likely to support the hotel if...

the hotel development includes a comprehensive plan to mitigate traffic in the area of the hotel

the hotel design was the product of a public process after the lease is approved

the hotel height was reduced from 288 feet to a maximum of 185 feet, which is approximately the height of the Clock Tower building at Lincoln...

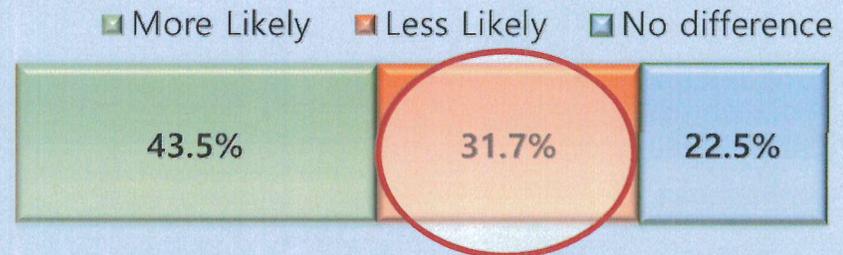
a world-class architect was recruited to design the hotel



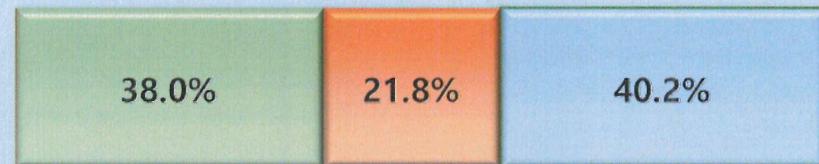
SUPPORT FOR HOTEL CHANGES continued...

Would you be more or less likely to support the hotel if...

the hotel developer rebuilt and incorporated a new Fillmore Miami Beach at Jackie Gleason Theater into the hotel.



the hotel size was reduced from 800 rooms to approximately 600 rooms



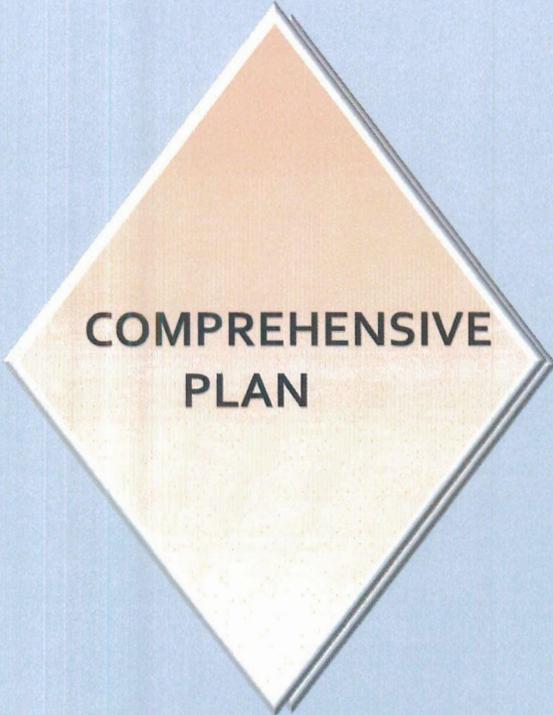
the hotel was developed on the parking lot across the street from the Convention Center that is currently planned to be a public park, instead of the parking lot behind the Fillmore.



CONDITIONS FOR SUPPORT

	1	2	3	4	5
I voted and supported	Hotel development includes a comprehensive plan to mitigate traffic in the area of the hotel (76.9%)	World-class architect (63.4%)	Public process (60.8%)	Reduced hotel height (59.3%)	Hotel developer rebuild and incorporate a new Fillmore Miami Beach at Jackie Gleason Theater (53.7%)
I voted and did not support	Hotel development includes a comprehensive plan to mitigate traffic (40.9%)	Reduced hotel height (34.3%)	Public process (32.6%)	Reduced number of rooms(27.6%)	World-class architect (25.4%)
I did not vote	Hotel development includes a comprehensive plan to mitigate traffic (68.9%)	Public process (55.0%)	Hotel developer rebuild and incorporate a new Fillmore Miami Beach at Jackie Gleason Theater (52.3%)	World class architect (51.7%)	Reduced hotel height (50.3%)

CONCLUSION AND RECOMMENDATIONS



COMPREHENSIVE PLAN

1

Inclusive process to deal with design, location and traffic

2

Experts, politicians, and citizens

3

Traffic mitigation plan instead of another traffic study

4

Unique and iconic design maybe incorporating the Jackie Gleason

5

Economic Impact Study