



NOW LAUNCHING:

MIAMI 2.0

CATHY RICK-JOULE looked at the letter. She blinked. Again. She'd spent two decades managing the Miami International Boat Show for the National Marine Manufacturers Association, and she'd heard rumblings about the city wanting to renovate the nearly 60-year-old Miami Beach Convention Center. The boat show had been held there since 1969. It had endured the renovation in the 1980s. "We thought this would be very similar," she says. Until she received that letter. "It said, 'Just letting you know, we'll be reaching out to talk about the renovation — and oh, by the >

Virginia Key will be the new home of the Progressive Insurance Miami International Boat Show for 2016.



BUILDING A NEW MARINA
 Pennsylvania-based Bellingham Marine is building the all-new, temporary marina that will host the Progressive Insurance Miami International Boat Show at Virginia Key. Special attention is being paid to the use of eco-friendly materials, from the flotation units to the deck boards.

BACK IN 1969
 That was the last time the show needed a new home. It began a 46-year run at the convention center.

way, there's a list of shows that will be protected during construction," she says. "And the boat show wasn't on this list."

The \$500 million renovation would not be done until 2018. To remain there during construction would have required shrinking the boat show by 80 percent. Thus began the NMMA's search for a new home as Miami's premier boat show prepared to celebrate its 75th year in 2016.

The NMMA, with the city, is moving the show to Virginia Key, specifically to Miami Marine Stadium Park & Basin. The site has been unused since Hurricane Andrew in 1992, and the effort required has been like trying to lift Mount Everest and shove it over by 6 inches.

The city is investing \$16 million to \$20 million in infrastructure, such as plumbing, electrical wiring and fresh asphalt, for the show (and other events), and the NMMA is using the opportunity to re-imagine the entire show experience. All-new everything is being created, even the docks where 100,000 boat lovers will browse.



While the new show will be about the same size as the convention-center version — about a million square feet — a greater amount of the space will be in-water displays. Around 440 boats will be in the water this year, with room for more in the future.

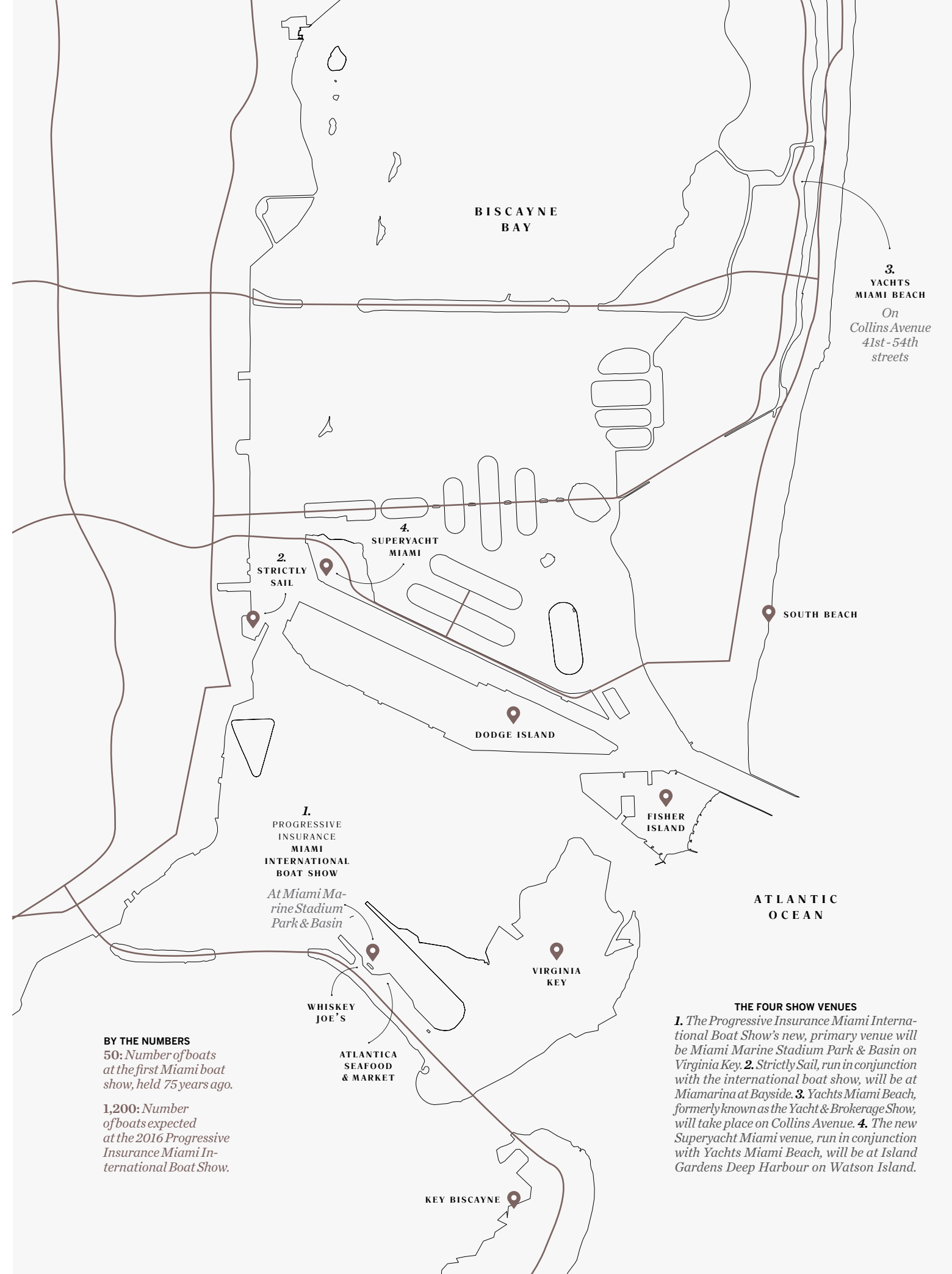
"For the most part, we've retained virtually all of our exhibitors, and many of our boat manufacturers are adding a larger in-water component for the first time," Rick-Joule says. "The engine guys are delighted. Their tent, G tent, folks can walk right past there and see all the engines, then walk right over and see all the kinds of boats that they power."

The NMMA is also using the move to address the two biggest complaints it always received about the previous location: poor parking and dining options.

In terms of parking, the previous venue had about 200 exhibitor parking spaces and 2,500 nearby spots for attendees that were iffy at best. Sometimes they were driveways local homeowners rented out for the weekend.

Now, there will be 4,000 dedicated spaces on Virginia Key alone for >

An overhead rendering (top) of the newly designed footprint for the Progressive Insurance Miami International Boat Show.



BY THE NUMBERS
 50: Number of boats at the first Miami boat show, held 75 years ago.

1,200: Number of boats expected at the 2016 Progressive Insurance Miami International Boat Show.

THE FOUR SHOW VENUES

1. The Progressive Insurance Miami International Boat Show's new, primary venue will be Miami Marine Stadium Park & Basin on Virginia Key. 2. Strictly Sail, run in conjunction with the international boat show, will be at Miamarina at Bayside. 3. Yachts Miami Beach, formerly known as the Yacht & Brokerage Show, will take place on Collins Avenue. 4. The new Superyacht Miami venue, run in conjunction with Yachts Miami Beach, will be at Island Gardens Deep Harbour on Watson Island.

exhibitors, plus VIP parking and a valet for attendees.

“All of that will be pre-issued,” Rick-Joule says. “You’ll have a hangtag ahead of time and come through the boat-show lanes over Rickenbacker Causeway.”

Other attendees can use the 10,000 parking spaces in downtown Miami that the show will service by shuttle bus and water taxi. There will be at least 14 parking venues, all with advance purchase available now through ParkJockey online.

“So this year, when you leave your house, you can have your boat-show tickets and your parking already sorted out,” Rick-Joule says, adding that hotels listed on the show’s website will have QR codes that people can scan with smartphones. “If you’re in the lobby at the Hyatt, it will tell you to go out the front lobby

and take a right, and you’ll see the water taxi or the valet line for the shuttle bus.”

When it’s mealtime, new options will be available through Specialty Restaurants Corporation, which manages the Rusty Pelican and Whiskey Joe’s on Virginia Key. (See “Food Gets a Face-Lift.”)

The idea with food, as with parking, is to let boating enthusiasts enjoy the show in a whole new manner.

“People have the ability to control their experience in a very different way,” she says. “They should be online getting their hotels in downtown Miami, booking their parking and getting their show tickets. It’s more like a sporting event now. You can choose where you want to park, take a water taxi and go. You can have it all before you leave your home.”

WHAT’S IN A NAME?

The National Trust for Historic Preservation calls Miami Marine Stadium the Commodore Ralph Middleton Munroe Marine Stadium. Munroe designed the 28-foot sharpie-lifeboat *Egret* and was a friend of Nathanael Herreshoff.

THE VALUE OF MONEY

When the stadium was built in 1963, it cost just \$1 million to complete construction. An additional \$900,000 was spent dredging the basin so powerboats could race there.



THIS YEAR, THE SHOW MOVES TO ITS NEW HOME ON VIRGINIA KEY NEAR MIAMI MARINE STADIUM. NEXT, THE SHOW PLANS TO SUPPORT EFFORTS TO RESTORE THE STADIUM ITSELF – SO SCENES LIKE THIS BECOME REALITY.

A rendering of one idea for future renovations to the Miami Marine Stadium site near the boat show’s new location.



FOOD AS A CULINARY experience: It's not a concept usually associated with a boat show. That has been the reality for decades at the Progressive Insurance Miami International Boat Show, with "lousy food" long showing up as the No. 1 or No. 2 gripe (alongside lack of parking).

With the show's move this year, organizers had a chance to rewrite the menu. They brought in Specialty Restaurants Corporation to create everything from new dining options to restaurant-quality seating. SRC runs, among other things, the Rusty Pelican and Whiskey Joe's restaurants on Virginia Key.

"We pride ourselves on being destination restaurants," says SRC managing director Ryan Smith. "You come, and that's your night."

For the boat show, Smith looked at historical

data for SRC events everywhere from Las Vegas to Manhattan. He attended other boat shows to check out the competition. He thought about meat lovers and vegans and seniors and toddlers. He sought ideas from craft food and beer companies throughout Miami.

And he came up with a plan to build several on-site, 24-hour kitchens. They'll provision every night and offer fresh food by day. Options will include a Wine Down Lounge with cheeses, charcuterie and small plates; a Havana Club & Cigar Bar with sample Cuban cuisine; a Roasted Pig barbecue spot; a Beer Garden with classic pub fare, salad and sushi; and a Kids Corner with build-your-own pizza and fro-yo.

"I'm really pumped about the barbecue," Smith says. "We're braising stuff for 48 hours ahead of time. The St. Louis ribs are going to be amazing, and the roasted pig is going to be cool. Our other big thing is seafood. We fly in seafood every day from all around the world."

And this year, the food will be available in a place where you can sit and relax. SRC is building on-water dining for 300 to 400 guests apiece, with views.

"We'll have the Biscayne Bay Cafe sitting right in the middle of the docks in the show, and that menu will be similar to the one I do at the Rusty Pelican with a lot of fresh seafood," he says.

Smith has also teamed with Voli Vodka for an on-water lounge, and he's adding a VIP space near Miami Marine Stadium. Whiskey Joe's and the Rusty Pelican will be open (as will the separately owned Atlantica Seafood & Market), and delivery will be available to exhibitors and boats in the show.

And yes, anyone who wants to skip the new \$15 brisket sandwich in favor of the traditional \$5 hot dog will still be able to get it — but with an upgrade.

"One of my really hard days at work was that I went to test 35 different hot dogs," Smith says. "Even with that kind of food, we're picking the best of the best. We want that hot dog to be different than what you pull out of your refrigerator. It should be a level above."

IN GOOD COMPANY
Specialty Restaurants Corporation, which is handling food at the boat show, is known for dining experiences at HS Lordships in Berkeley, California, and Brady's Landing in Houston.

DINING AT THE SHOW
The newly built Biscayne Bay Cafe will have a menu similar to the Rusty Pelican's, which includes lobster and mango salad, a blackened-grouper wrap and coconut shrimp.

"WE FLY IN SEAFOOD EVERY DAY FROM ALL AROUND THE WORLD. IF YOU WANT FRESH FISH THAT WAS CAUGHT THAT DAY, IT WILL BE AVAILABLE ON-SITE."

—RYAN SMITH, SRC

Yes, you will still be able to get your favorite boat-show hot dog, but if you want healthier fare, it will be at the show too.

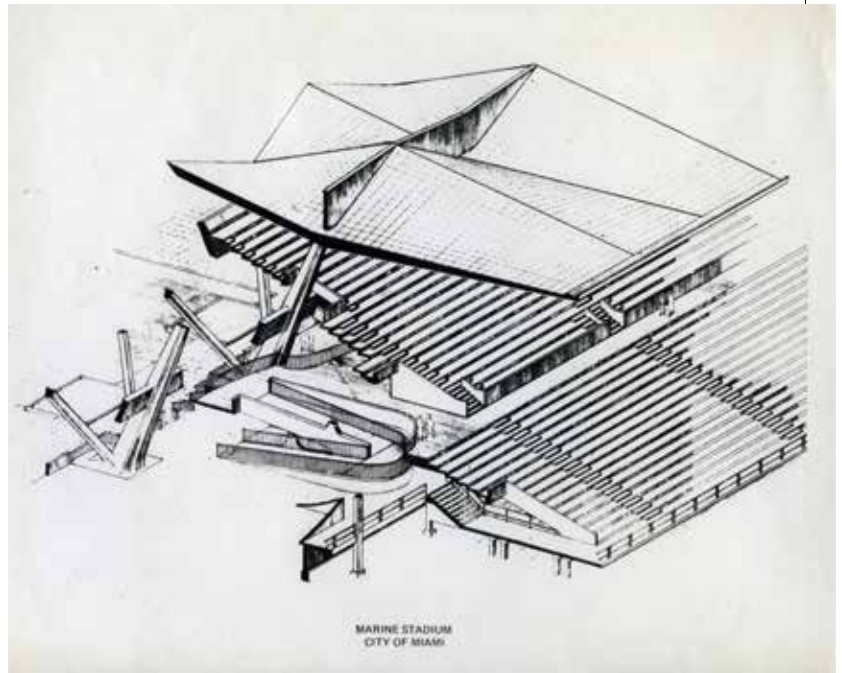
EVERYONE ATTENDING the Progressive Insurance Miami International Boat Show will see it, try to recall its past and imagine its future. The sheer size of Miami Marine Stadium makes it impossible to miss, and the fun that it could offer boat-show attendees in the future makes it exciting to fantasize about.

The stadium opened in 1963 as America's first purpose-designed venue for powerboat racing. Its cantilevered upper section, even today, is considered an architectural marvel, with the design foisting viewers out over the top of the water's racing stretch.

"By boat racers, it's considered the best place to race a boat in the world. Some of them break down in tears when they talk about it," says Don Worth, who co-founded Friends of Miami Marine Stadium in 2008. "You have the basin with still water, and you have the spectators right over you. One-third of the stadium is cantilevered over the water. In a lot of boat races, you're on the banks of a river, and all you can see is a rooster tail. Here, you have an incredible view under that roof."

From its opening day, the stadium hosted not just powerboat races, but also concerts and events on its floating stage. Elvis Presley filmed *Clambake* there in 1967. Sammy Davis Jr. famously hugged Richard Nixon on stage during a 1972 rally. Queen played the stadium. So did Steppenwolf.

"People didn't just sit in those stands," Worth says. "They would surround the stage with hundreds of boats. People in inner tubes would be hanging onto



STADIUM HISTORY

Architect Hilario Candela, a 28-year-old emigrant from Cuba, designed the stadium. It is 326 feet long and can seat 6,566 attendees. Candela insisted on building in concrete, lest the salt air eat away at steel beams and support columns.

INSPIRED BY THE SEA

The stadium's cantilevered roof was inspired by the shape of sails and the look of the water when the wind blows across it.

IN THE YEARS TO COME, FAMILIES COULD ATTEND THE BOAT SHOW BY DAY, WATCH POWERBOAT RACES IN THE AFTERNOON AND STAY FOR A CONCERT AT NIGHT.

Miami Marine Stadium, today covered in graffiti, has unique architecture that conservationists are fighting to preserve.

the stage. I spoke to a guy who saw The Who there. A bongo drum rolled off the stage, and a guy in an inner tube retrieved it. Jimmy Buffett once jumped off the stage after a concert, into the water, just for fun. It was electric. Just electric.”

The stadium was condemned in 1992 after Hurricane Andrew, and graffiti painters have since turned it into a haven for street art. Meanwhile, developers have been itching to knock it down and replace it with luxury condos just 4 miles from the city of Miami.

“The view is spectacular,” Worth says. “It’s outrageous. If you look at comparable properties in Miami, that view to a developer is probably worth a quarter of a billion dollars.”

Conservationists like Worth have been fighting for restoration instead. In 2009, the National Trust for Historic Preservation listed the stadium as one of America’s 11 Most Endangered Historic Places, and in 2012 added it to a list of National Treasures that includes Washington National Cathedral in the District of Columbia and the Astrodome in Houston. A recent grant from the Getty Foundation is funding

analysis of how to restore the stadium’s concrete exterior, while American Express recently gave \$80,000 for analysis of the underwater seaside pilings.

“I think that in the past couple of years, the question has not gone to, ‘Are we going to restore it?’” says Jason Clement of the National Trust for Historic Preservation. “It is more, ‘When is it going to happen?’ The boat show coming is going to be huge for the stadium. Tens of thousands of eyes will be on it once again.”

Indeed, in the years to come, families could attend the boat show by day, watch powerboat races in the afternoon and stay for a concert at night, making new memories like the ones Worth is fighting to preserve.

“Dave Brubeck and his son were playing there once,” he recalls. “There would always be people in canoes and surfboards, and the people would come out and anchor next to the stage. There was a girl in a bathing suit, and she kept climbing up on the stage, and every time she tried, the crowd went wild. Well, Dave Brubeck thought they were applauding for him. He played 12 encores.”

RACES OF THE PAST
The ESPN All American Challenge Series was held at Miami Marine Stadium, along with other major events. The last one before the arena closed was the 20th Annual Budweiser Hydroplane Regatta.

BOATS, BOATS, BOATS
 Not only did go-fast boats pack the parking area outside the stadium on race days, but on concert nights, everyday cruisers — in powerboats, canoes and even inner tubes — amassed in similar fashion on the water, by the stadium’s floating stage.



Powerboat races at Miami Marine Stadium drew some of the world’s best go-fast enthusiasts.

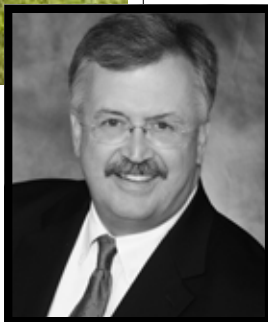


SUSTAINABLE STEPS

The deck planking where showgoers will walk this year is being built from renewable southern yellow pine wood.

CA-C

The sealant on the pine planks is said to meet California regulations for use in fresh-water reservoirs.



STEVE RYDER has spent 28 years working for Pennsylvania-based Bellingham Marine, which, after 60 years in business, touts itself as being the largest dock-building company in the world. Ryder and his colleagues have seen a lot of marinas — but never anything like what they’re building for the 2016 Progressive Insurance Miami International Boat Show.

Most boat shows are staged at marinas with existing concrete docks. “The unique thing with the Miami boat show location is that there’s nothing there,” Ryder says. “It has to be completely built for this one single purpose.”

The National Marine Manufacturers Association insisted that the new docks be built environmentally friendly, avoiding using temporary docks that could break apart and become floating garbage. The Yachts Miami Beach show on Collins Avenue, run by Show Management, is reportedly working on plans to invest several million dollars to address the same concerns.

This year, Bellingham Marine is building the NMMA show’s temporary docks from encapsulated foam. Long in use at many boat shows, the foam is made from microscopic beads that comprise a big block.

It floats nicely, but if a boat hits it, the beads and chunks can break off. To prevent that, the new docks are encapsulated, which means thick, black plastic surrounds those foam blocks.

“Ramming it with a superyacht is generally OK,” Ryder says. “You can’t cut it with a knife.

“Well,” he adds, “I guess you could if you sat there and carved for a while, but it’s a very, very tough plastic.”

UNLIKE OTHER BOAT SHOWS, THE NEW HOME OF THIS YEAR’S SHOW HAS NO EXISTING MARINA. BELLINGHAM MARINE IS BUILDING THE WHOLE THING FROM SCRATCH.

The new docks are being constructed in a way that makes them easy to break down and store after the show ends each year.



\$1 BILLION

The estimated value of all the boats expected to be on display at Yachts Miami Beach, the event that takes place on Collins Avenue.

MASSIVE

ECONOMIC IMPACT

The Progressive Insurance Miami International Boat Show and the Yachts Miami Beach show bring more than \$600 million in estimated economic impact — more than the Super Bowl, wherever it is played.

IT USED TO BE KNOWN as the Yacht & Brokerage Show in Miami Beach. Many of us have referred to it colloquially for years as the Collins Avenue show. For 2016, it's getting a new name — Yachts Miami Beach — and a second venue at Island Gardens Deep Harbour on Watson Island, where Superyacht Miami will debut.

Superyacht Miami is being added as a new venue to address the increasing size of yachts the world over — the largest new builds cannot fit at the Indian Creek Waterway site where the Collins Avenue show takes place. About 15 to 20 superyachts are expected to participate in the inaugural year of Superyacht Miami, with the venue able to hold yachts up to 500 feet, says Brett Keating, vice president of consumer marketing for Show Management.

The overall show name is changing to Yachts Miami Beach to ensure visitors know the Collins Avenue venue will remain the same, given the publicity about the change of location for the Progressive Insurance Miami International Boat Show run by

the National Marine Manufacturers Association.

“With all of the changes that NMMA is going through, and they’re going to be so distant, a lot of people think our show is also moving,” Keating says. “They think all the boats on Collins Avenue are moving to Key Biscayne. We are not going anywhere.”

In fact, Keating says, the Collins Avenue venue will expand for 2016 with several new exhibitors. There’s also a new VIP experience in the works, including parking and a private-car service between the Collins Avenue and Superyacht Miami venues.

Showgoers can catch a shuttle bus between the sites, and water taxis will run along Indian Creek Waterway. Water-taxi service is also being discussed between Collins Avenue and Miami Beach Marina, which is a pickup point for public transportation to the new international boat show venue on Virginia Key.

Overall, though, Show Management hopes the new Yachts Miami Beach name will help attendees remember that while the two boat shows run concurrently, they are different.

“We’re the big kahunas, with the big boats and the big in-water display,” Keating says of Yachts Miami Beach. “We wanted to elevate our presence and our branding to be distinctive.”

PROGRESSIVE INSURANCE

MIAMI INTERNATIONAL BOAT SHOW AND STRICTLY SAIL

Premier Day: Thursday, February 11 • General admission: Friday, February 12 through Monday, February 15 • 10 a.m. to 6 p.m. daily • Admission: \$35 for Premier Day; \$20 for a one-day pass; \$35 for a two-day pass; \$85 for a five-day pass. Children 15 and younger free • Parking, hotel, shuttle, water taxi and other information: miamiboatshow.com

YACHTS MIAMI BEACH AND SUPERYACHT MIAMI

Thursday, February 11 through Monday, February 15 • 10 a.m. to 7 p.m. Thursday through Sunday; 10 a.m. to 5 p.m. Monday • Admission: Free • Parking, hotel, shuttle, water taxi and other information: yachtsmiami.com

The boat show long held on Collins Avenue is remaining in the same location with a new name: Yachts Miami Beach.