

Discussion of Special Events on the Beach/Barrier Island

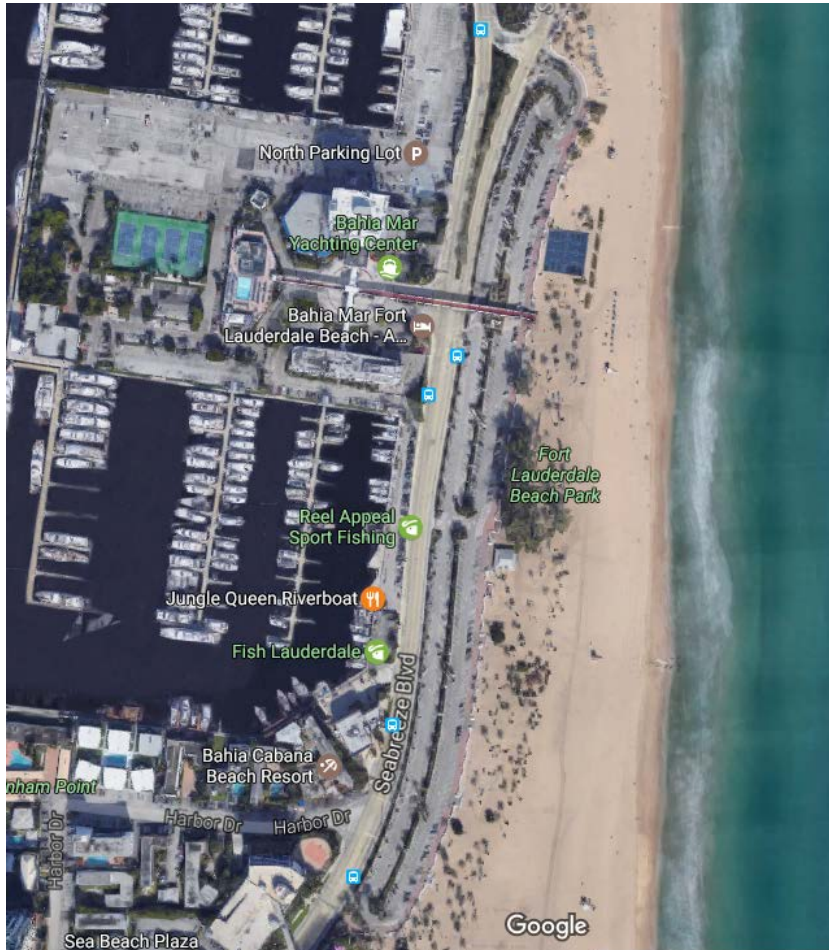


Special Events on the Beach

| Event Name | Event Date |
|--------------------------------------|------------|
| SWATCH | February |
| A1A Marathon | February |
| Aids Walk | February |
| PRIDE | February |
| Las Olas Triathlon | March |
| Tortuga Music Festival | April |
| Air Show | May |
| Great American Beach Party* | May |
| 4 th of July Spectacular* | July |
| Boat Show | November |
| Riptide Music Festival | December |

* City Sponsored Events

South Beach Parking Lot



- South End has 218 spaces
- North End has 234 spaces
- Total Spaces = 452

South Beach Parking Lot Impact

| Event Name | Event Date(s) | Set Up Date (s) | Breakdown Date(s) |
|--------------------|--|-------------------|--|
| SWATCH | 2/7/17- 2/12/17 | 1/23/17 – 2/6/17 | 2/13/17 – 2/16/17 & 2/19/17 – 2/23/17 |
| | South half of lot plus 6 spaces in the north lot. Split breakdown due to the A1A Marathon. | | |
| A1A Marathon | 2/18/17 & 2/19/17 | 2/17/17 & 2/18/17 | N/A |
| | 10 spaces on first day, then south half of lot, then full lot, then south half of lot for partial day. | | |
| PRIDE | 2/26/17 | 2/25/17 | N/A |
| | South half of lot for partial day, then south half of lot for all day. | | |
| Las Olas Triathlon | 3/12/17 | 3/11/17 | N/A |
| | South half of lot for first day, then whole lot for second day. | | |
| AIDS Walk | 3/19/2017 | 3/17/17 & 3/18/17 | N/A |
| | South half of lot 2 days, then full lot for event day. | | |

South Beach Parking Lot Impact

| Event Name | Event Date(s) | Set Up Date (s) | Breakdown Date(s) |
|--------------------|---|--------------------|-------------------|
| Tortuga Music Fest | 4/7 – 4/9/2017 | 3/24/17 – 4/6/17 | 4/10/17 – 4/14/17 |
| | South half of lot 3/24 to 3/30, whole lot 3/31 to 4/13, then south half of lot 4/14/17. | | |
| Boat Show | 11/3/2016 – 11/7/2016 | 11/3/2016 | N/A |
| | Lot only used for the 5 days of the show. Used some additional spaces for admin personnel outside of those 5 days. 31 spaces used after the show for breakdown. | | |
| Riptide Music Fest | 12/3/16 & 12/4/16 | 11/29/16 – 12/2/16 | 12/5/16-12/8/16 |
| | South half of lot plus 6 spaces in the north lot. Split breakdown due to the A1A Marathon. | | |

Hotel Occupancy

- High hotel occupancy rates during large scale special events (www.sunny.org)

| Date | Occupancy Rate |
|------------|----------------|
| Feb 2017: | 87.1% (0.0%) |
| Jan 2017: | 79.9 (-1.8%) |
| Dec 2016: | 77.0% (-2.9%) |
| Nov 2016: | 77.0% (-1.1%) |
| Oct 2016: | 68.4% (-5.9%) |
| Sept 2016: | 67.9% (+2.8%) |
| Aug 2016: | 73.0% (-1.2%) |
| July 2016: | 79.4% (+1.7%) |
| June 2016: | 73.0% (-0.9%) |
| May 2016: | 75.6% (+1.5%) |
| Apr 2016: | 81.1% (-1.6%) |
| Mar 2016: | 87.4% (-1.0%) |
| Feb 2016: | 89.2% (-3.9%) |
| Jan 2016: | 82.1% (-4.4%) |

Discussion & Direction