

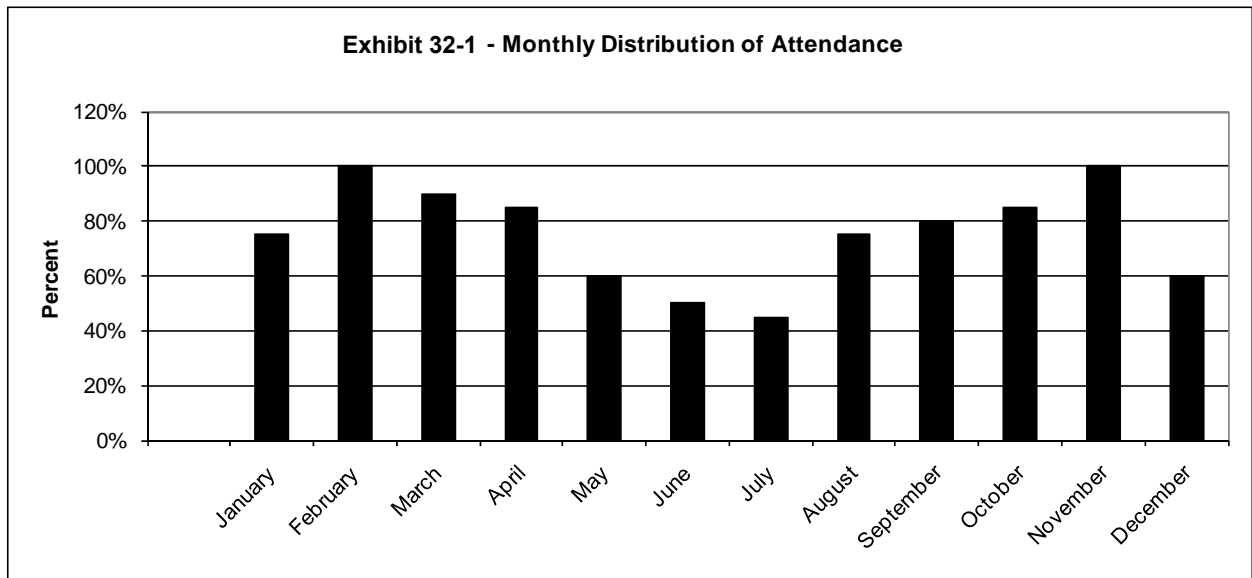
## Question 32 – Attraction and Recreation Facilities

- A. What is the projected high, low, and average daily attendance at the facility? Specify the season if applicable. Complete Figures 32-1 – 32-3.**

A response to Question 32 has been provided to address the characteristics of the proposed convention center use which is proposed as part of the Increment III development program. While the convention center does not technically meet the definition of an Attraction and Recreation Facility under Chapter 28-24.016, FAC (ie. there are no fixed seats), the use will generate projected attendance and will complement the vision of a complete, full-service downtown area with a 200,000 square foot conference facility offering meeting space, ballroom space, pre-function space, lobbies and back-of-house support services to provide a conference venue for Downtown Miami. This facility will serve to enhance the business community and its downtown residents. The projected high, low and average daily attendance at the facility is provided in **Table 32-1**.

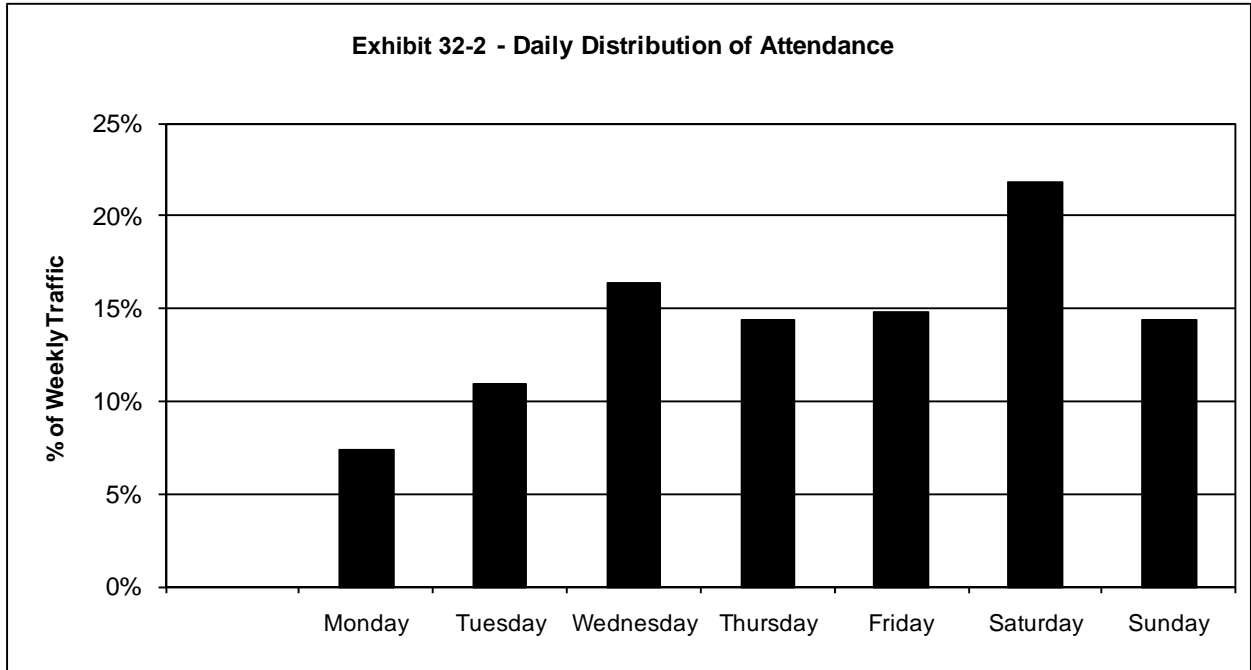
Table 32-1 – Estimated High, Low and Average Daily Attendance						
Conference Facility	Scale	SF/Person	Persons	High Daily Attendance	Low Daily Attendance	Average Daily Attendance
Function and Ballrooms	100,000 SF	30	3,333	3,333	333 (10%)	1,666 (50%)
Ancillary Space	100,000 SF	n/a	n/a			

An estimate of the monthly distribution of attendance for the Convention Facility is provided in **Figure 32-1**, and has been derived using the attendance percentages (by month) provided by the Urban Land Institute as referenced below.



Source: Figure 4-16 - Seasonality of Convention Center Attendance, *Shared Parking, Second Edition*, ULI, 2005, page 81.

An estimate of the daily distribution of attendance for a Convention Facility over the seven day week is provided in **Figure 32-2**, using percentages (by day) calculated from the 2010 Event Calendar for the Broward County Convention Center. **Figure 32-2** reflects the percentage of events held during each of the seven weekdays, from January 2010 through December 2010. The calculations to support the daily event percentages for the year 2010 are provided in **Table 32-2**.

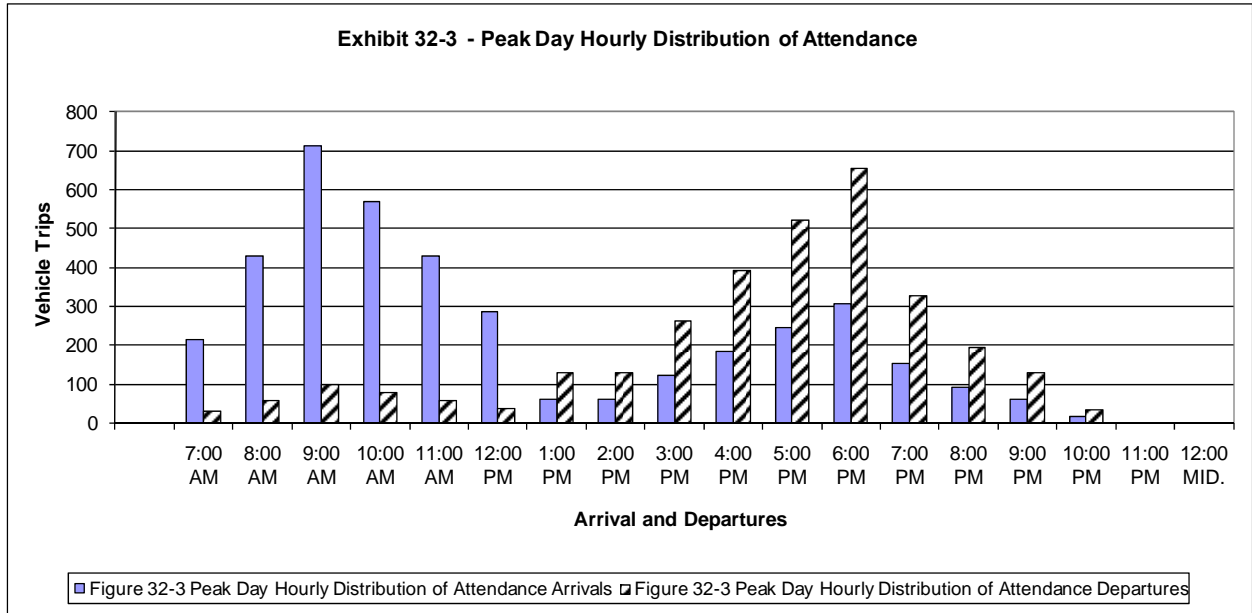


**Table 32-2 - Daily Variation in Convention Events**

11/8/2010

	Jan 2010	Feb 2010	Mar 2010	Apr 2010	May 2010	Jun 2010	Jul 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010	Total Events	Percent of Total
Monday	2	2	2	0	3	2	3	2	0	1	2	0	19	7.39%
Tuesday	2	2	4	1	4	2	2	3	2	3	3	0	28	10.89%
Wednesday	1	3	4	7	6	3	3	2	2	5	3	3	42	16.34%
Thursday	1	3	7	2	9	3	2	0	3	4	2	1	37	14.40%
Friday	1	4	6	4	3	7	2	0	0	5	2	4	38	14.79%
Saturday	2	4	6	6	3	9	3	3	3	7	5	5	56	21.79%
Sunday	2	2	5	3	1	5	2	4	2	5	4	2	37	14.40%
	11	20	34	23	29	31	17	14	12	30	21	15	257	

An estimate of the hourly distribution of attendance for the Convention Facility is provided in **Figure 32-3** using the hourly time-of-day occupancy factors for a Convention Center as derived from the Urban Land Institute shared parking methodology (see Table 2-5 – Recommended Time-of-Day Factors for Weekdays, *Shared Parking, Second Edition*, 2005, pages 16-17).



**B. Estimate the number of customers utilizing transportation other than automobile to reach the region and the site. Specify the transportation systems and facilities to be utilized, their location, present and planned capacities.**

It is anticipated that the patrons that will utilize the Conference Facility will consist of a mixture of attendees from various origins. These include patrons that will be staying in the immediate study area using adjacent hotel venues, patrons that will utilize the facility from other downtown business organizations, patrons that will be living and/or working in the immediate downtown area and patrons that will utilize the facility from the greater South Florida community. It is anticipated that the Conference Facility will accommodate corporate meetings, smaller industry associations and conferences, community events, charity events, educational functions and entertainment events.

During the typical AM and PM peak hours, it is anticipated that as many as 35% of the conference facility patrons will utilize alternative travel modes to access the site. The Conference Facility is anticipated to locate within the Miami World Center area within the SEOPW DRI, placing the facility within two or three blocks from existing rubber tire transit along Biscayne Boulevard, one or two blocks from three existing Metromover Stations within the DRI boundaries and two or three blocks from the existing Overtown Transit Village Metrorail Station (see **Figure 32-4**). This exceptional access to premium transit will also enable out of town patrons to use Metrorail to provide a direct connection from Miami International Airport to the Conference Center, using the direct Metrorail connection between the Miami Intermodal Center and the SEOPW DRI.

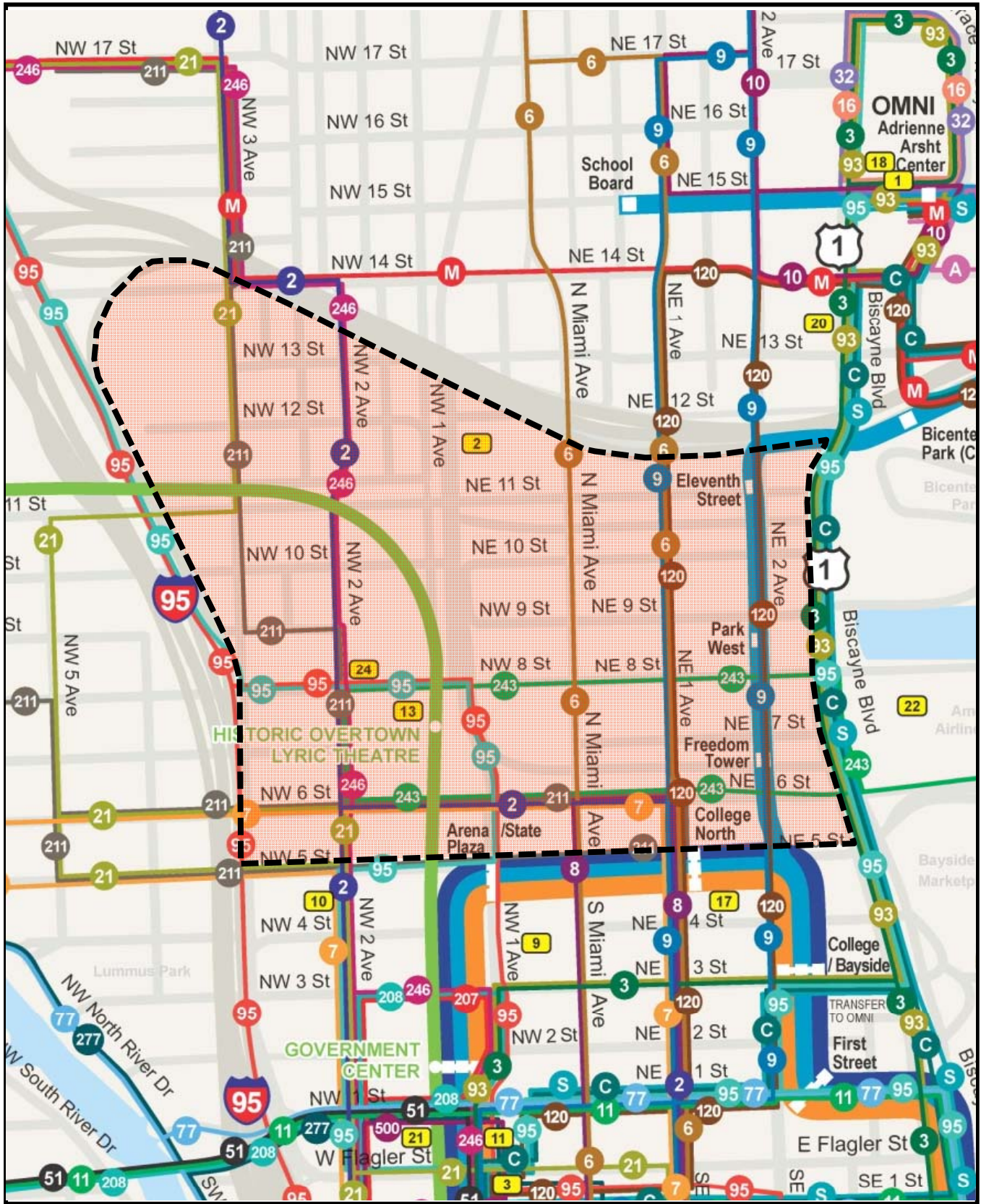
The SEOPW DRI represents an urban downtown area which is directly served by Metrorail, Metromover, Express Bus, Metrobus, connections to the Airport and Tri-Rail via Metrorail to the north and connections to the Busway via Metrorail to the south. The City of Miami is improving local transit access to the SEOPW study area through the implementation of a Trolley System that will reinforce local connections to employment centers within and adjacent to SEOPW, connecting Brickell, Downtown Miami and Omni, the Health District and Civic Center, and the neighboring communities of Allapattah, Overtown and Coral Way (see **Figure 32-5**).

**C. If any transportation systems and facilities are to be owned, operated, or managed by the applicant, specify how these interface with other systems and facilities in the region.**

The SEOPW DRI and the surrounding study area is directly served by an extensive system of existing premium public transit which is owned by Miami-Dade County and operated by Miami-Dade Transit. The City of Miami (Co-Applicant to the SEOPW DRI) will be enhancing the existing transit service in the study area through the implementation of trolley service that will consist of five routes that will extend to and through downtown connecting the following locations:

- Brickell, Downtown and Omni (and the Design District in a future phase)
- Health District and Civic Center
- Health District, Overtown and Omni
- Health District and Allapattah
- Coral Way and Brickell

The trolley service has not yet been initiated however it is being designed to complement the existing premium transit service operated by Miami-Dade Transit. The Federal Transit Administration released \$64.5 million in federal stimulus funds to Miami-Dade Transit, of which the City of Miami was allocated \$4.1 million to implement the rubber tire Trolley System. In May of 2010, the City of Miami entered into an interlocal agreement with Miami-Dade Transit to enable the City (through Miami-Dade Transit) to use the federal stimulus money to purchase the rubber-tire trolleys. Efforts are currently underway by the City of Miami to refine the trolley routes and select an operator for the trolley service.



 SEOPW DRI Boundaries




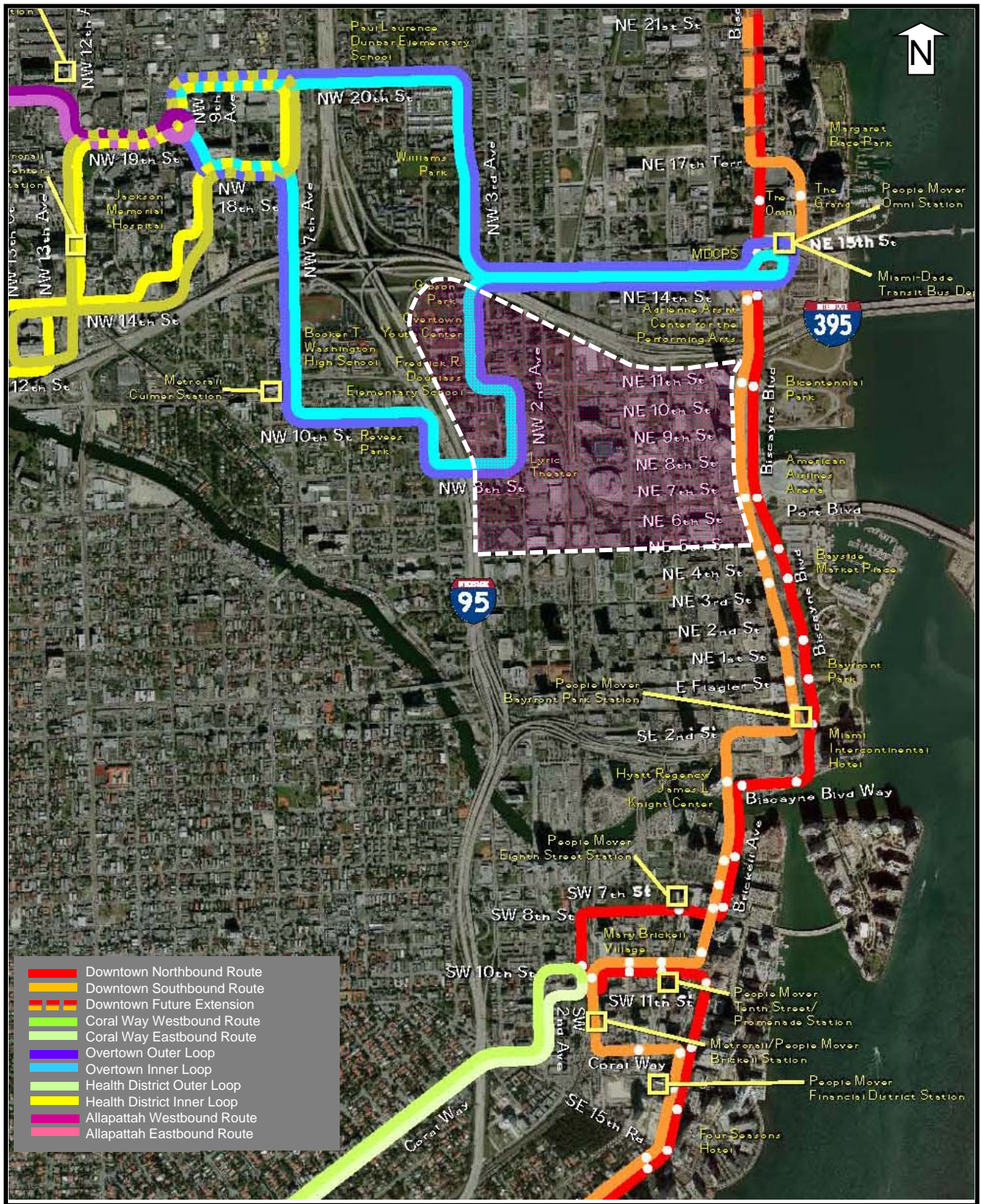
-  Metrorail
-  Metromover
-  Metrobus Routes

Exhibit 32-4  
 Access to Existing Local and Premium Transit  
 SEOPW DRI – Increment III  
 November 2010




 SEOPW DRI Boundaries

Exhibit 32-5  
 Access to Programmed City of Miami Trolley Service  
 SEOPW DRI – Increment III  
 November 2010