Memorandum

MIAMI-DADE COUNTY

Date: May 13, 2013

CRC
Agenda Item No. 7(B)

To: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

Subject: Directive Assignment 130052 – 2013 Sony Open Tennis Tournament

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At the January 14, 2013 Cultural Arts and Recreation Committee, Commissioner Javier D. Souto requested Senior Advisor Lisa M. Martinez to ensure the 2013 Sony Open Tennis Tournament (Sony Tournament) was a success (Directive 130052). This directive was in reference to the January 3, 2013 emergency lane restrictions implemented for the Bear Cut Bridge and West Bridge, pursuant to inspection reports received from the Florida Department of Transportation.

The 2013 Sony Tournament was held from March 18th – 31st, 2013. Total attendance for this year's tournament was 307,809, which was in excess of 300,000 for the fourth consecutive year. Attendance was down by approximately 7% from last year. However, Sony Tournament Director Adam Barrett attributed this to not having some of the top players from past years, top players losing early, and player injuries (see attachment). Additionally, unseasonably bad weather including a hail storm on Wednesday, March 20, 2013 and three hours of rain on Friday, March 22, 2013, significantly impacted attendance and revenues on those days.

Ensuring smooth traffic flow during the tournament, while having to implement lane restrictions, required strong collaboration between Public Works and Waste Management, Miami-Dade Police and Parks, Recreation and Open Spaces. The Bear Cut bridge solution worked well for the tournament, with two lanes inbound and two lanes outbound to and from Key Biscayne. One of the tournament's busiest days, Sunday, March 31, 2013, coincided with the Seaquarium's annual Easter weekend events. County staff from all the above referenced departments worked quickly to alleviate traffic back-ups as they occurred. Mr. Barrett commended the County on its teamwork in keeping the traffic moving. Overall, the 2013 Sony Open Tennis Tournament was a success.

If you need additional information, please contact Jack Kardys, Director, Parks, Recreation and Open Spaces Department, at 305-755-7903.

c: Lisa M. Martinez, Senior Advisor, Office of the Mayor
Jack Kardys, Director, Parks, Recreation and Open Spaces Department

Attachment

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Miami Sony Open Attendance Is Down But Sees Better Future

Posted By Staff On March 29, 2013 @ 7:32 am In Tennis News,Top Story | No Comments

Sony Open tournament organizers are thrilled that they have had their $50 million expansion plans improved, but they will have to better attendance in coming years.

IMG's Adam Barrett, who serves as the Sony Open tournament director, admitted that attendance is actually down 7- 8% , which he only considers a small decline.

"We have had three record years in a row," he said. "I think in the last three years we have gone from under 300,000 to over 326,000 guests. This year, Rafa, unfortunately, and Roger, unfortunately, are not playing, and that definitely has an effect. Your fear is that the effect would have been a lot larger. I'm very pleased that the effect of it's only 8% down, which says that what we're trying to create is an event experience that they come out to watch all of the players, enjoy a day in the sun, a day with the good weather, a day of food, a day of shopping, a day that starts at 10:00 a.m. and may end at 11:00 p.m., that it were an entertainment vehicle, and that we are not 100% dependent on a single name."

Barrett did concede that Nadal and Federer are the sport's two most popular players and that not having them presented a unique set of challenges, but said that as a result the fans get to see some different faces.

"You've had some younger players and some older players make some moves that would not necessarily have been expected," he said. "Still the crowds come and the stands are crowded and the cheering is loud. You watched Tommy last night beat Novak in front of a crowd that was cheering as loud as I've ever heard it for a 34- year-old Tommy Haas.It's an exciting event, and each event plays out and tells its own story. The last couple years the story has been a mixture of a couple of players, and this year we got new stories coming. We welcome those new stories."

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