



**LifeWallet Stadium Booklet**



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# Strategy

The strategy team plays a crucial role in the success of the proposed stadium project by creating a comprehensive public relations plan that spans six years, from the initial proposal to the referendum in November 2024 and beyond. Based on both quantitative and qualitative research, the team is responsible for conducting a thorough PR audit to identify the project's strengths, weaknesses, opportunities and threats (SWOT), as well as establishing the stadium's culture and identity. Using this information, the team will create a strategic plan that includes specific goals and objectives, as well as timelines for executing the plan. The team will also work closely with other teams to ensure that all aspects of the presentation are tonally and aesthetically coordinated. The ultimate goal is to secure the passage of the proposed referendum and successfully build the state-of-the-art stadium while mitigating potential concerns and objections through effective communication and engagement with stakeholders.

# Research

The research team contributes to the success of the proposed stadium project by engaging with communities to measure sentiment on the project and producing qualitative and quantitative data to explain trends. The primary mode of research was through the design of a survey distributed by all members of the class. We improved upon these results through a focus group and creative research. Other teams used our insights to guide their work toward the campaign. The goal of the research team is not to influence public perception or execution, but to arm the teams who do so with the information they need to achieve their goals. The products of the research team include detailed profiles of the average respondent along with individual profiles based on other demographic and psychographic factors. Findings from the focus group supplement this data by giving the class a personalized picture of the results of the quantitative research. The research team has also divided respondents into five categories based on existing support/opposition to the project and the potential to influence preexisting attitudes.

# Events

The events team has created 16 events to support the stadium proposal project. These events have been created based on information received from the research team and go along with the goals and objectives that the strategy team has created to make events that will support the success of the stadium from the referendum to its creation. The team worked to identify and compare key demographics and create places to educate and support these audiences into action. We have created summaries, budgets, logistics, explanations and PESO media models for each of our 16 events. The conclusive mission is to support the creation of the stadium by having events that will give audiences the education, experience and tools needed to support the stadium through its referendum and to generate excitement for it until its completion. Our events also work to facilitate two-way communication between stakeholders, residents and Lifewallet to create the spaces to answer concerns and work not against but WITH the community to build a successful stadium for Miami.

## Tactics

The Tactics team is focused on developing and executing a social media strategy to raise awareness for the new stadium. The team's primary goal is to engage the University community, residents and sports enthusiasts to drive attendance to the stadium. To achieve this goal, the team will develop a comprehensive social media strategy that aligns with the overall marketing and business objectives. The strategy will include targeted messaging and campaigns across all relevant social media platforms. The team will also utilize influencer marketing and community outreach initiatives to engage key stakeholders and build excitement around the stadium. To measure the effectiveness of the social media campaigns, the team will monitor social media metrics and analytics to make data-driven decisions to improve performance. The team will work closely with UM Athletics and other relevant stakeholders to ensure consistency in messaging and branding across all communication channels. By executing a well-planned social media strategy, the Tactics team aims to raise awareness for the new stadium, drive attendance and establish the stadium as a premier destination for sports and entertainment in Miami.

## Layout & Design

The layout and design team worked to create a consistent and definitive visual identity for the Life Wallet Stadium. The team's approach combined the various elements of Life Wallet to help create an aesthetic and cohesive theme for the stadium's intent. This includes the stadium's originality combined with the company's color, text and design. Additionally, the work done by this team offers a unique style and approach to providing a cohesive tie to Life Wallet but also leaves room for separation. Layout and design first constructed an entirely new logo with the team further going on to take charge of all things visual including, but not limited to, mood boards, infographics, fact sheets, posters, merchandise, page headers/footers and social media content. The team lastly worked with the other teams to organize their data and visuals ultimately creating and formatting the final booklet and presentation.



# Our Team



Professor Miller

## Strategy



Olympia Binos



Sarah Figueira Batista



Troy Long



Olivia Notman



Lexi Varrato



Jane Wasserson

## Research



Jonathan Buckley



Elizabeth Duran



Emma Henzy



Katerina Jenkins

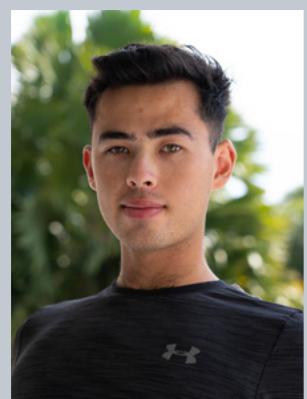


Katherine Malahias



Clarke Weddington

# Events



Luke Archer



Gianna De Landaburu



Isabella Katz



Shuo Li



Jiaxin Ning



Jordan Julien

# Tactics



Audrey Adl



Sophia Hussain



Haley Schwartz



Rachel Sylvester



Vaughn Spraggins



Savannah Yates

# Layout & Design



Kaylie Eisenberg



Audrey Fowler



Alexandra Hopfenberg



Jillian Murphy



Matthew Rembold



Caroline Thies



Junjue Yang

# About LifeWallet

Founded in 2014 as MSP Recovery, LifeWallet has become a Medicare, Medicaid, commercial and secondary payer reimbursement recovery leader, disrupting the antiquated healthcare reimbursement system with data-driven solutions to secure recoveries from responsible parties. The LifeWallet ecosystem provides innovative solutions for multiple industries including sports, schools, legal and healthcare while innovating technologies to help save lives.





**John H. Ruiz**  
Chief Executive Officer



**Diana Diaz**  
Chief Communications Officer



**Frank C. Quesada**  
Chief Legal Officer



**Ricardo Rivera**  
Chief Operating Officer

# Executive Leadership

# Proposed Stadium Renderings



# Research

Secondary

Quantitative

Qualitative

# Secondary Research



## University of Miami Stadium History:

- 1937: Orange Bowl opens
- 2007:
  - UM sells Orange Bowl to the City of Miami
  - The City of Miami sells to Marlins
  - UM signs 25-year contract with Hard Rock Stadium
- Hurricanes fans opposed the move, citing increased distance, parking and loss of heritage

# Secondary Research

## John Ruiz



John H. Ruiz is an entrepreneur, attorney and businessman. He is the founder and CEO of MSP Recovery, a healthcare reimbursement recovery leader. He also leads the legal recovery strategies as the founder of MSP Recovery Law Firm. With more than 30 years of legal experience, Ruiz has gained national recognition in a class action, mass tort litigation, MDL consolidated cases, medical malpractice, product liability, personal injury, real estate and aviation disaster cases. He has certified more than 100 class action lawsuits and has been involved as counsel in cases that have totaled more than \$20 billion in settlements. Mr. Ruiz prides himself on hard work and perseverance, lessons taught to him by his Cuban immigrant parents. He dedicates himself daily to securing financial reimbursements and innovating life-saving technology for healthcare payers, providers and their patients.

# Secondary Research



## LifeWallet

LifeWallet maximizes student-athletes' potential to connect with brands and secure NIL deals on an easy-to-use and compliant platform. Name, image and likeness (NIL) deals allow student-athletes to receive compensation for using their name and talent by brands. The NCAA blocks schools from paying the athlete directly, so the NIL deals essentially allow amateur athletes to profit from their abilities legally. Any student-athlete can benefit from NIL deals. Ruiz has agreed to deals with 110 active athletes nationwide, but mostly in Miami. So far LifeWallet has signed college athletes to over \$10 million in NIL deals.

# Secondary Research

Our first task was conducting secondary research. Topics researched included: the University of Miami's stadium history, John Ruiz's Lifewallet and Tropical Park. In doing this, our class worked together to find information surrounding these topics. As well as, coming together for a field trip to Tropical Park.

One of the most insightful parts of our secondary research was meeting with John Ruiz and his team. Here is where we were able to discuss all aspects of the proposal. The information they gave supplemented and reinforced the foundation of our research plan.

# Secondary Research

## Tropical Park

- 282.3 acres
- 1.5 million visitors per year.
- Amenities include:
  - Walking and biking trails
  - Basketball courts
  - Baseball fields
  - Playgrounds
  - Tennis center
  - Equestrian center
- Currently has a small stadium that can accommodate up to 4,000 people.
- Is slightly run-down but is a popular location place for gatherings.



# Benefits & Downsides of Stadium Building

## Benefits

- Boost to the local economy
- Job creation
- Will help local businesses
- Draw top athletes to attend UM
- Easy game access for fans and students
- Image enhancement - UM/LifeWallet/Tropical Park
- Bring back home field advantage - the first time since 2007

## Downsides

- Could impact property taxes
- Fear of public funding/taxes
- Increased local traffic
- Environmental concerns
- Harder to justify with the existing stadium (Hard Rock)
- Stadium size vs. # of students
- No guarantee of economic growth with the stadium project

# What Critics Are Saying

## COUNTY RESIDENTS

"Any extra buildings or stadiums built there will only take away from the green space and create traffic congestion in the area. UM should buy land somewhere and build their own stadium."

## LOCAL GOVERNMENT OFFICIALS

Commissioner Eileen Higgins calls it “a dangerous proposition” and says that Ruiz has been rude to critics and concerned residents on social media.

Donna Shalala: “Everyone wants to do these grandiose plans. I just wanted a stadium that’s closer in, that’s built for a college team, that’s easy for college students to get into.” “I don’t object to Tropical Park, I just don’t think it’s possible. There will be opposition from the neighborhood not because of the traffic but because you’re taking up green space.”

## UM alumnus hopes to build Hurricane Football stadium in Tropical Park

By Patrick McCaslin • February 22, 2022



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## Save Tropical Park: Residents Dig in Heels to Battle UM Football Stadium Plan

NAOMI FEINSTEIN | SEPTEMBER 27, 2022 | 8:20AM



SOUTH FLORIDA

LOCAL

WEATHER

VIDEO

ENTERTAINMENT INVESTIGATIONS RESPONDS

NEWSLETTERS TV LISTINGS

Floods

Donald Trump

Gov. DeSantis

Impact Grants 2023

Caught on Camera

How to Stream

NEXTGEN TV

Send a Tip Newsletters

## SPORTS

MIAMI-DADE

## New Renderings Show Proposed UM Football Stadium at Tropical Park Site

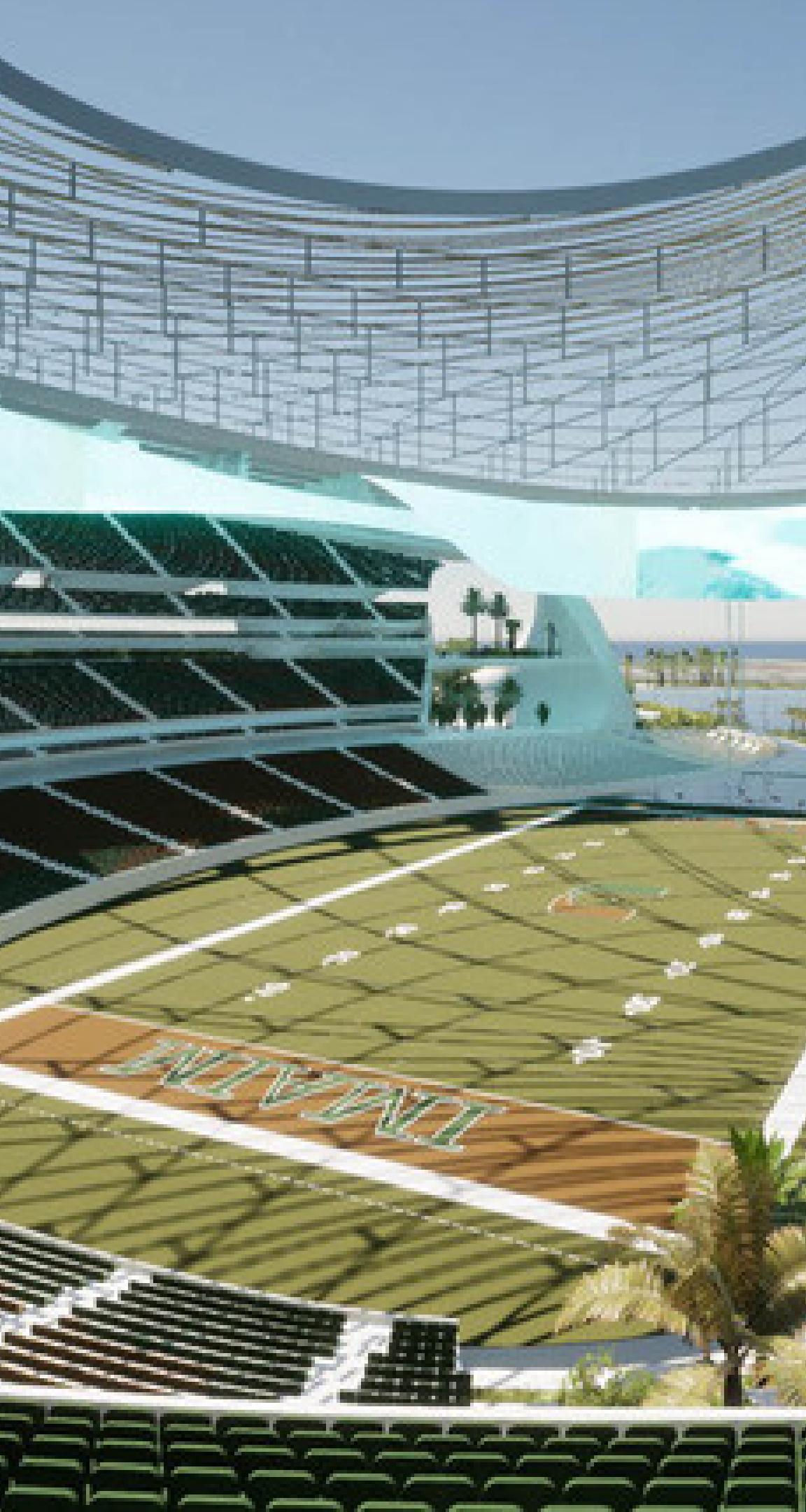
An initial plan to build a new football stadium in the city of Coral Gables was met with backlash

By NBC 6 • Published August 25, 2022 • Updated on August 25, 2022 at 11:53 am

Sep 23, 2022 - News



## Critics organize to fight proposed UM stadium at Tropical Park



# Quantitative Data

## Objectives

Determine attitudes toward John Ruiz's proposal to:

- Build a stadium at Tropical Park
- Modernize Tropical Park

Identify voters' opinions and level of support/opposition toward a proposal.

**Whose minds can we change?  
How do we accomplish this?**

## Methodology

Survey created on Qualtrics  
2,238 participants:

- Surpassed goal of 1,100
- +/- 3% MoE @ 95% CI

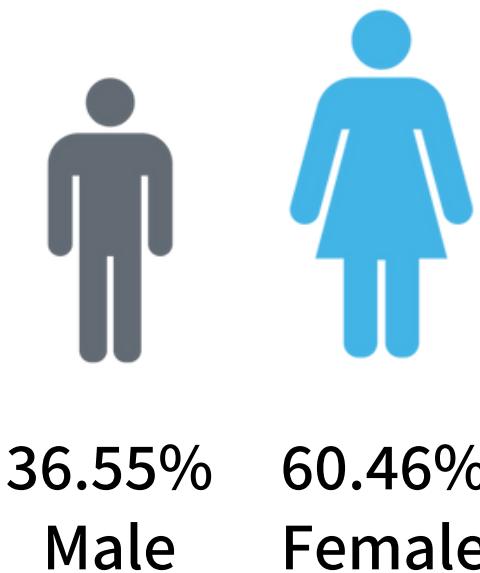
75 questions:

- short answer
- multiple choice
- ranking

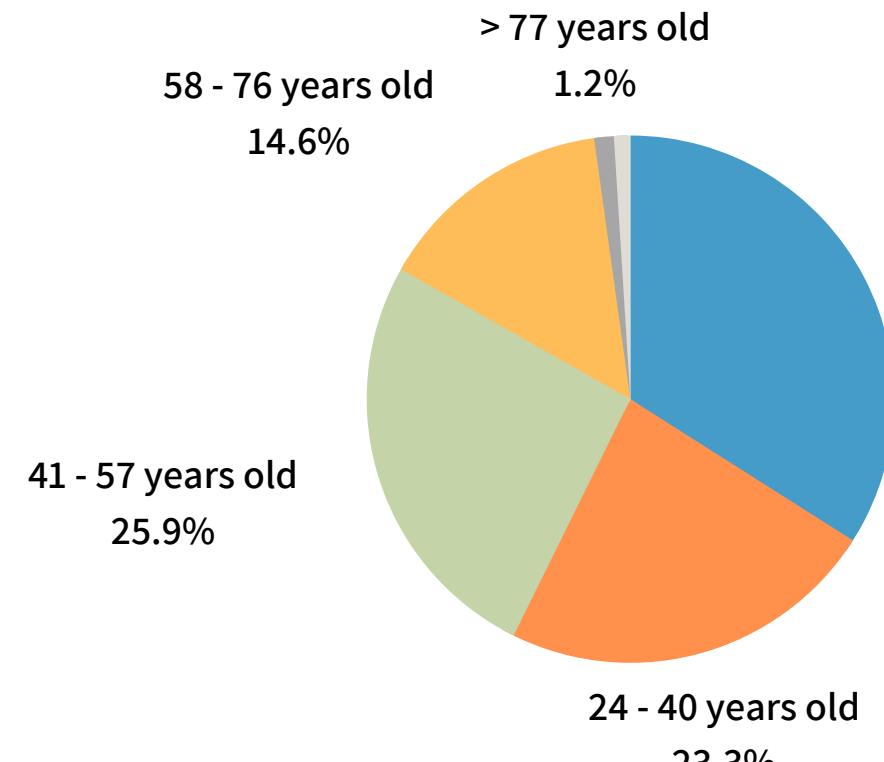
**Sections:** Demographics, Psychographics, Tropical Park, UMiami, Ruiz and the Referendum.

# Survey Breakdown & Findings

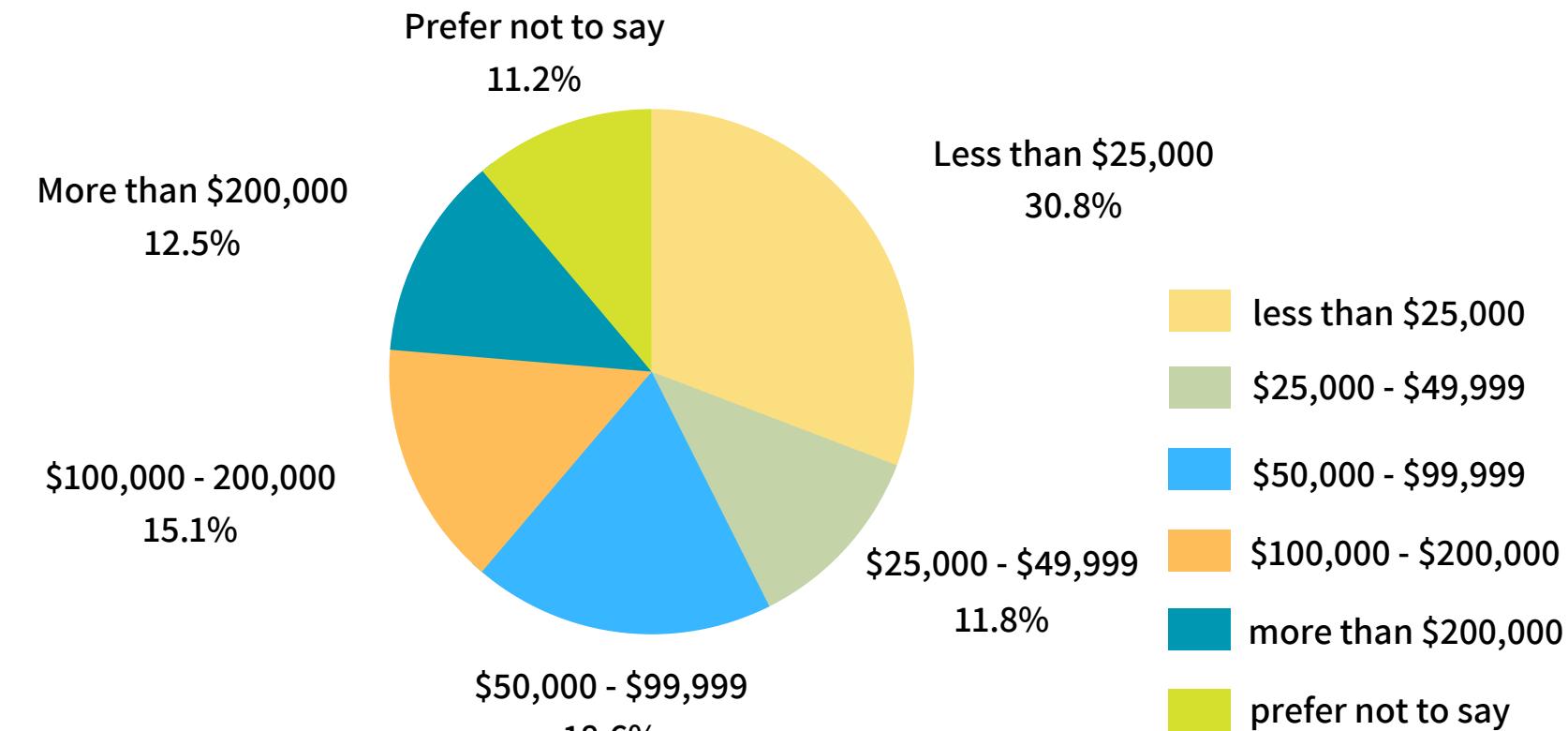
# Gender



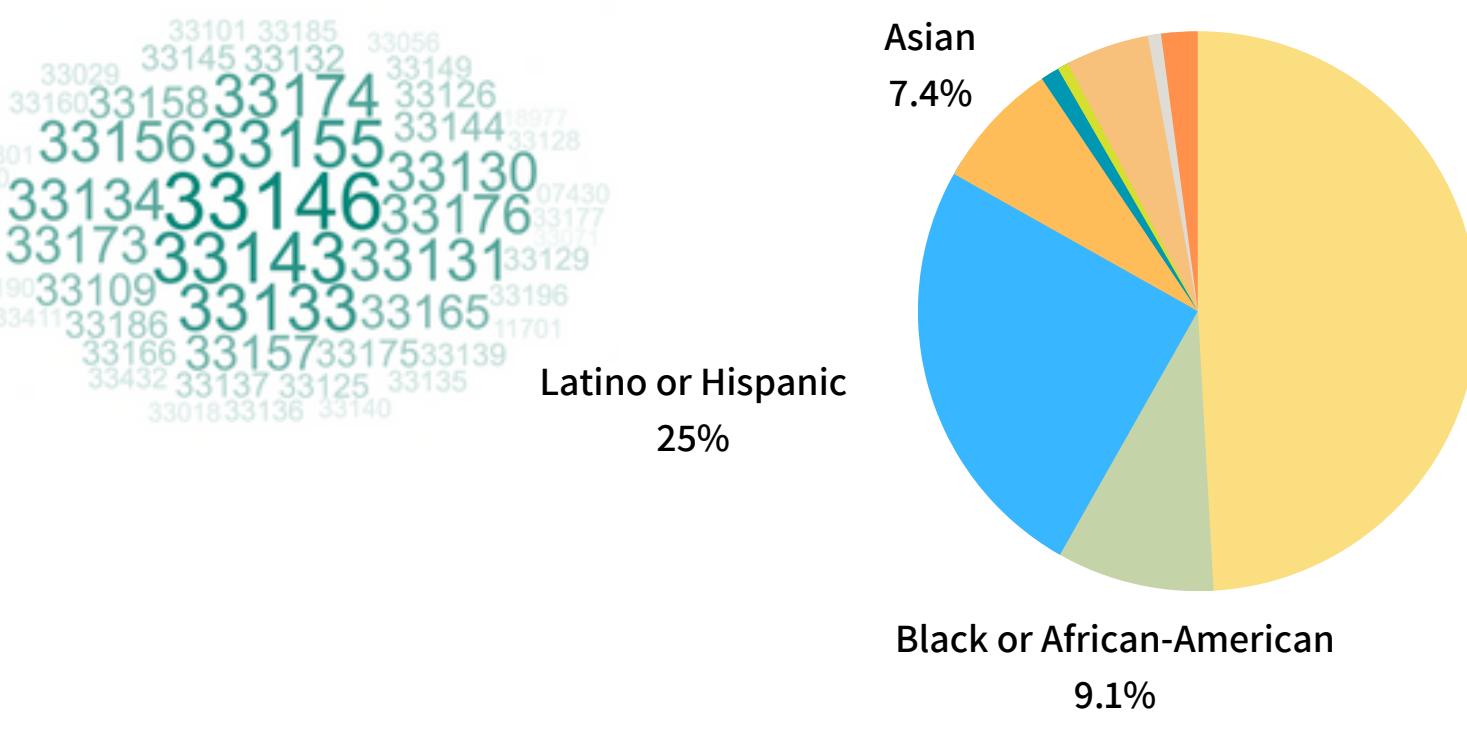
## Age



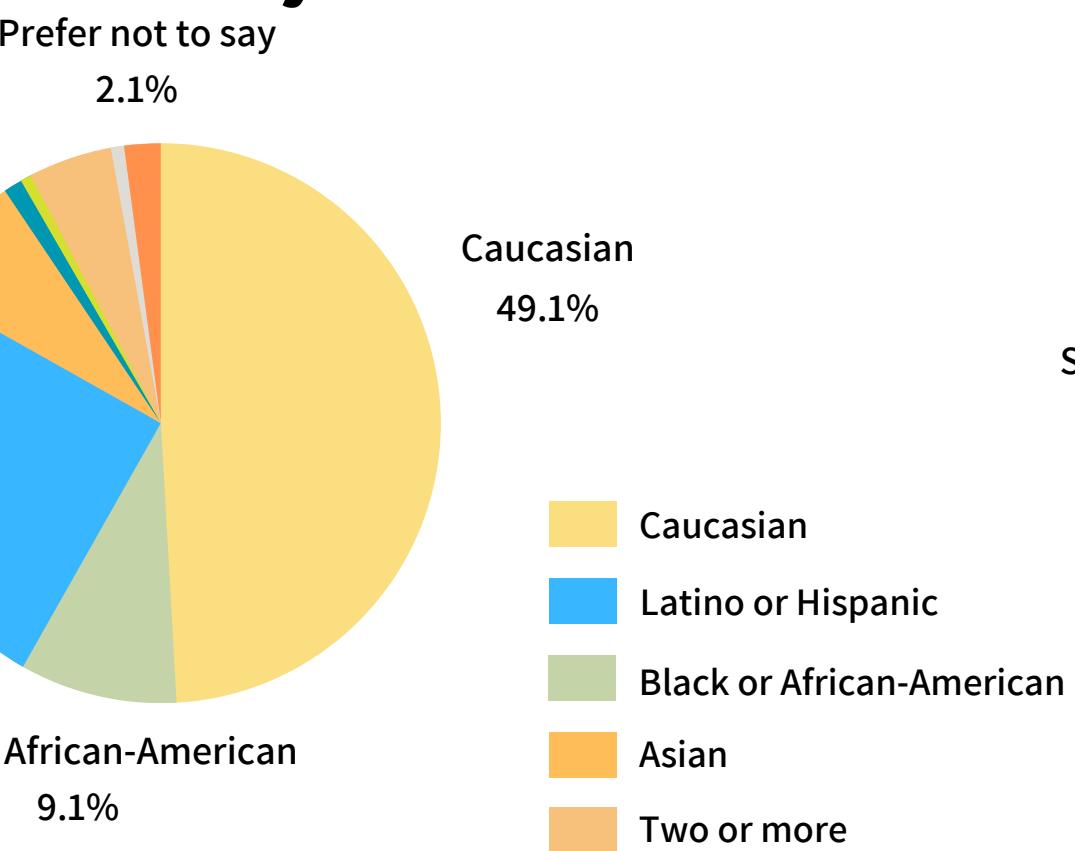
# Income



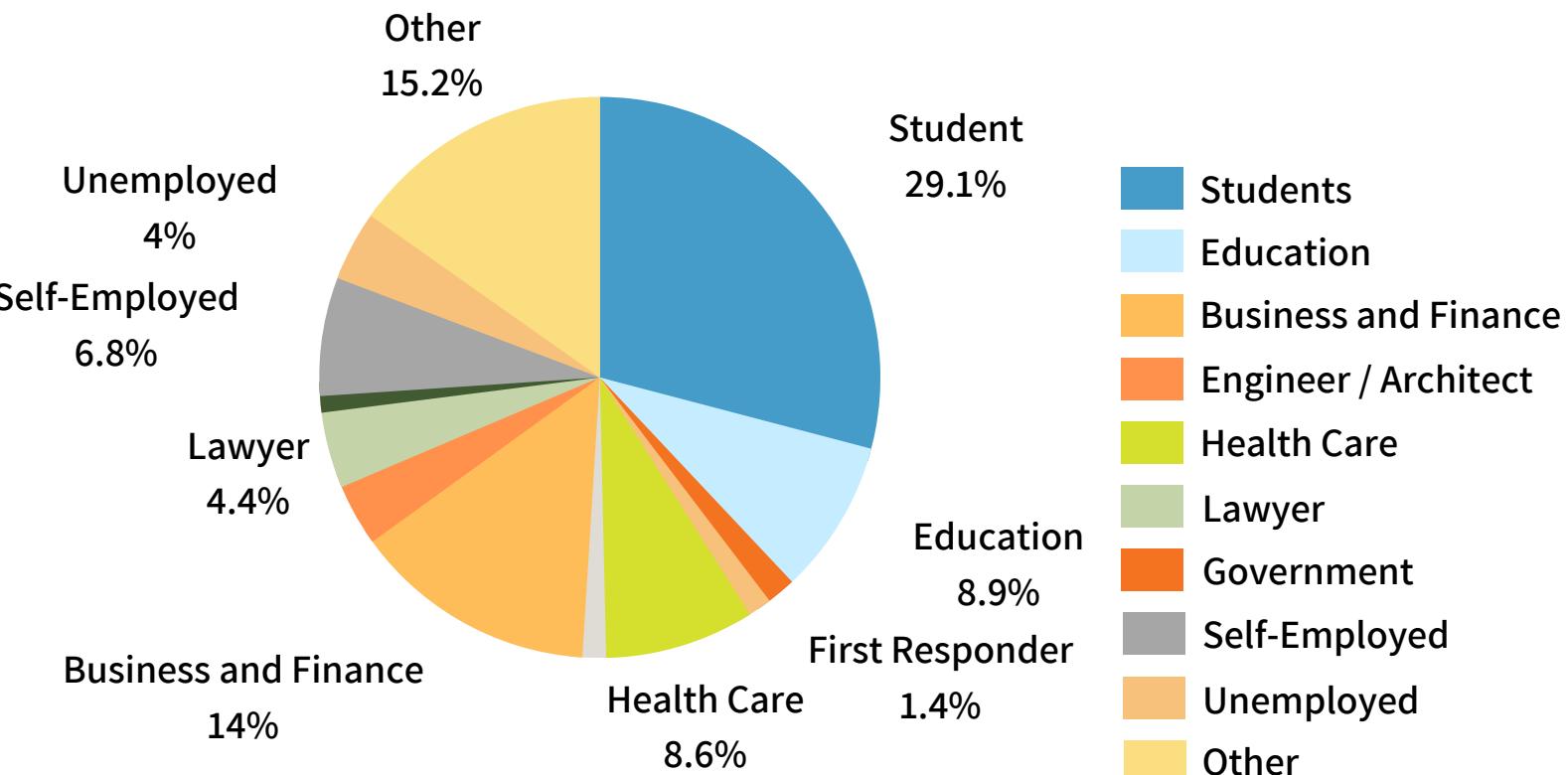
# What is your Zip Code?



## Ethnicity

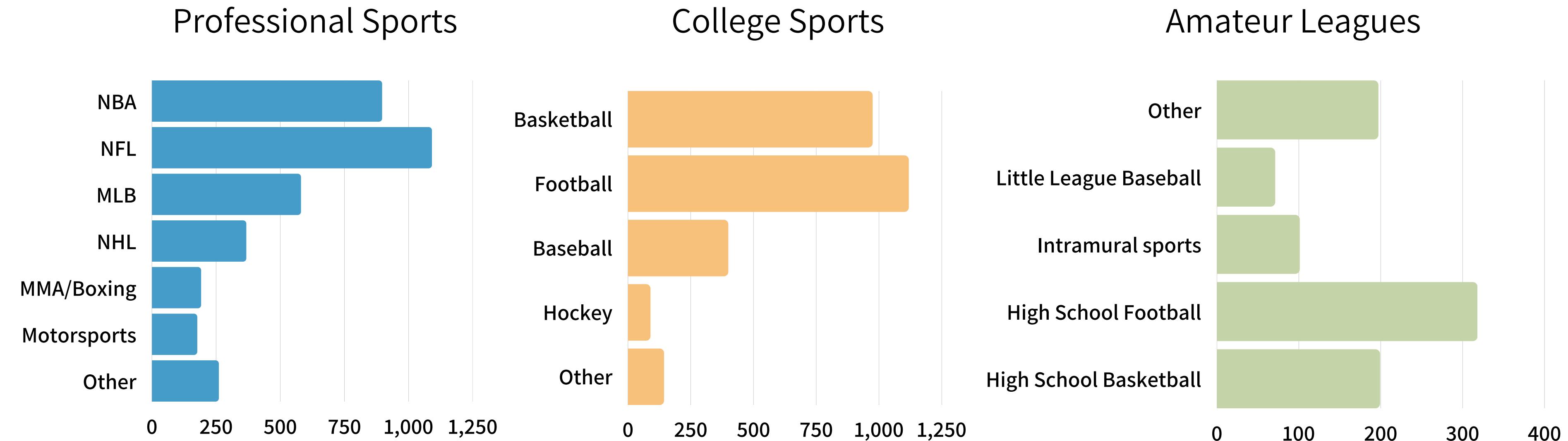


# Occupation



# Survey Breakdown & Findings

**66.86%** of Respondents Are Sports Fans



# Survey Breakdown & Findings

50.79%

of respondents have been  
to Tropical Park

68.93%

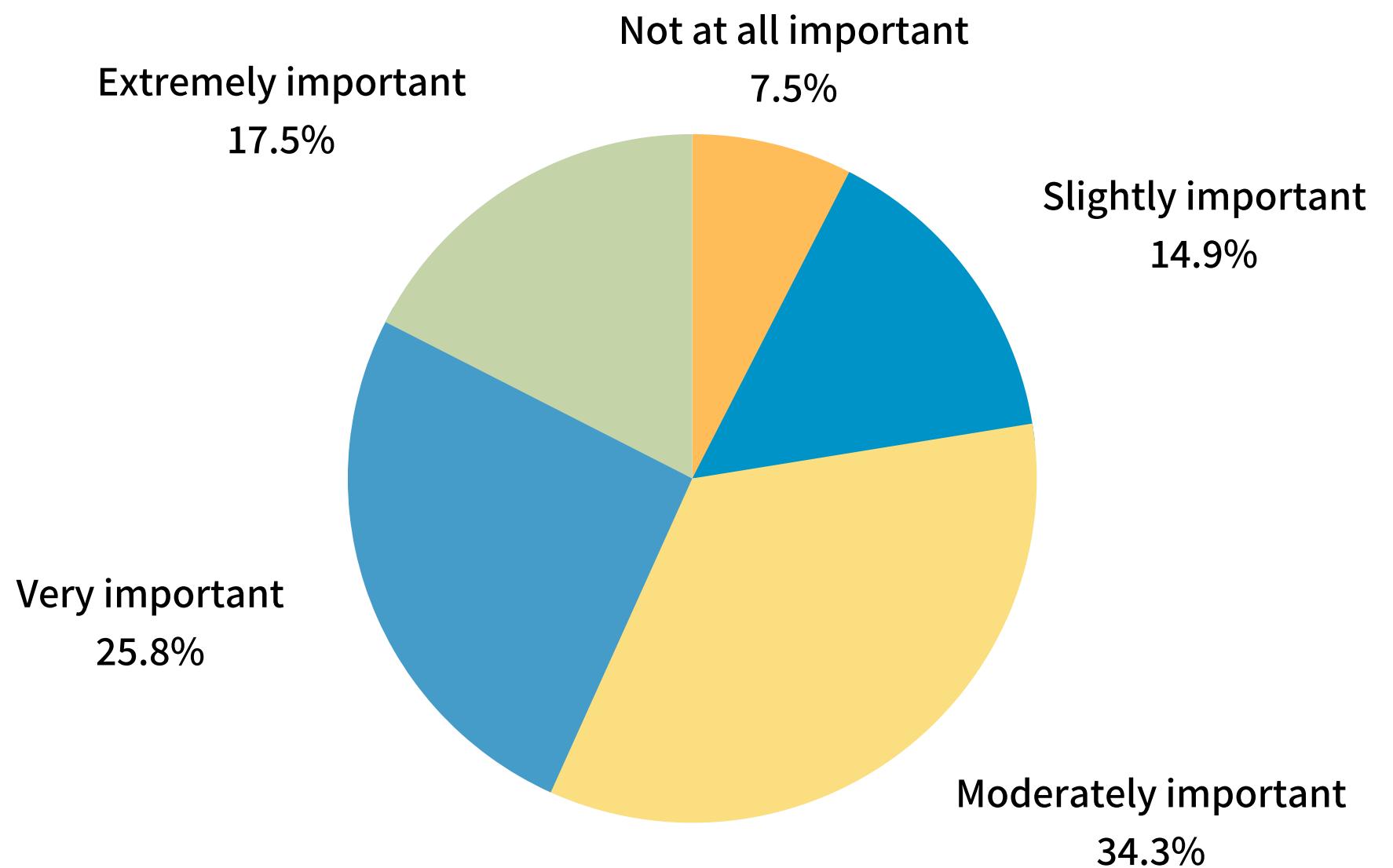
of respondents are for the  
stadium project

75.24%

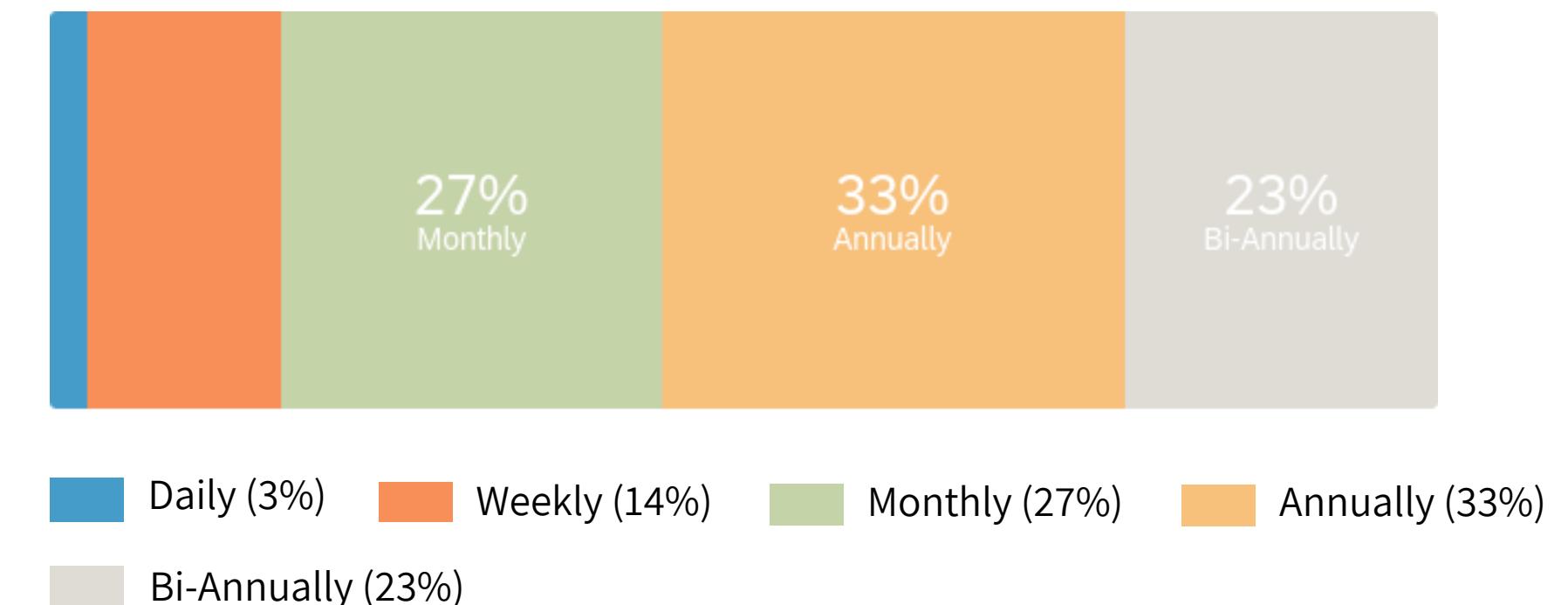
of respondents are for  
the stadium project with  
Tropical Park  
improvement and  
modernization plan



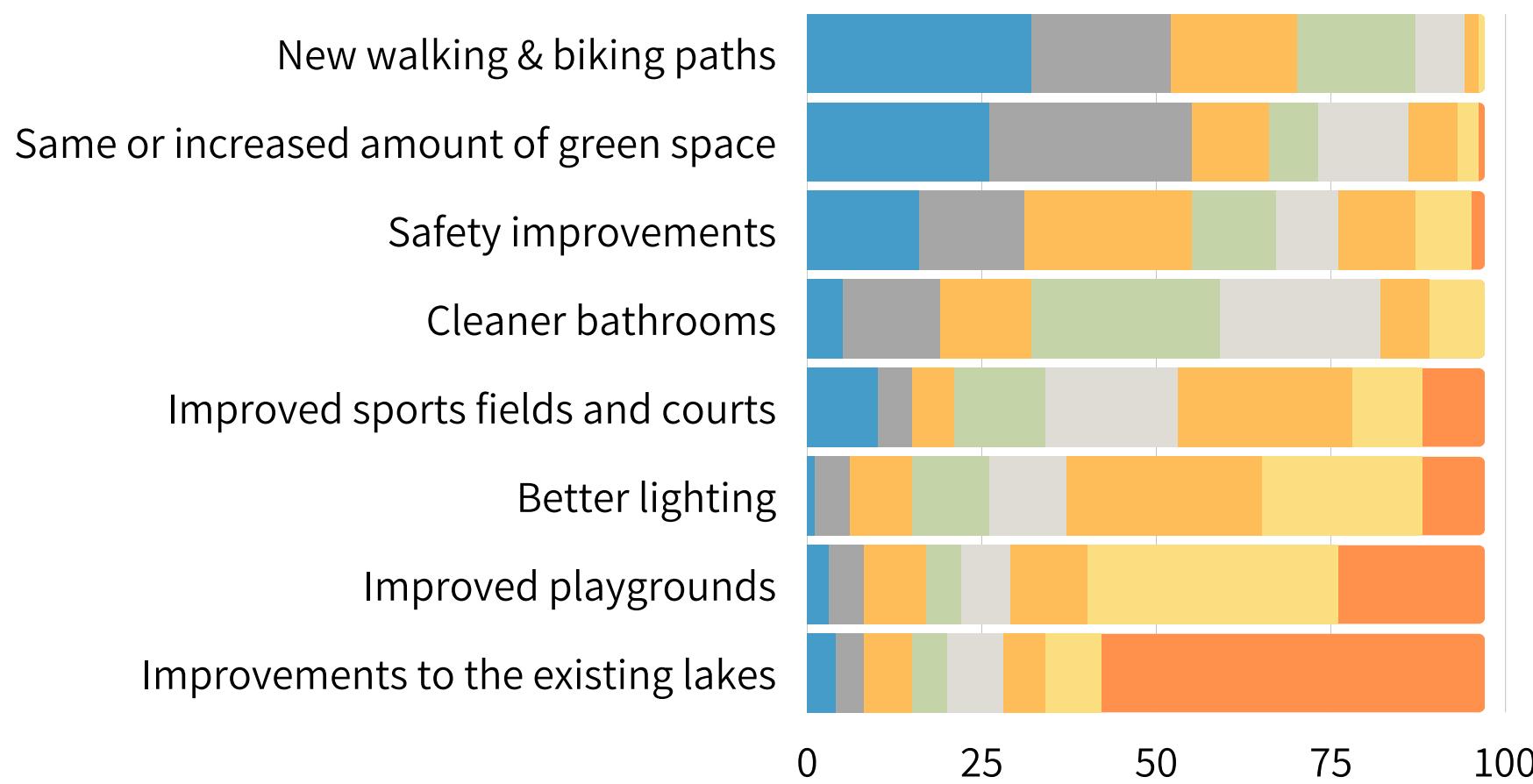
Public-use green space is moderately important  
to very important for 60.1% of respondents



## How often do you go to Tropical Park?

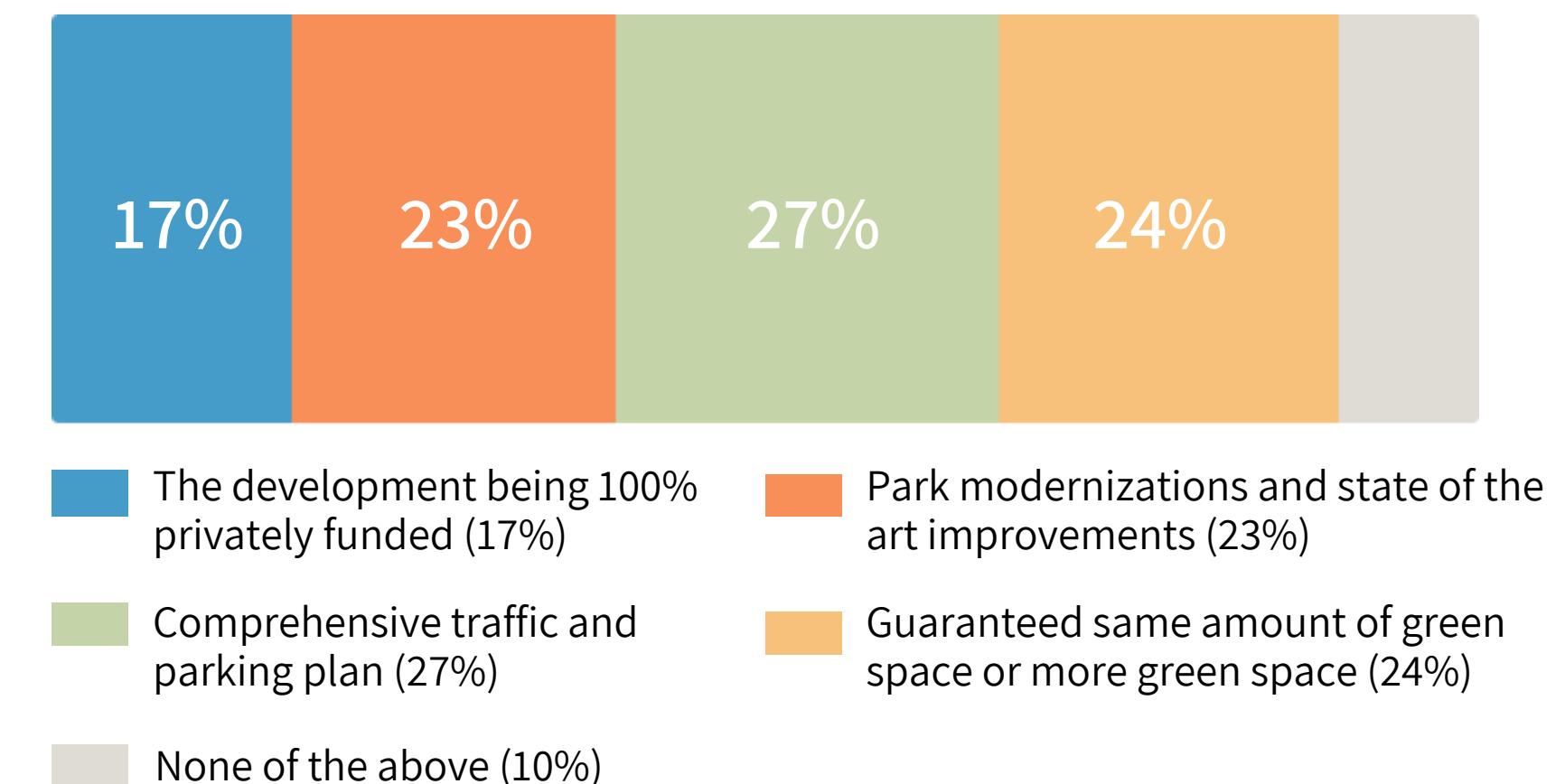


**Rank the previously mentioned potential changes to Tropical Park from most to least important to you:**



Legend for ranking:  
█ Ranked 1st    █ Ranked 2nd    █ Ranked 3rd    █ Ranked 4th  
█ Ranked 5th    █ Ranked 6th    █ Ranked 7th    █ Ranked 8th

**Which of the following would convince you to want a stadium built at Tropical Park? (select all that apply):**



# Referendum Data

**63.43%**

of respondents are  
Hurricanes fans

**60.65%**

have attended a  
Hurricanes game at  
Hard Rock Stadium

**69.85%**

of respondents did not  
know who John Ruiz was.  
Those who did knew him  
mostly through **social  
media** (45.93%)

**59.18%**

of respondents  
were **neutral** on  
Ruiz being the one  
to build the  
stadium

**61.69%**

Miami-Dade County  
Residents

Extremely likely

17.8%

Somewhat likely

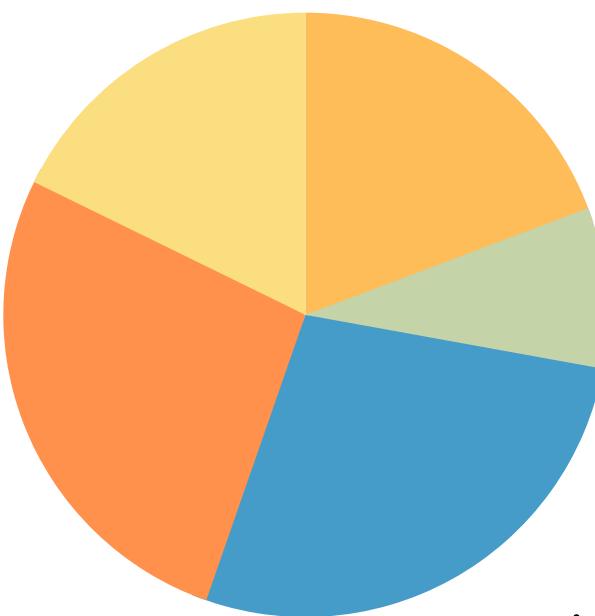
26.9%

Extremely unlikely

19.3%

Somewhat unlikely

8.6%



**44.68%**

Somewhat/  
extremely  
likely to vote  
"Yes"

**27.9%**

Somewhat/  
extremely  
likely to vote  
"No"

**27.5%**

Neutral

**71.6%**

Window of opportunity

# Support/Opposition Spectrum

Active Supporter	Passive Supporter	Neutral	Passive Opponent	Active Opponent
For stadium project	For stadium project	Either	Against stadium project	Against stadium project
At Tropical Park	Anywhere	Not Tropical Park (if yes)	N/A	N/A
Likes a little-great deal	Neutral-likes a great deal	Dislikes-likes a moderate amount	Neutral-dislikes a great deal	Dislikes a little-great deal
At least somewhat likely to vote yes	At least neutral to vote yes	Neither likely/unlikely to vote yes	Neutral-unlikely to vote yes	Extremely unlikely to vote yes
<b>Staunch Supporter</b>	<b>Can be persuaded</b>	<b>Can be persuaded</b>	<b>Can be persuaded</b>	<b>Staunch Opponent</b>

# Support/Opposition Spectrum

## Active Supporter

Jack is a 45-year-old Miami native who works as a financial advisor in a small boutique firm in Kendall. He is happily married with no children. He visits Tropical Park bi-annually and his visits consist of walking around the park, attending sporting events and farmer's markets. He enjoys the activities the park has to offer but is unsatisfied with the cleanliness and lighting. Jack enjoys watching NFL and college football. His favorite restaurant to take his wife out to dinner is Tacos and Tattoos. Jack is ecstatic about the stadium project at Tropical Park and is somewhat likely to vote yes on the referendum.



## Passive Supporter

Nick is a 22-year-old senior at the University of Miami. After graduation, Nick will live in Brickell at the SLS building with his fraternity brothers. He is originally from New Jersey and is employed at JP Morgan as a sales associate. He is single and spends his free time watching sports and trying the hottest restaurants and clubs. Nick attends Tropical Park once a year but would attend more often if more UM sporting events were held there. He is interested in season tickets but the distance of the stadium and the current record of the team has discouraged him.



## Neutral

Sarah is a 20-year-old junior at the University of Miami studying business and finance and currently has a summer internship lined up with Carnival Cruise Line. She is in a committed relationship with her boyfriend Kevin. She lives with two roommates in the Lifetime Apartments in Coral Gables. In her free time, you can find Sarah tanning by the pool or taking classes at SoulCycle. Sarah visits Tropical Park once a year when she goes on hot girl walks with her friends and for the occasional sporting event. She is hesitant about the stadium being built at Tropical Park but is not fully educated on the proposal.



## Passive Opponent

Gabriela, or Gabi, is a 24-year-old Hispanic woman and Miami native who works as a 2nd-grade teacher at GW Carver Elementary School. She lives by herself at her apartment in Coral Gables, which is down the road from her childhood home. When she is not at work, she is busy scrolling through Instagram, taking pilates classes at Equinox, or grabbing drinks and dinner with her friends at Fiola. As a kid and young adult, she would often go to Tropical Park with her family and/or friends, or for her tennis games. Although she rarely goes to Tropical Park as an adult, she is protective of it, as she has many fond memories of her times there. Gabi considers herself to be eco-conscious and understands the importance of green space in a city like Miami. If Gabi was aware of the specifics of the stadium development and park modernization plan, she would most likely feel comfortable voting “Yes” on the referendum.



## Active Opponent

Lorena is a 47-year-old Hispanic woman with a college education from a Florida school. She is married to a lawyer who earns in the \$100-200K range and has two young children with him. She lives close to Tropical Park and visits frequently to jog/stroll on the many walking trails. Tropical Park is also a special place because she has attended birthday parties, church events and family barbeques at the gazebos. Hearing about the stadium project, she is adamantly against it because of the significance the location holds to her upbringing and her family life. To Lorena, this is an important piece of green space to be preserved for future generations. Green space should not be sold to wealthy developers. As a wealthy suburbanite, she is opposed to nearby development in general – best described as a NIMBY (not in my backyard). She lives on her husband’s income, granting her free time to engage in community activism and is an active member of the Save Tropical Park Facebook group.



# Focus Group



## Objectives

To draw upon participants' attitudes and opinions toward Tropical Park.

To learn about the public's thoughts and questions on the plan.

To allow participants to share improvements and recommendations for the plan.

To listen to criticism of the plan and see if their opinion could be swayed with more information regarding the full plan.

## Methodology

Individuals gathered at the University of Miami School of Communication in Wolfson 2046

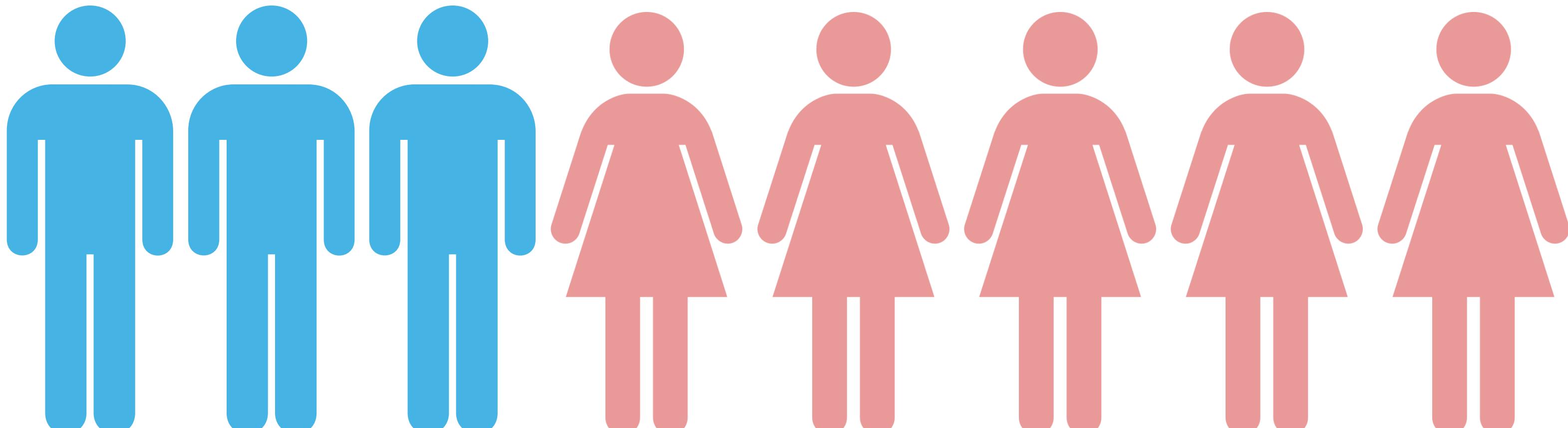
Survey group:

- 3 males
- 5 females
- Ages 18-62

19 questions about topics

Approximately 1 hour

# Focus Group



3 Males

5 Females

Ages: 18-62

Stadium at Tropical Park:

5: Been to Tropical Park

4

3

2

For

Against

Neutral

5: Familiar with proposal

# Focus Group

## Results

### Tropical Park is a community landmark

5 out of 8 participants had been to Tropical Park for a variety of reasons, involving some sort of outdoor activity. Corporate events, family activities and leisure exercise.

“... I’ve been to Tropical Park with my friends once or twice just to be outside, go for a walk because there is not a ton of green space [in Miami], it’s a nice place to go to be outside for a while”.

“I’ve been there for social events, as well as sporting events, I played a tennis match there for club”.

### Tropical Park needs improvement

Most participants agree the current conditions of the park are poor and complained about trash, outdated facilities, confusing signage and lack of management.

“I don’t see the maturity of landscape, I don’t see an advertisement from the highway. The structures are dated”.

“The parking is very difficult. The grass doesn’t seem to be well-manicured. It’s not very modern looking, when you walk through you can see there is not any consistent landscaping”.

### Tropical Park should be open to the community

Participants recognize the potential of the park and would like to see free events take place to involve the community.

“Tropical Park has always been a great location ... they were always looking for a major draw ... there nothing that is a marque benchmark thing that you could go to... to have a destination inside this park is really what is needed.”

“Having free events, or art festivals, Tropical Park being close to here [the university], being a green space, being a community space would be something that I’d be interested in attending”

# Focus Group

## Results

**John Ruiz does not affect people's opinion of the plan.**

2 out of 8 participants were familiar with John Ruiz. The participants were more concerned with the plans for the park and the effect it will have on the community.

"If someone has a connection to the university and wants to put this money into the school for the students; as a student, I don't want to put any money into the school"

"If someone is willing to compromise and work with the community; it's not about this one guy or the school it's about the community and he has to prioritize the community".

**Student attendance increases with a closer stadium**

5 out of 8 participants have heard of the plan. Most participants believed that if there was a stadium closer to campus the school spirit at games would improve, but some were unsure if Tropical Park is the right location.

"Another big thing about the commute: it's far from campus...I waited two and half hours in the rain to get back on the bus [at Hard Rock]; Tropical Park will cut the wait time in half and increase student spirit."

"As a senior, I never wanted to go on the bus and have to go back and wait in the lines for hours to go home; if it's closer you can drive yourself or Uber and not pay \$50 more".

**People want to hear a concrete plan**

Participants want to know what is going to be at the park and the infrastructure plans. They also want to know the size of the stadium and how they will avoid dominating the whole space.

"I want to know the size; to avoid dominating in the whole space they could build a smaller one; what are their infrastructure plans for the whole park? - elevate quality."

"Where is it going to be in the park; what are there plans for traffic, safety? What are the vendors going to be inside? This stadium can highlight local vendors and cuisine that celebrates the community?"

# Creative Research

## Objectives

Collect information to further support findings from the focus group. When people know the specifics of the proposal, they are more likely to support it.

Can education on the specifics of the Tropical Park/stadium plan change a “no” to a “yes?”



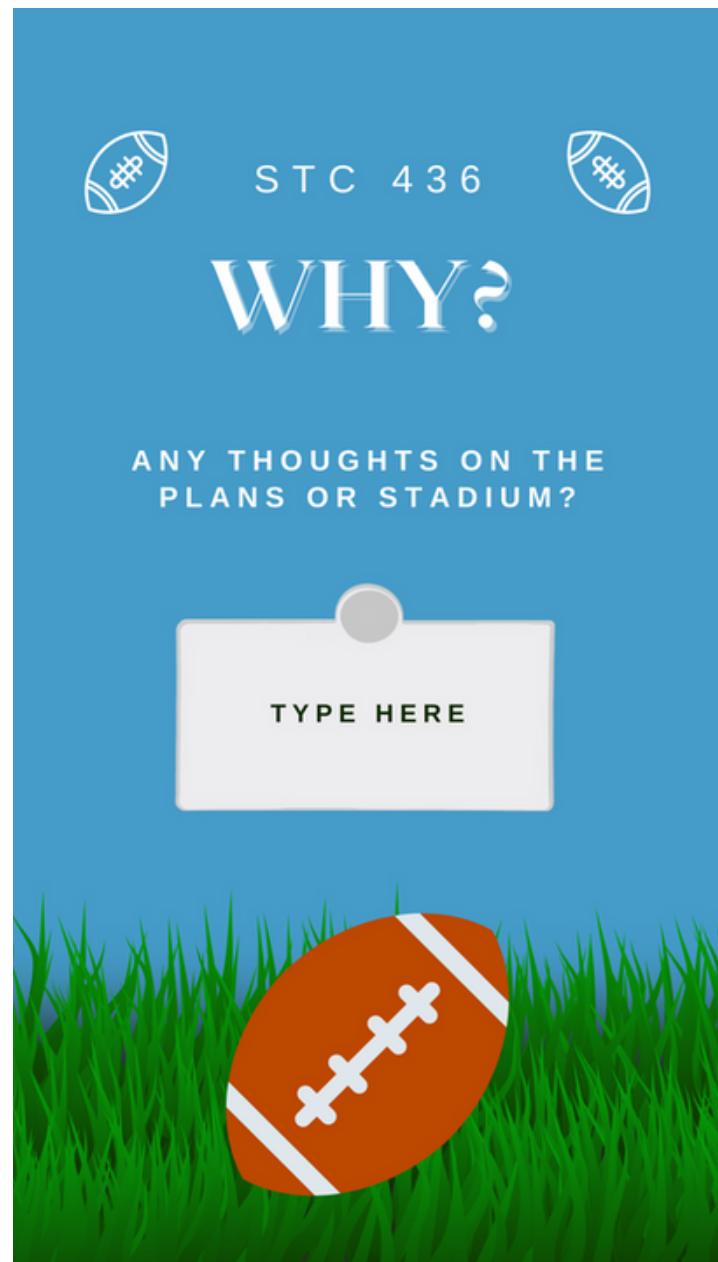
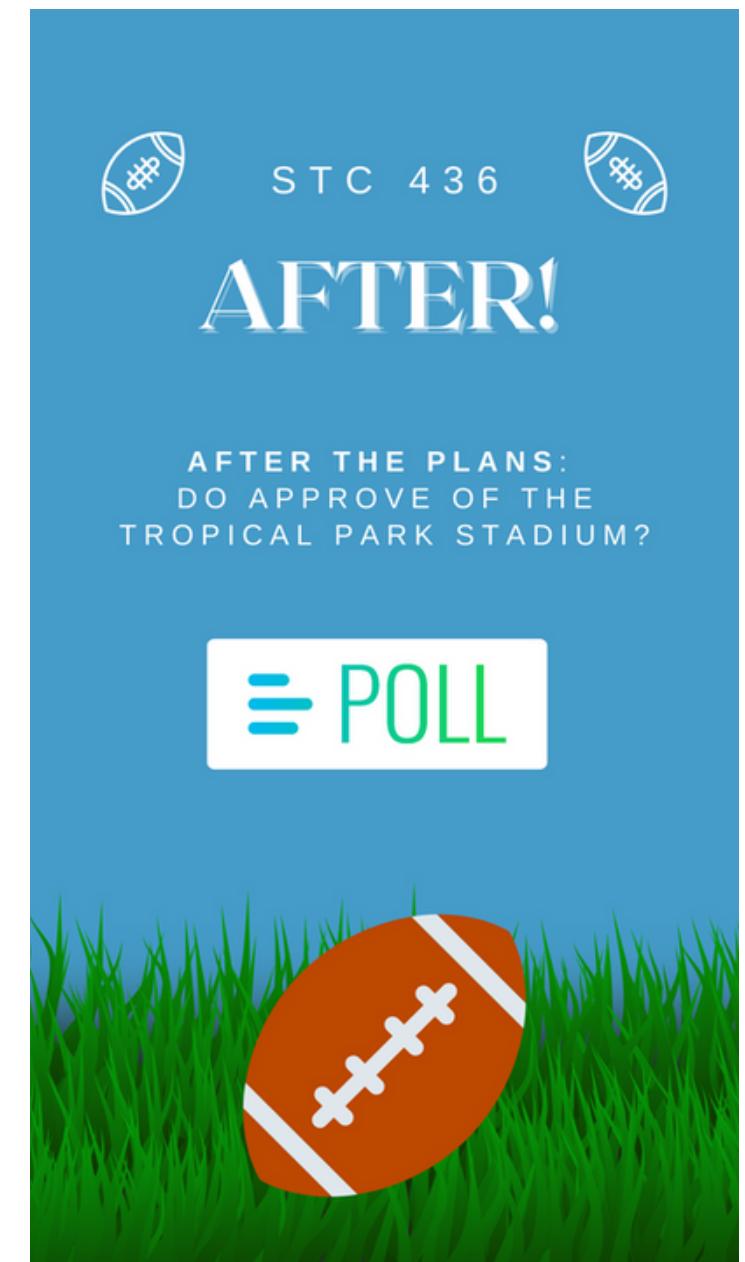
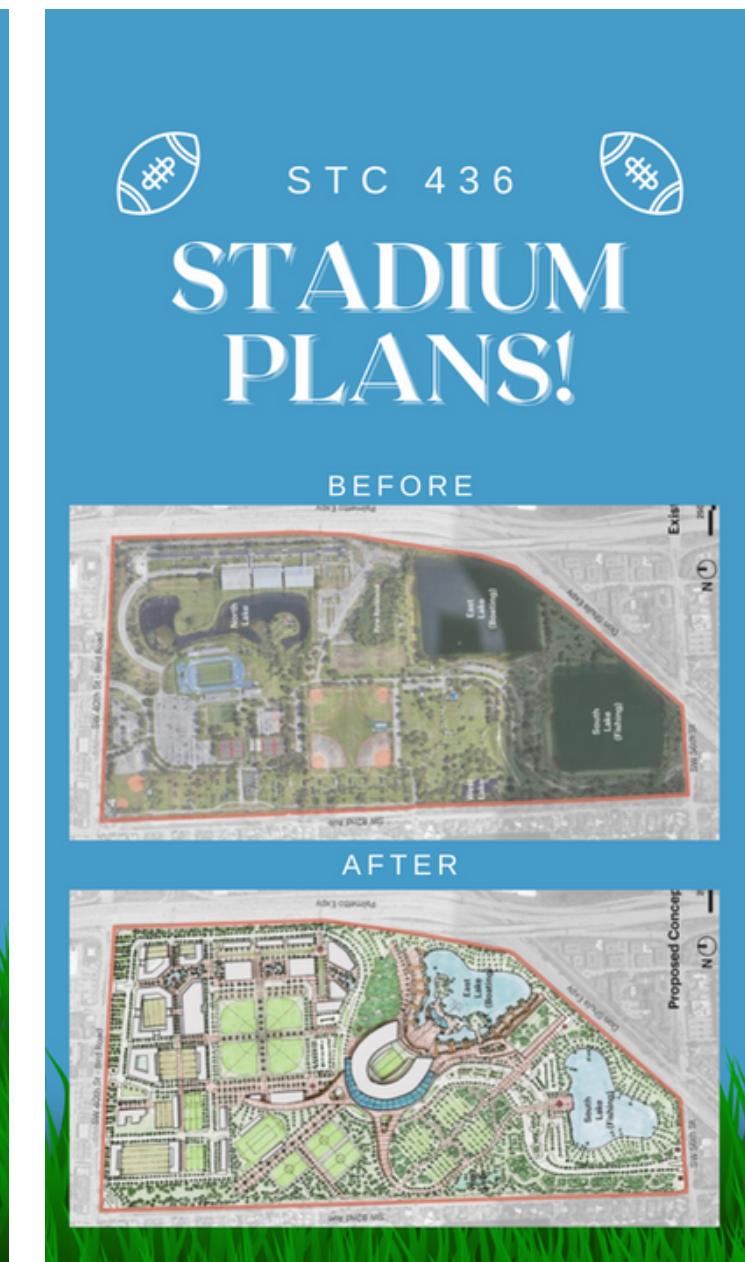
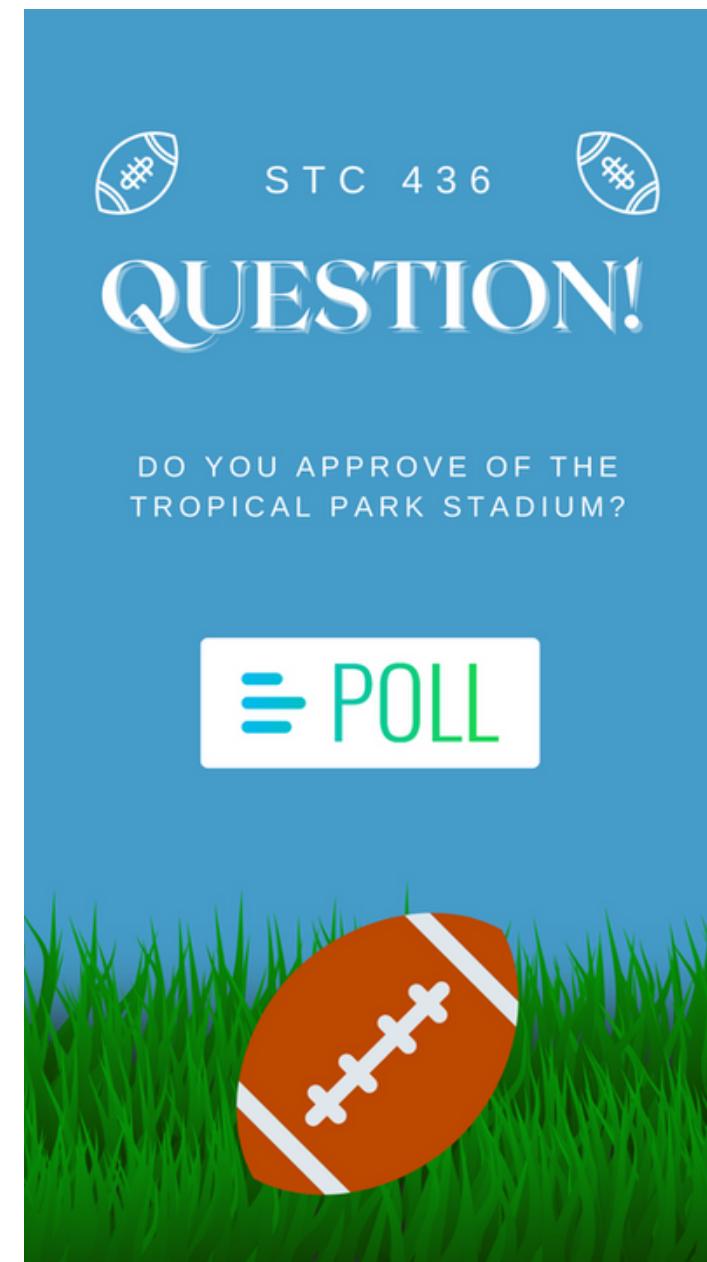
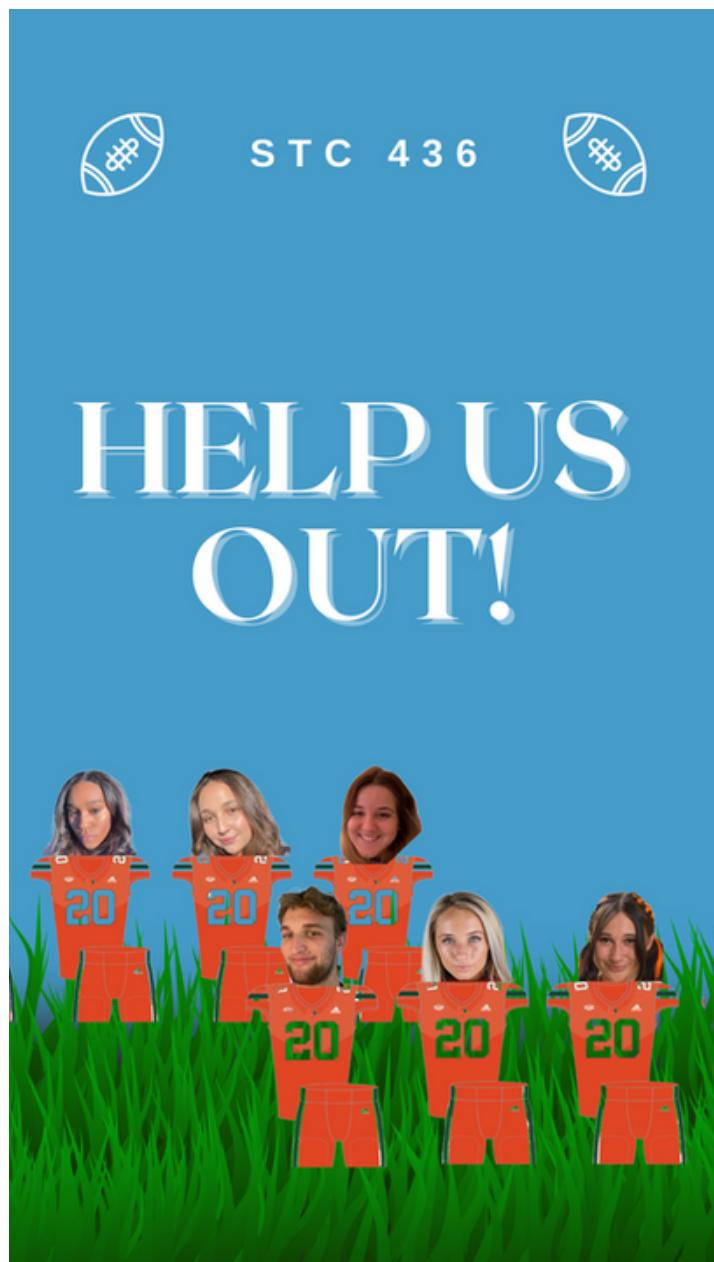
## Methodology

The research team posted graphics to Instagram/Snapchat stories:

- Question: Are you in favor of the proposed stadium at Tropical Park?
- Show a before and after rendering of the overall plan for Tropical Park.
- Ask the same question post-exposure
  - Measure how responses change



# Creative Research IG Story



# Creative Research

## Results

247 total respondents

- Initial Responses:
  - 63.6% of respondents would vote to approve the plan at Tropical Park.
- Post-education Exposure:
  - 72.9% of the respondents would vote to approve the plan at Tropical Park.
    - Increase by 9.3% from no to yes votes (23 people)

# Creative Research

Answers from Respondents:

“The PR nightmare that UM would have by trying to privatize a public park is not worth it.”

“I like Tropical Park as it is and the stadium is going to change the park completely.”

“Make it happen.”

“I grew up in the neighborhood and it would bring so much traffic...”

“Love the new design, looks intuitive to use for students, 10/10 would go.”

# Insights from the Data



# Insights from the Data

Opinion of John Ruiz does not impact opinions of the proposal

- 67.33% of survey respondents were **neutral** on their feelings **toward Ruiz**.
- 59.18% of survey respondents were **neutral** on Ruiz **being the one to build the stadium**.
- Only **2 of 8** focus group participants were **familiar with Ruiz**, but 5 of the 8 participants had heard of the plan.
  - "If someone is willing to compromise and work with the community... people with money have power...it's not about this one guy or the school it's about the community...he has to prioritize the community."

People want the specifics of the plan!

- Survey respondents:
  - "Where will **little kids** get to play their sports?"
  - "Who will **pay** for all of it?"
  - "What would be **replaced**? What would **stay**? How would that be **decided**?"
  - "How will you deal with **traffic**? Is there a plan?"
  - "Is construction going to be **impacting locals** such as schools and homes, how is this stadium going to **increase traffic**?"
- Focus group participants:
  - "What are there **infrastructure plans** for the whole park?"
  - "Where is it going to be in the park...**what are the plans for traffic, safety**?"
- Creative research: **23 people (9.3%)** changed from a "no" to a "yes" after seeing the new "map" of Tropical Park.

# Insights from the Data

## Green Space

- 77.6% of survey respondents said that **public-use green space was extremely moderately important** to them.
- The guaranteed same or increased amount of green space was one of the most important aspects of the proposal for survey respondents.
  - "...If green space is preserved, I'm in!"
  - "If it's a park, the main thing should be green space".
  - "**I would only be against the project if it eliminated too much of the green space.**"
- Focus group participants who had concerns about green space **were much more receptive to the proposal** after seeing the new "map" of Tropical Park.
- Creative research respondent:
  - "I thought they were covering the whole park... it looks better than I thought...".

## Park modernization is vital to the proposal's success

- 68.93% of survey respondents were **for the stadium project** while 75.24% of respondents are **for the stadium project with Tropical Park improvement and modernization plan.**
  - Among the proposed modernizations, **new walking & biking paths** were the most popular.
- Survey respondents:
  - "There is always room for modernization..."
  - "**I would love the improvements...** I don't know about a stadium."
  - "**I want the path improvements...** but want to make sure there will still be a lot of green space".
- Focus group participants:
  - "**Improvements need to be made... Tropical Park should be made the jewel of Miami-Dade County.**"

# Strategy

Mission, Vision, and Value Statements

Relationship, Reputation and Task Objectives

18-Month Plan and 5-Year Plan

S.W.O.T

# Positioning Statement

The “Home Field” for Miami-Dade County will be the ultimate destination for entertainment, sports and leisurely needs. For fans, players, faculty and staff of UM and neighboring schools, this stadium will provide convenience and an “at home” feeling where players can repeat the success they had at the Orange Bowl Stadium.

# Mission Statement

Build the finest State-of-the-Art stadium for our Miami-Dade County community.

# Vision Statement

Create a State-of-the-Art Stadium build in what will be Miami-Dade County's premier destination park "Tropical Park" that serves our community while sustaining the green space our community deserves.

# Value Statement

Create quality improvements for the benefit of our Miami-Dade County community that show respect to the environment, critical green space and for our local residents in the Tropical Park community.

## Goal 1: Reputation

For the Public to understand the value of an updated Tropical Park and state-of-the-art stadium.

## Goal 2: Relationship

To provide the community with a multi-use facility and entertainment center at Tropical Park.

## Goal 3: Task

To have the new stadium successfully be built.

## Goal 4: Task

To improve the public space and amenities at Tropical Park.

## Goal 5: Relationship

To establish a home field for The University of Miami and surrounding communities.

# Goal #1

## For the Public to understand the value of an updated Tropical Park and state-of-the-art stadium

### Objectives

1. For the Miami-Dade County residents to affect awareness specifically to increase comprehension about the Tropical Park improvement plan by 20% by June 2024.
2. For the media to affect action specifically to increase positive opinion about John Ruiz and the stadium by 20% by November 2024.
3. ECity council members will have a majority vote in favor of the Tropical Park Stadium Proposal by November 2024.
4. For Miami residents to affect acceptance specifically to increase a positive attitude about the stadium by 15% by June 2024.
5. For greenhouse members to affect awareness specifically to increase comprehension about the plans to preserve green life at Tropical Park by 20% by November of 2024.

## Goal #2

To provide the community with a multi-use facility  
and entertainment center at Tropical Park

### Objectives

1. Increase awareness for UM students by creating more than 100 Social Media content items targeting students about LifeWallet Tropical Park Stadium by June 2023.
2. Miami-Dade County residents will positively accept John Ruiz and will increase by 20% by September 2024.
3. For the media to take action to increase attention surrounding the referendum vote by posting on 3-5 social media platforms pushing individuals to vote by November 8th.
4. Increase awareness for UM Parents & Supporters by creating more than 100 Social Media content items targeting Millennials, Gen-X and Baby Boomers about LifeWallet Tropical Park Stadium by June 2023.

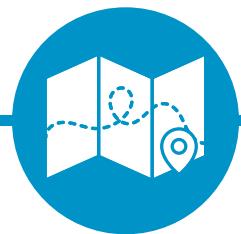
## Goal #3

### To have the new stadium successfully be built

#### Objectives

1. Increase awareness of the Stadium plan to Dade-County residents by 20% through social media interaction by July of 2023
2. To have an effect on action to reduce negative views by 20% by July 1st of the stadium creating a platform for the public to voice their concerns and questions
3. For Miami-Dade residents to have an effect on acceptance by enhancing Tropical Park and showing its improved potential activities for visitors to enjoy with social media posts.
4. To have an effect on action to obtain more than 5,000 Miami-Dade County residents to register to vote at Tropical Park Improvement Plan & Stadium Events in 2023.

# 18-Month Plan: June 1st, 2023 - November 5th, 2024



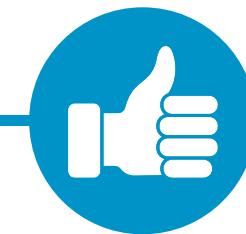
## Phase 1: Planning June 2023 - June 2024

- Build relationships with internal and external audiences.
- Get approval for all PR materials and events.



## Phase 2: Execution July 2024 - November 2024

- Implement logos and designs.
- Execute events.
- Accomplish social media accounts and posts.
- Perform PR materials.



## Phase 3: Evaluation August 2024 - December 2024

- Evaluate the effectiveness of the stadium logo.
- Assess the effectiveness of the stadium's social media accounts and PR materials.
- Get the measure of the effectiveness of the goals and objectives implemented.
- Weigh up students' and outside public's satisfaction with the stadium.
- Begin making changes according to the public response.

# 5-Year Plan: 2023 - 2028



# Potential Slogans

"Building More Than a Stadium: Creating a Legacy for Miami-Dade and Beyond"

"Elevating the Game, Improving Lives: The Future of Sports and Community in Miami"

"Experience the Best in Sports and Entertainment: Your Ultimate Destination in Miami"

# S TRENGTHS

- The project is proposed and led by John Ruiz, a successful entrepreneur with lots of connections and valuable experience with people to back him up
- Strong NIL base (Better incentive for top recruits to commit to UM football and ultimately get back to being a top-ranked program)
- There are many UM students and fans in support of the new stadium being close to campus

# O PPORTUNITIES

- More students and fans are in attendance
- Help improve the school and the surrounding area
- Make Coral Gables High a “state of the art school”
- Convince opposing forces that the stadium is to “improve” the park, not destroy it”

# W EAKNESSES

- Greenspace
- Funding
- An influx of traffic and noise
- Government officials that are vocally against Ruiz and the proposed stadium

# T HREATS

- "Save Tropical Park" movement.
- People that are adverse to change.
- Competing force, Hard Rock Stadium, which holds the contract for UM football to play until 2030
- Naming issues (LifeWallet lawsuit)

# Events

Timeline

Promotion

Details

# Events Timeline

## Town Halls Educational Tour

May 19th, June 16th, July 14th  
(Zoom), August 12th (Tropical  
Park), September 29th, 2023

## Movie Night

Multiple weekends  
starting  
June 2023

## UHealth Health Fairs/Clinics

June 9-11, 2023

# Events Timeline

Voter  
Registration BBQ

August 2, 2023

High School  
Sport Sponsorships

Every other week during football season

#Marathon4Life  
(Wallet)

October 20, 2023

**May 19th @ 7PM**

COMMUNITY UPDATES  
UPCOMING EVENTS  
OPEN FORM  
Q&A WITH REPS  
AND MORE!



**LifeWallet Stadium  
Town Hall**



# Town Hall Educational Tour

## Description

LifeWallet will put on a total of four town halls about the new stadium proposal. The purpose of these will be to facilitate a two-way conversation between John Ruiz and the Miami-Dade community. Residents will be able to attend and learn more about the exact details of the stadium project as well as ask questions and deliver comments and concerns. One of these will be held via "Zoom" to reach even more people. Members of the stadium team will speak in a panel-like format. This event will aim to educate Miami residents about the stadium proposal and give them the information needed to make an educated decision when the referendum comes around.

Dates: May 19, Jul. 14 (Zoom), Aug. 12 (Tropical Park), Sep. 29

## Target Audience

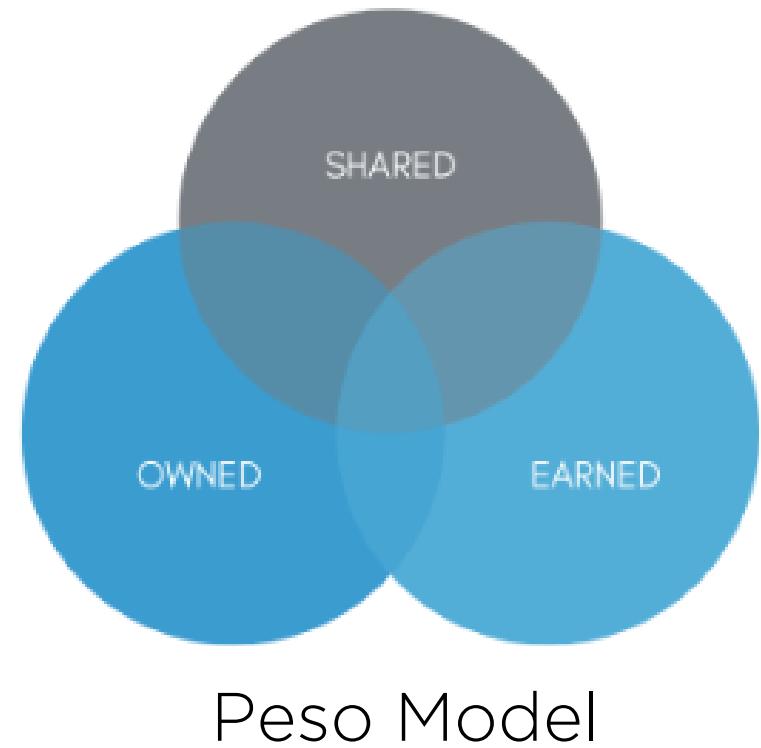
Families, college and high school students

## Capacity

40 - 50 attendees

## When

Meetings will begin at 6 p.m. All sessions will feature a row of panelists who represent the stadium proposal. Residents will be able to grab fact sheets and a press kit will be sent to all media. There will be a 30-minute informational session followed by a 45-minute Q&A moderated by an impartial party.



Peso Model

*Weds. & Sat. Nights*

AIR: COURTING A LEGEND  
BLACK PANTHER

BACK TO THE FUTURE

REMEMBER THE TITAINS

THE GAME PLAN

ROCKY

AND MORE!



**LifeWallet Stadium  
Movie Night**

# Movie Night

## Description

A time for people to gather at Tropical Park and enjoy a movie while also enjoying a picnic-like environment. This event can serve all of our demographics since we can target a wide age range. This serves as a fun way to get people out of the house and increase awareness of the project. They will occur every Wednesday and Saturday between the months of July and August. Wednesdays will offer a more family-oriented movie for families and Saturdays will offer a more adult-oriented movie for our voters who are interested in adult-oriented events. 74 percent of respondents are interested in adult-oriented events. Before showing the movie we will preview LifeWallet Stadium commercials to show attendees the plans for a potential stadium within the park.

## Target Audience

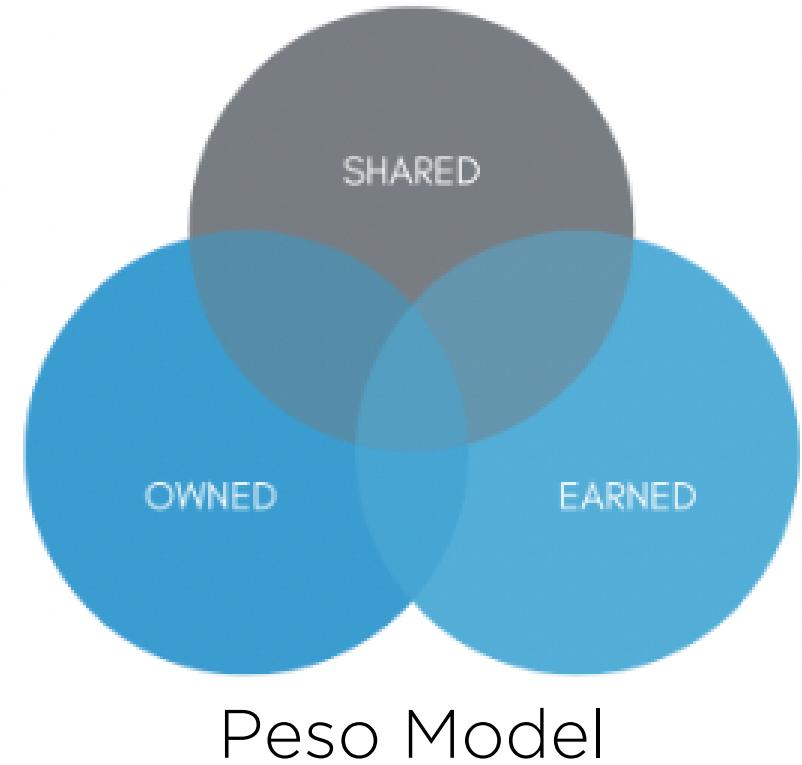
Passive supporters & opponents who rarely visit Tropical Park

## Capacity

40 - 50 Attendees per movie screening

## Why?

Many survey respondents had strong opinions about the park and what must be done with it, but had never been. Movie Night serves as an opportunity to bring them to Tropical Park and show what is there and how we will work to improve it. It is a means to increase awareness of the park, the stadium project and show them the benefit from the changes in the future.



Peso Model



# UHEALTH FAIR

June 9-11  
2023



- Personalized health care
- Treat, heal, enhance, and soothe
- The Lennar Foundation Medical Center

## UHealth Fair & Clinic

### Description

A three-day health fair run by UHealth and LifeWallet Stadium representatives will work closely with local communities to assess their healthcare needs. This will meet the objective of using the location not just for sporting events, but also for supporting the local community. This is an opportunity to launch wellness initiatives, provide health education, conduct preventive screenings and immunizations and promote organizational benefits and community resources. A variety of testing booths can be placed along a path for attendees to have various medical examinations conducted. A LifeWallet Stadium Information Station where pamphlets with information and renderings will be distributed can also be established at the end of the path.

## Target Audience

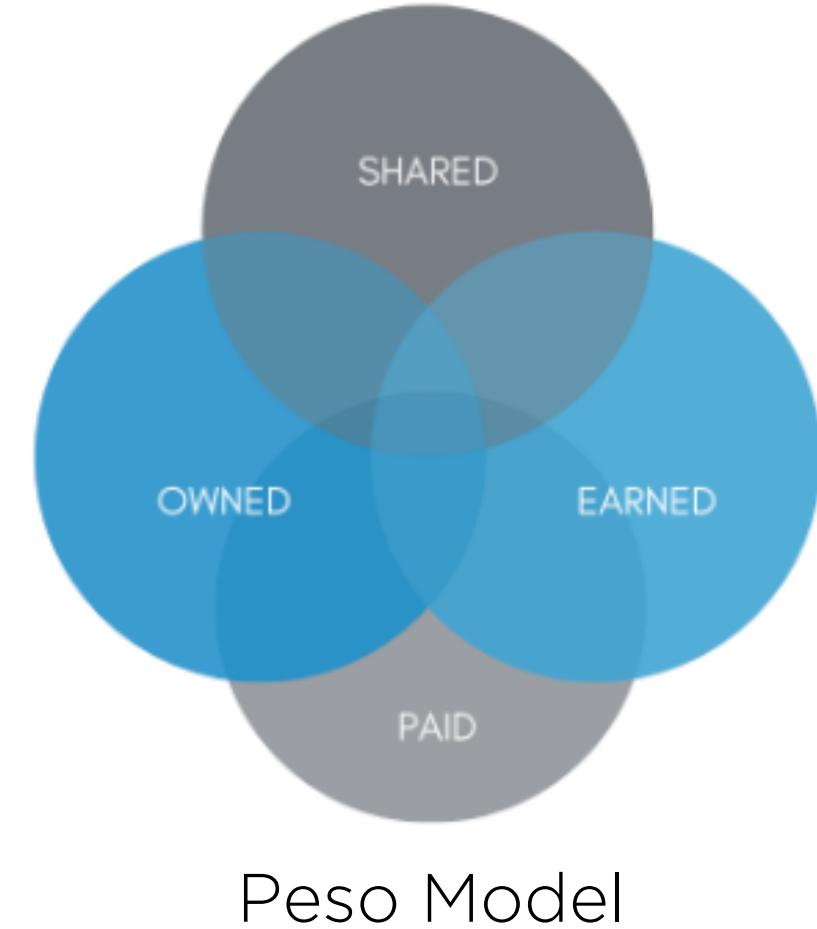
Passive opponents

## Capacity

No capacity limit

## Why?

Using Tropical Park to host a Health Fair will create awareness for the stadium while also showing the potential benefits education and community this stadium could provide. This will serve the purpose of exposing residents to such benefits and increasing their attitudes towards the stadium. It can demonstrate multiple uses for which the stadium can serve.



Peso Model



**VOTER**  
*barbecue*



Come join us in our voting drive!  
BBQ, Drinks and DJ!

\*Register online for Food/Drink voucher\*

**GRILL THE VOTE OUT!**

**AUGUST 2, 2024**  
**11 A.M. - 3 P.M.**



7900 SW 40TH ST, MIAMI, FL 33155

# Grill Out The Vote

## Description

LifeWallet will sponsor a BBQ within Tropical Park which will encourage attendees to come out and enjoy delicious food while learning about the stadium and the voting process. Many people, especially students, are not registered to vote and this event will provide the opportunity to register. LifeWallet will collaborate with multiple organizations such as Get Out The Vote (a UM student organization) to encourage attendees to register. The BBQ will allow people to visit the park and learn more about the proposed stadium through fact sheets and pamphlets which will be distributed. Giveaways will be given to those who register at the event. A DJ will play music and attendees can settle down on picnic blankets and enjoy their meals following their registering to vote.

## Target Audience

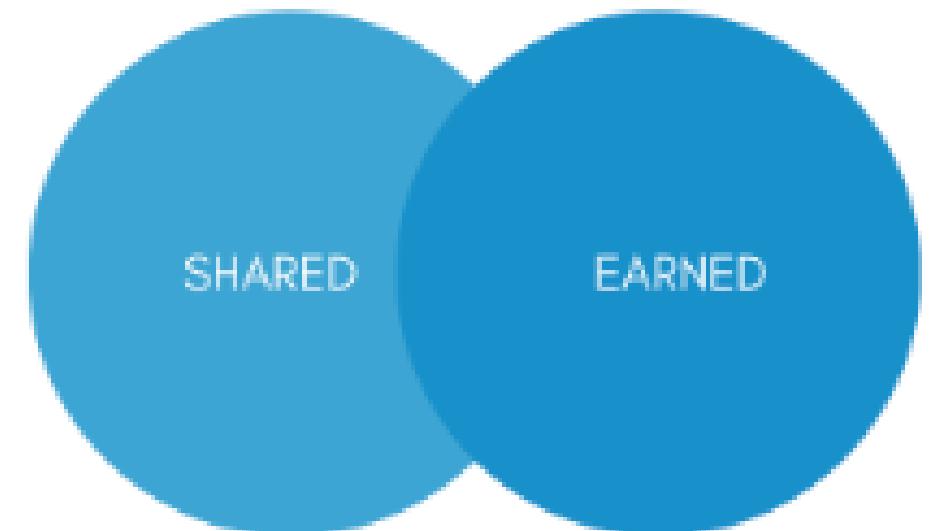
All demographics

## Capacity

~200 attendees

## Why?

This event will encourage residents to register to vote as well as be able to gain the initiative to vote in favor of the project. Most people do not register to vote unless there is a space of convenience, such as when you are at the DMV. Allowing residents a place to have fun AND take action will allow us to gain votes that can be used to promote the stadium project.



Peso Model



# High School Sports Sponsorship

## Description

Local high school students will be able to represent their high school sports teams through sponsorship by LifeWallet. Students will then attend LifeWallet-sponsored home games at Tropical Park with their friends and family. The games will feature LifeWallet merchandise, raffles and informational pamphlets to increase awareness and educate the student's parents about LifeWallet's planned improvements for the park. A large emphasis on creating new sporting facilities for the high school teams to use with the new Tropical Park construction will excite the student-athletes and encourage the parents to vote for the LifeWallet stadium.

## Target Audience

All demographics

## Capacity

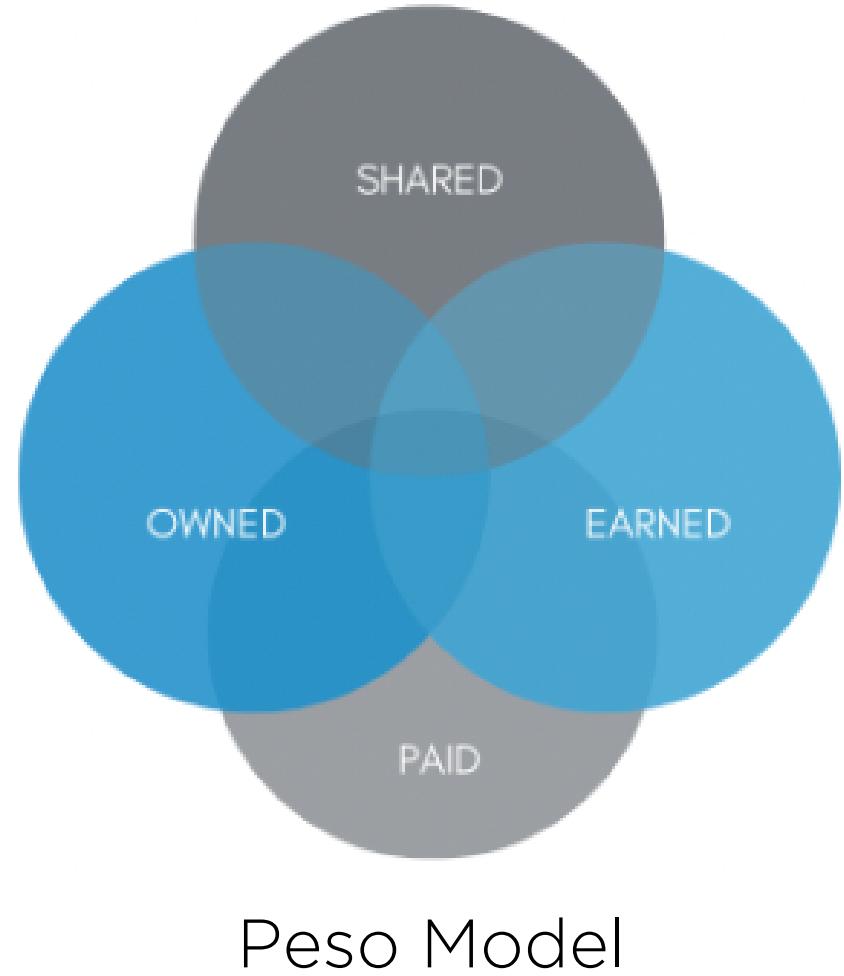
~200 attendees per game

## Why?

To increase awareness amongst parents/families of student-athletes and possibly change attitudes if we can promise that their kids and/or school teams can play at the new stadium.

Many opponents were concerned that they would no longer be able to facilitate the park.

This event can prove that this is not the case and can increase acceptance and awareness.



Peso Model

# MARATHON 4LifeWallet



Race to support Breast Cancer Awareness Month  
and the Florida Breast Cancer Foundation!

OCT 20

8 AM



Visit  
[LifeWalletStadium.com](http://LifeWalletStadium.com)  
for more info!

## Marathon 4Life(Wallet)

### Description

LifeWallet will sponsor a half-marathon around Tropical Park. It will take place in October, for Breast Cancer Awareness month, and proceeds will go to The Florida Breast Cancer Foundation. All participants will receive a personalized race bib with a timing chip, a medal, an event shirt with the LifeWallet Stadium logo on it, and a completion certificate. Closing ceremonies will have speakers such as John Ruiz, as well as food trucks. Racers will also receive food vouchers to the trucks for their participation. Sign-up will begin two months in advance with information being posted on socials and outreach to influencers will occur as well to participate in the marathon.

## Target Audience

All demographics

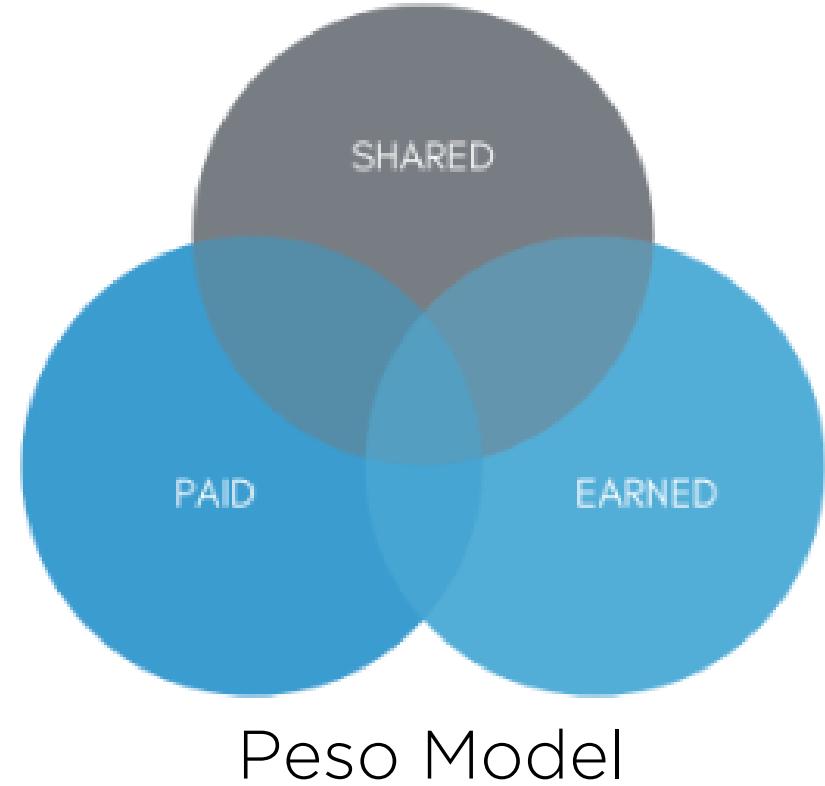
## Capacity

100 runners

500 on-lookers

## Why?

This event will make residents aware of the stadium project, keeping the logo in their minds in association with a positive event. They will also receive education pamphlets and hear john ruiz himself talk about the stadium. Its goal is to improve interest and attitude.



Peso Model

# Tactics

Social  
Media

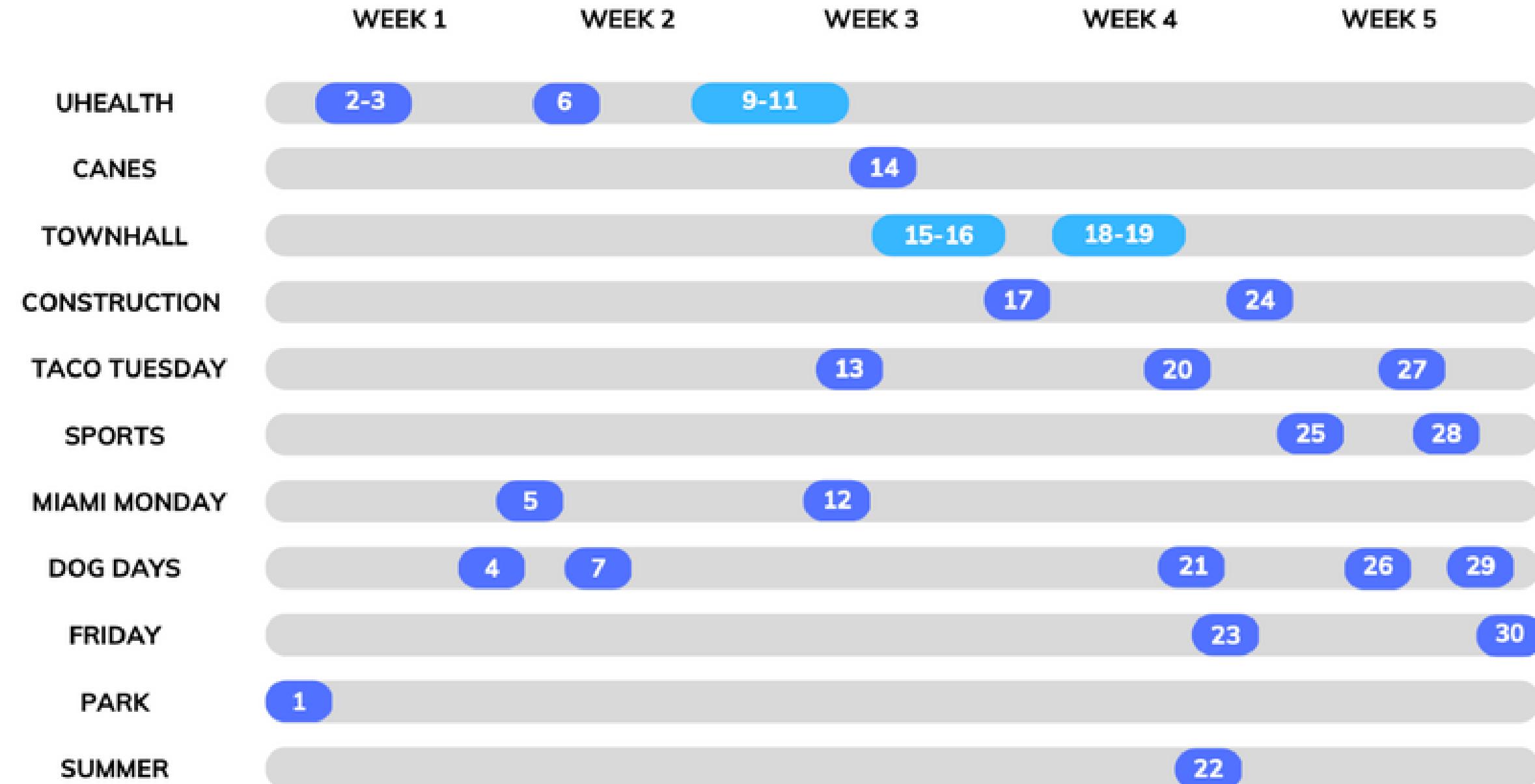
Traditional  
Advertising

# Social Media Content Calendar

June 2023							
Day	Date	Time	Topic	Copy	Twitter	Facebook	Instagram
<b>Week 1</b>							
Thursday	6/1/2023	1:00 PM	Improve Tropical Park	Post	Post	Post	Post
Friday	6/2/2023	8:00 AM	UHealth Promotional Post	Post	Post	Post	Post
Saturday	6/3/2023	6:00 PM	UHealth Clinics	Post	Post	Post	Post
Sunday	6/4/2023	10:00 AM	Dogs Day		Post		
Monday	6/5/2023	10:30 AM	Miami Monday	Post		Post	
Tuesday	6/6/2023	3:00 PM	UHealth Clinics	Post		Post	
Wednesday	6/7/2023	5:00 PM	Dogs Day		Post	Post	Post
<b>Week 2</b>							
Thursday	6/8/2023	6:00 PM	Happy Thursday	Post	Post	Post	Post
Friday	6/9/2023	4:00 PM	UHealth Health F EVENT		Post	Post	Post
Saturday	6/10/2023	3:00 PM	UHealth Health F EVENT		Post	Post	Post
Sunday	6/11/2023	12:00 PM	UHealth Health F EVENT		Post		
Monday	6/12/2023	11:00 AM	Miami Monday EVENT	Post		Post	
Tuesday	6/13/2023	10:00 AM	Taco Tuesday	Post	Post		
Wednesday	6/14/2023	10:30 AM	GOCANES, Football pre-season	Post	Post	Post	Post
<b>Week 3</b>							
Thursday	6/15/2023	6:00 PM	Town Hall/Educational Tour	Post		Post	
Friday	6/16/2023	4:00 PM	Town Hall/Educa EVENT	Post	Post	Post	Post
Saturday	6/17/2023	3:00 PM	Reminder/Update Update on Construction		Post	Post	
Sunday	6/18/2023	12:00 PM	Lifewallet Stadium Townhalls	Post	Post		
Monday	6/19/2023	11:00 AM	Lifewallet Stadium Townhalls	Post		Post	
Tuesday	6/20/2023	10:00 AM	Taco Tuesday		Post	Post	
Wednesday	6/21/2023	10:30 AM	Dogs Day	Post	Post	Post	Post
<b>Week 4</b>							
Thursday	6/22/2023	6:00 PM	Summer Post	Post	Post	Post	Post
Friday	6/23/2023	4:00 PM	Happy Friday!	Post	Post	Post	Post
Saturday	6/24/2023	3:00 PM	Construction Update	Post	Post		
Sunday	6/25/2023	12:00 PM	Sports		Post		
Monday	6/26/2023	11:00 AM	Dogs Day	Post			
Tuesday	6/27/2023	10:00 AM	Taco Tuesday	Post	Post		
Wednesday	6/28/2023	10:30 AM	Sports	Post	Post		
<b>Week 5</b>							
Thursday	6/29/2023	6:00 PM	Dogs Day	Post	Post	Post	Post
Friday	6/30/2023	4:00 PM	Happy Friday	Post		Post	
Saturday	7/1/2023	3:00 PM	Fourth of July Weekend	Post	Post	Post	Post

# Gantt Chart

## JUNE SOCIALS



A visual representation of scheduled tasks and dependencies over time. The chart displays the start and end dates for each task, as well as the duration and the inter-relationship between tasks. This chart helps to track progress, identify the critical path and optimize resources to ensure the timely completion of the campaign.

# Media List

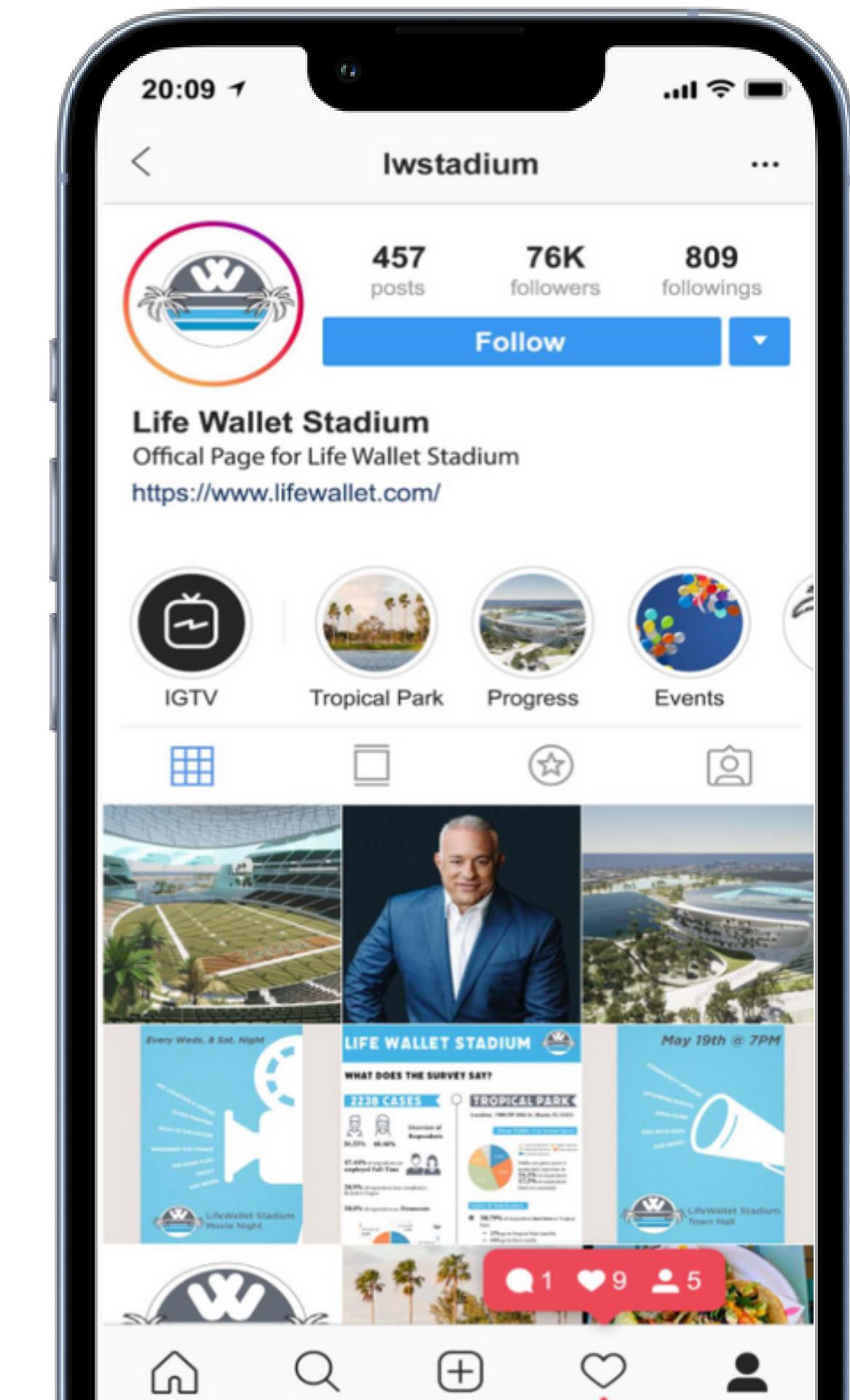
Outlet	Name	Role	Email	Phone	Twitter
Miami Herald	Ana Ceballos	Politics and Policy Reporter	aceballos@miamiherald.com	619-348-8888	<a href="#">Ana Ceballos (@anaceballos_ ) / Twitter</a> <a href="https://twitter.com/MaryEllenKlas">https://twitter.com/MaryEllenKlas</a>
Miami Herald	Mary Ellen Klas	Government and Politics	meklas@miamiherald.com		<a href="https://www.twitter.com/@SteveNBC6">https://www.twitter.com/@SteveNBC6</a>
NBC 6 South Florida	Steve Litz	Political Reporter	steve.litz@nbcuni.com		<a href="https://twitter.com/FernandezAndreC">https://twitter.com/FernandezAndreC</a>
Miami Herald	Andre C. Fernandez	Deputy Sports Editor	afernandez@miamiherald.com		<a href="https://www.twitter.com/@ruthiepolinsky">https://www.twitter.com/@ruthiepolinsky</a>
NBC 6 South Florida	Ruthie Polinsky	Sports Anchor and multimedia journalist/reporter	Ruthie.Polinsky@nbcuni.com		<a href="https://twitter.com/https://twitter.com/@omarkelly">https://twitter.com/https://twitter.com/@omarkelly</a>
Sun Sentinel	Omar Kelly	Miami Dolphins and NFL reporter	okelly@sun-sentinel.com		
CBS4 News	Jim Berry	Main Sports Anchor	JBerry@wfor.cbs.com		<a href="#">Twitter</a>
ESPN	Don Van Natta	Senior Writer	don.vannatta@espn.com		<a href="http://twitter.com/DVNJr">http://twitter.com/DVNJr</a>
ESPN	Jose de Valle				@delvalle_ESPN
WRLN-FM	Joshua Ceballos	Metro Miami, Politics	jceballos@wlrnnews.org		
Miami Herald	Tess Riski	Local Government Reporter	triski@miamiherald.com	305-376-2011	
Miami Herald	Madeleine Marr	Arts and Entertainment Reporter	mmarr@miamiherald.com		
Miami Herald	Norma Gamez Torres	Political Reporter	ngameztorres@elnuevoherald.com		
Miami Herald and the Greg Cote Show	Greg Cote	Sports Columnist and Podcast Host			<a href="http://twitter.com/gregcote">http://twitter.com/gregcote</a>
Miami Herald	Susan Miller Degnan	UM Football beat writer	sdegnan@miamiherald.com	305-376-3366	
South Florida Sun Sentinel	David Furones	Sports Reporter (dolphins)	dfurones@sunsentinel.com		
WTJV-TV CNN	Carlos Suarez	Anchor and Reporter, Miami Correspondent - Politics			
WIOD-AM	Wendi Grossman	Editor and Reporter			
Miami Herald	Jeff Kleinman	Day Editor	jkleinman@miamiherald.com	305-376-3561	<a href="https://twitter.com/jeffkleinman">https://twitter.com/jeffkleinman</a>
WTJV-TV NBC6	Niko Clemons	Reporter	niko.clemons@nbcuni.com		
WPLG-TV	Kristi Krueger	Anchor	kkrueger@wplg.com	(954) 364-2500	<a href="https://twitter.com/KkruegerWPLG">https://twitter.com/KkruegerWPLG</a>
Miami Herald	Al Diaz	Sports and News Events Photojournalist	aldiaz305@aol.com	305-796-4377	
Miami Herald	David Santiago	Sports Photo Editor and Journalist	dsantiago@miamiherald.com		<a href="https://twitter.com/dsantiagophoto">https://twitter.com/dsantiagophoto</a>
WHYI-FM	Taylor Jukes	Program Director and Radio Host	taylorjukes@iheartmedia.com		
Freelance	Josie Gulliksen	Food, Dining, Sports Writer	jgulliksen4@gmail.com		

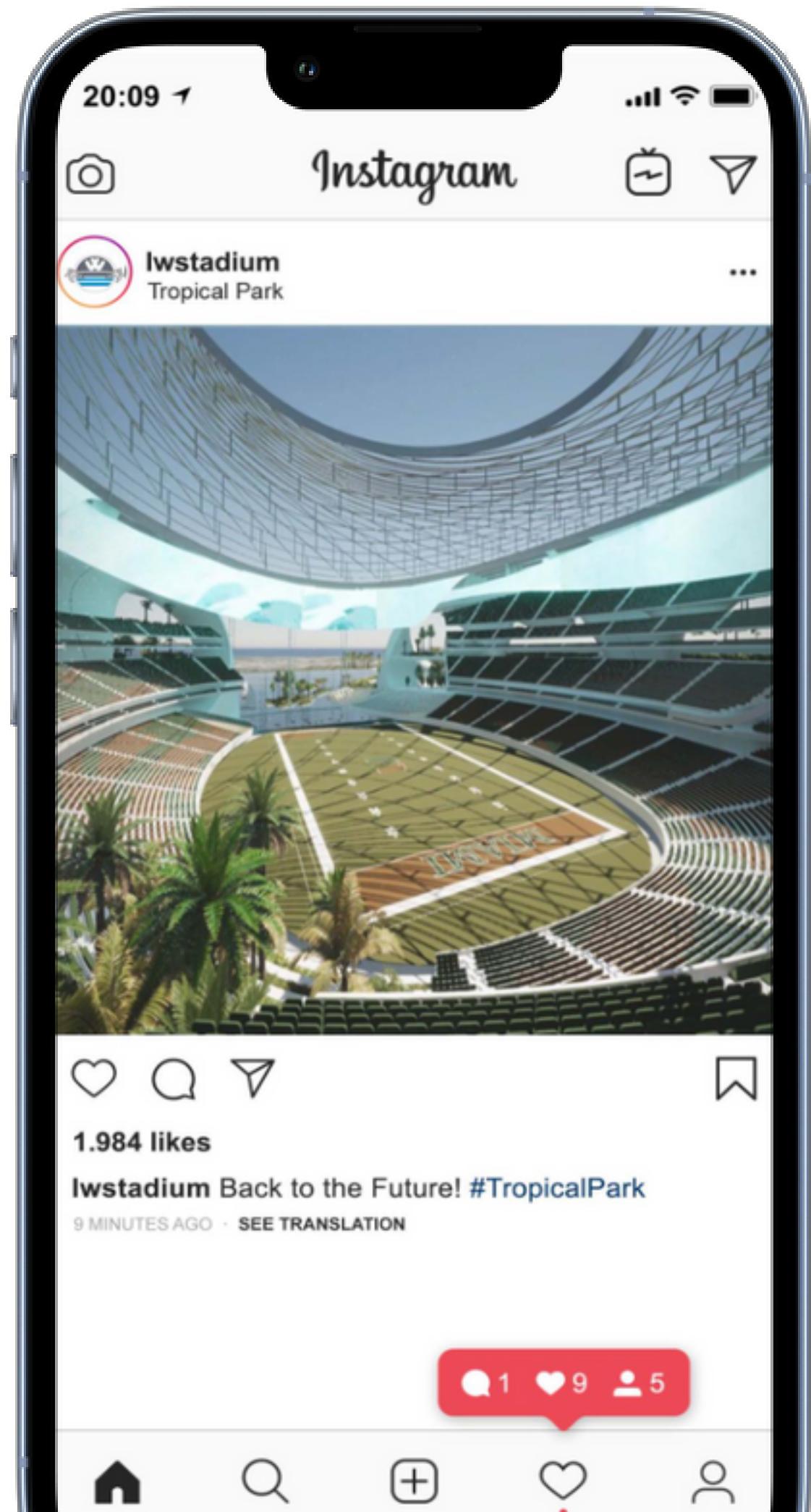
The presented media list provides an overview of the various forms of media that will be utilized in this campaign including blogs, tweets, photographs, news articles, social media posts and podcasts. The attached contacts report on professional and collegiate sports, food, events, health and family life in the Miami area. These media elements have been selected to support the overall objectives to engage the target audience effectively.

## Media List

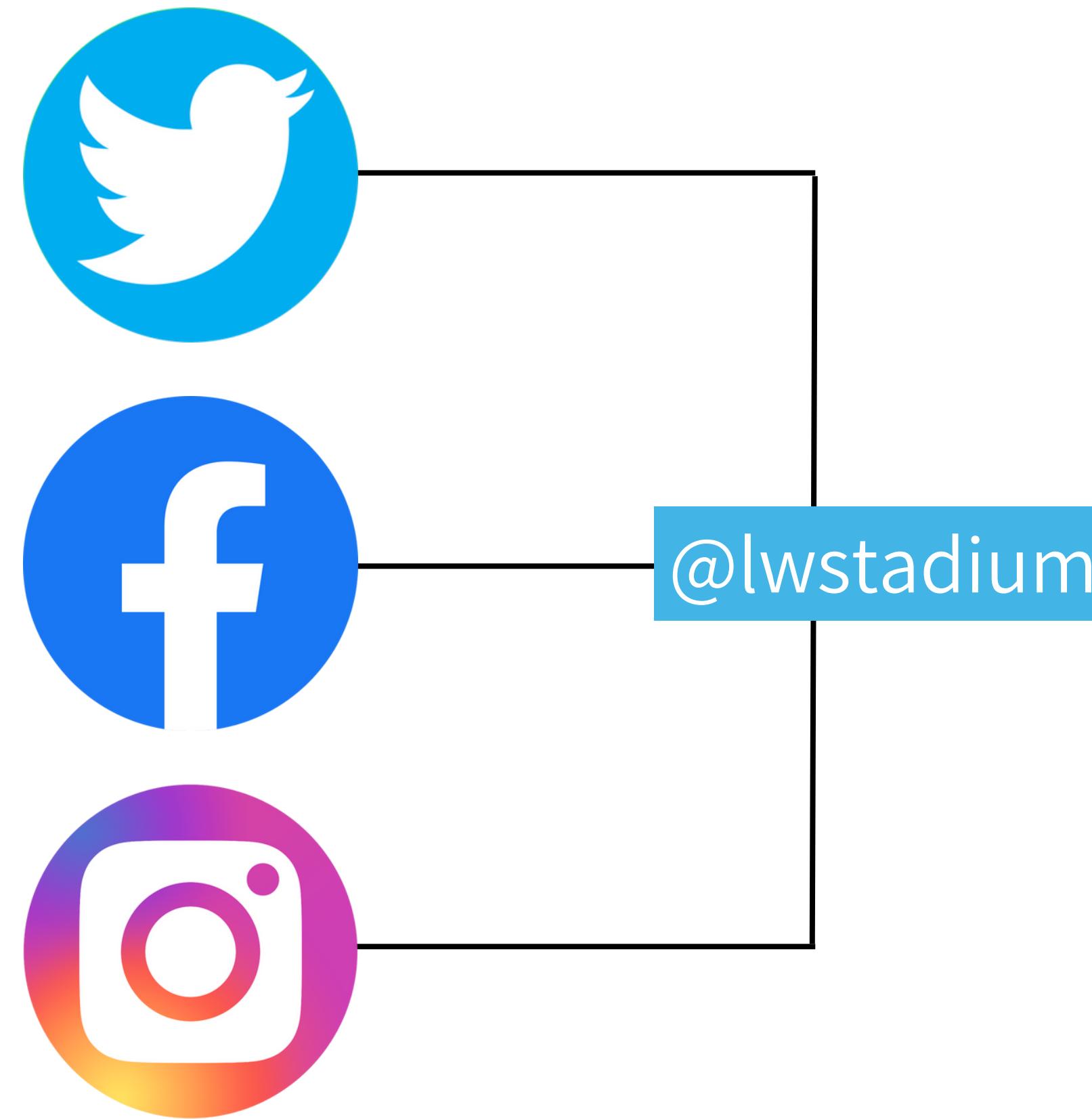
# Social Media Posting

This Mockup Instagram page will serve as a guide for LifeWallet Stadium's social media presence. An example of what would be posted could feature an image of the stadium's construction progress alongside a caption that provides an update on the latest developments. Another post might showcase upcoming events at the stadium, such as a concert or sporting event, and provide a link to purchase tickets. Furthermore, social media posts will highlight Tropical Park itself along with its various amenities such as walking trails, picnic areas and the equestrian center. These posts will encourage the public to explore the park and utilize its facilities. Social media marketing aims to promote the stadium and its surroundings, keeping the public informed and engaged and attracting new audiences.



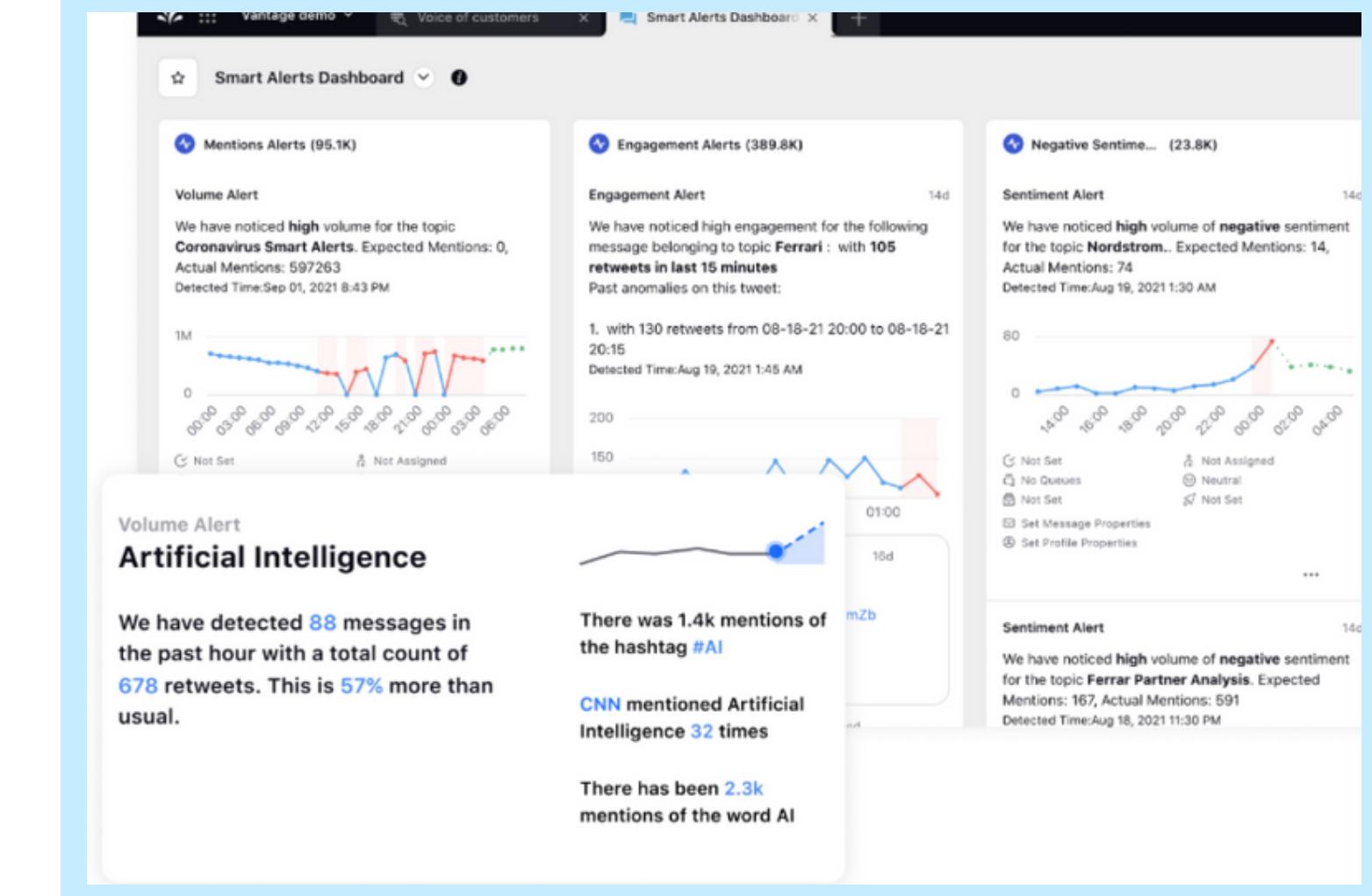
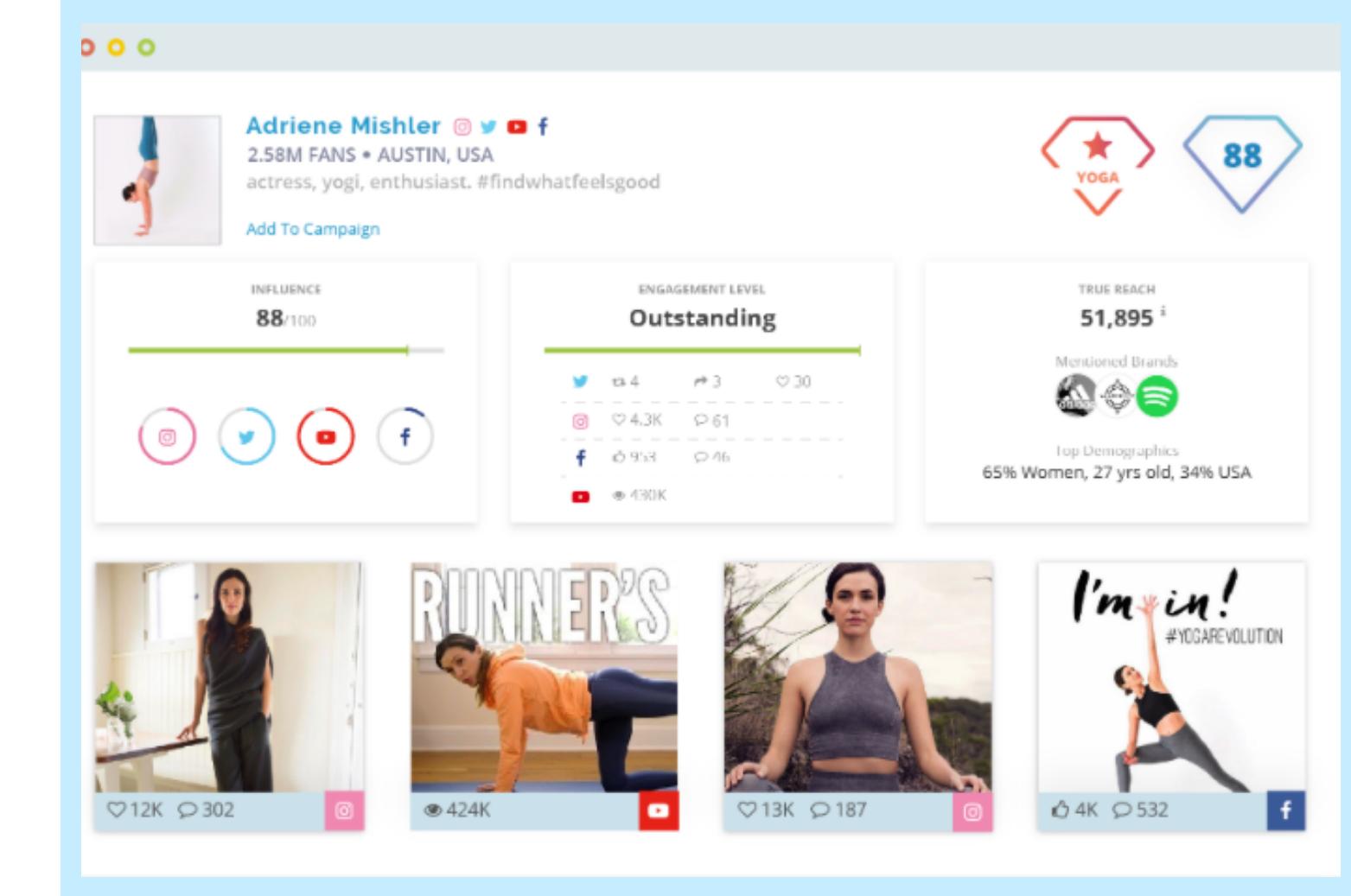


# Social Media Handle



# Social Media Monitoring Programs

Two recommended social monitoring programs are Sprinklr and Klear. Sprinklr allows users to create dashboards to see anytime a marked hashtag is used, account mentions, negative comments, or other notifications across all social media platforms at once. It also allows replies directly on the program allowing pre-approved, standard responses to be used that could include information such as customer service number anytime a reply is needed. Klear is an influencer marketing program that allows companies to track the progress of the endorsements including how much engagement the influencer is bringing in, if their followers are real and other statistics.





# Traditional Marketing

Billboards are a classic form of traditional advertising that has been used for decades to promote products, services and events. Some key components of billboards are High Visibility, Brand Awareness, Targeted Advertising and Cost-Effective. By taking advantage of these targeting options, you can increase the effectiveness of the billboard campaign and get a better return on investment. Targeted billboards can help to increase brand awareness by reaching the right people at the right time and in the right place.

# Layout & Design

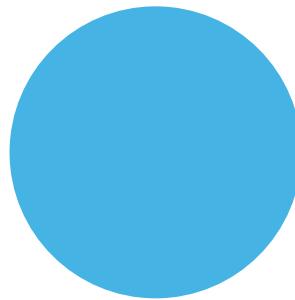
Style Guide

Logos

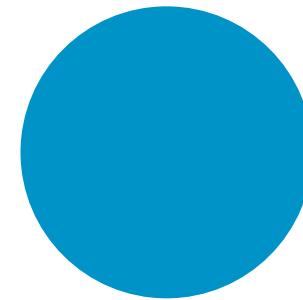
Mockups

# Style Guide

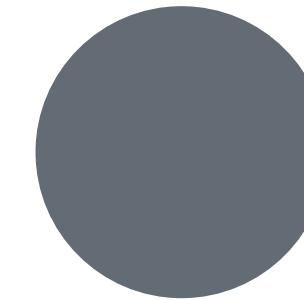
## Color Palette



R: 69  
G: 180  
B: 228  
#45B4E4



R: 0  
G: 147  
B: 200  
#0093C8



R: 99  
G: 107  
B: 117  
#636B75

## Typography

### Title & Subtitle

Gotham

A B C D E F G H I J K L  
M N O P Q R S T U V W  
X Y Z

a b c d e f g h i j k l m n  
o p q r s t v u w x y z

1 2 3 4 5 6 7 8 9 0

### Body

Assistant Regular

A B C D E F G H I J K L  
M N O P Q R S T U V W  
X Y Z

a b c d e f g h i j k l m n  
o p q r s t v u w x y z

1 2 3 4 5 6 7 8 9 0

# Logo Design



# Merchandise Mockups



# Product Mockups

**PRESS RELEASE**  
April 08, 2023

  
LifeWallet Stadium

## Town Halls / Educational Tour

LifeWallet Announces the Town Halls/Educational Tour on the New Stadium Proposal

Miami, Florida - LifeWallet is excited to announce a Town Halls and an Educational Tour about the new stadium proposal in Miami-Dade County. The main purpose of these events is to facilitate a two-way conversation between John Ruiz and the community, giving residents the opportunity to learn more about the stadium project and ask questions or express concerns.

The Town Halls will be held on May 19th, June 16th, August 12th, and September 29th at Tropical Park, with one virtual town hall held on Zoom on July 14th. Members of the stadium team will speak in a panel-like form, and the event will aim to educate Miami residents about the stadium proposal, providing them with the information needed to make an informed decision when the referendum comes around.

Families, high school students, and college-age students are all welcome to attend. The events will begin at 6 p.m., and refreshments will be served, catered by Chartwells. Attendees will also receive fact sheets, and a press kit will be sent to all media.

Please join us for these informative and engaging events to learn more about the proposed stadium and have your questions and concerns addressed.

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**PRESS RELEASE**  
April 22, 2023

  
LifeWallet Stadium

## Park Clean Up and Planting

LifeWallet Hosts Tropical Park Cleanup and Planting Initiative

Miami, Florida - LifeWallet is excited to announce a park clean-up and planting event at Tropical Park. The main purpose of this event is to focus on the environment, by hosting a variety of activities: pick up games, school field trips, and trash cleanup. In addition, all donors will have the opportunity to plant a plant and have a stone placed next to their plant. If anyone else would like to plant, they may donate \$10 and plant in the name of the stadium. Through this clean up and the planting of plants, we are not only creating a community but we are nourishing our environment.

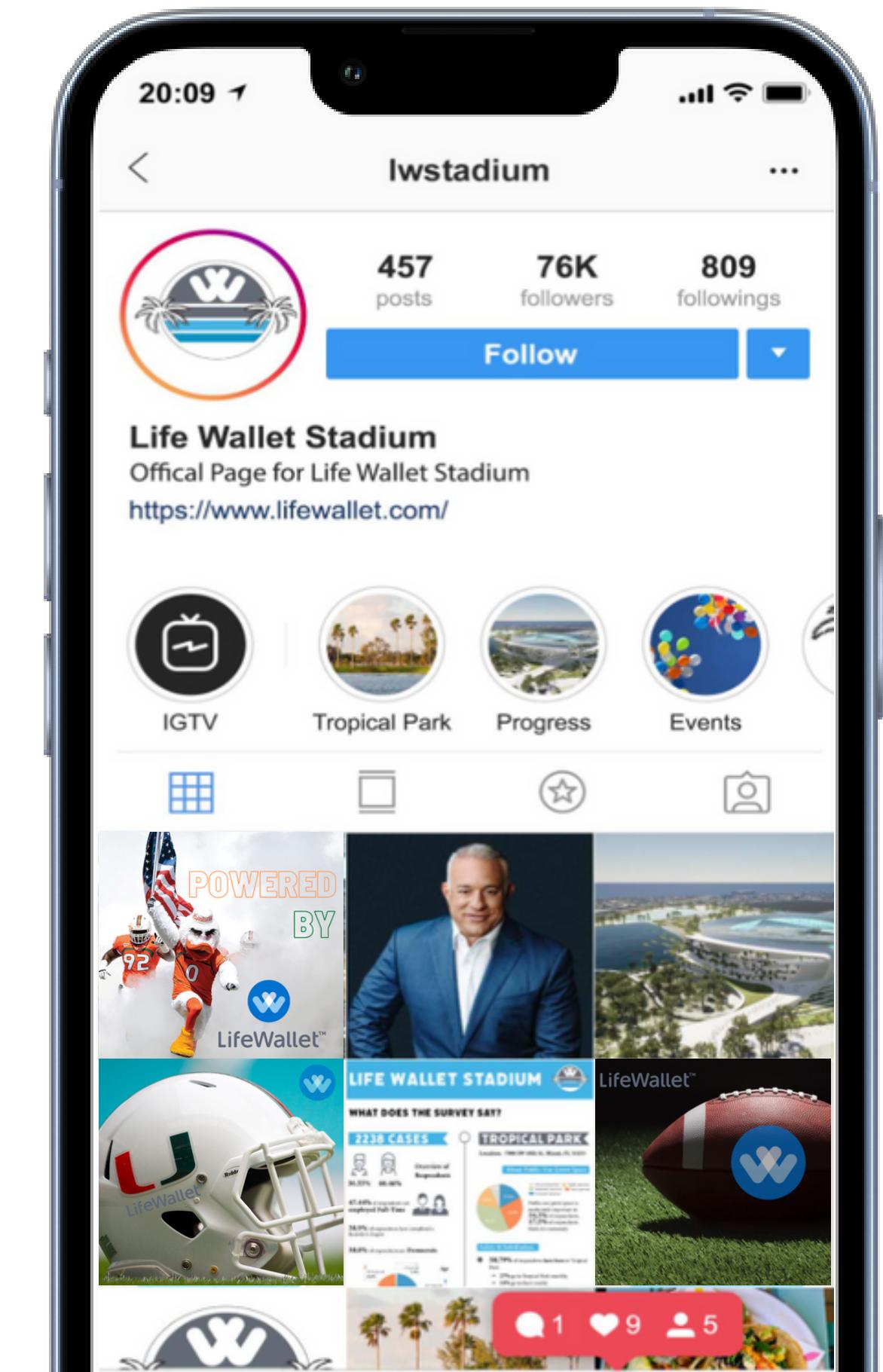
The Clean-up will be hosted on April 22, 2024. The purpose of this event is to gather the community together for a deeper reason than just the stadium. For greenhouse members to have an effect on awareness specifically to increase comprehension about the plans to preserve green life at tropical park by 20% by November of 2024.

Children, adults, parents, alumni, gardeners, plant lovers, and anyone who is interested is welcome to attend! Please join us for this engaging event to learn more about the proposed stadium, help better the environment, and have your questions and concerns addressed.

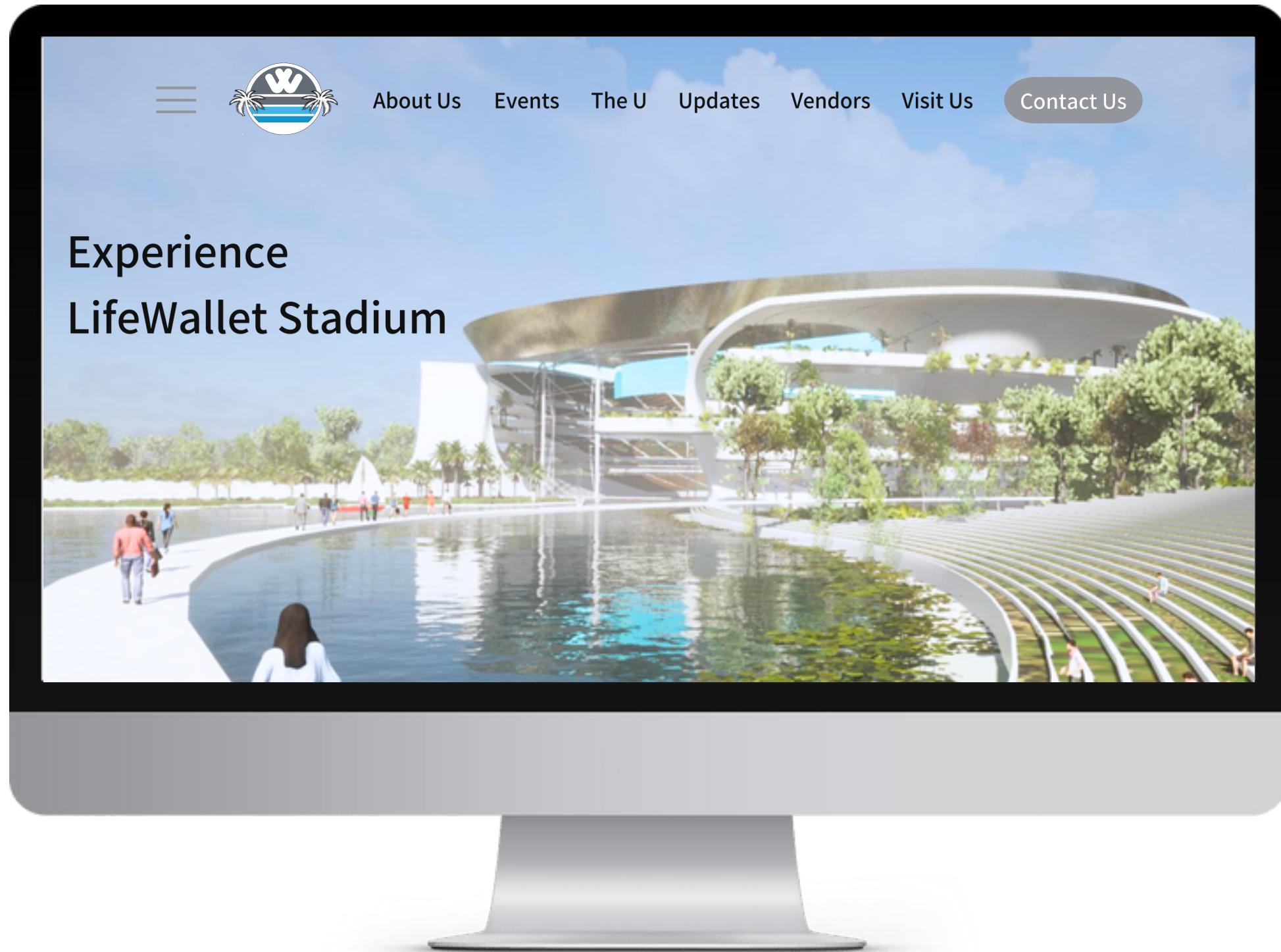
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# Social Media Posts Mockups



# Website Mockup



# Infographics

## LifeWallet Stadium



### WHAT DOES THE SURVEY SAY?

**2238 CASES**

**Overview of Respondents**

- 36.55% Male
- 60.46% Female

47.44% of respondents are employed Full-Time

38.9% of respondents have completed a Bachelor's Degree

30.8% of respondents are Democrats

**TROPICAL PARK**

Location: 7900 SW 40th St, Miami, FL 33155

**About Public-Use Green Space**

Public-use green space is moderately important to 34.3% of respondents, 17.5% of respondents think it is extremely

**Safety & Satisfaction**

- 50.79% of respondents have been to Tropical Park
  - 27% go to Tropical Park monthly
  - 14% go to there weekly
- 41.68% of respondents described Tropical Park as safe
- 43.4% are satisfied with the current conditions of Tropical Park
  - 19.5% are satisfied with Biking and Walking Paths
  - 17.5% are satisfied with Activities

**SPORTS FANS**



66.86% of respondents are sports fans

63.43% of respondents are Hurricanes fans

60.65% have attended a Hurricanes game at Hard Rock Stadium

Professional	1000+ fans of NFL
	750+ fans of NBA
	500+ fans of MLB
	250+ fans of NHL

College	1000+ fans of College Football
	750+ fans of College Basketball

**68.93% YES**

68.93% of respondents are for the stadium project, and 48.6% prefer Tropical Park

- 58.14% of respondents had not heard of the proposal before
- Those who had heard of the proposal via social media (50.3%)
- 75.24% of respondents are for the stadium project with Tropical Park improvement and modernization plan

## LifeWallet Stadium

### WHAT DOES THE SURVEY SAY?

**2238 CASES**

**A** 69.85% of respondents did not know who John Ruiz is. Those who did knew him mostly through social media (45.93%)

**B** 67.33% of respondents were neutral on their feelings towards John Ruiz; 59.18% of respondents were neutral on Ruiz being the one to build the stadium

**C** 61.69% of respondents are Miami-Dade County residents (n=1,079); 44.68% of Miami-Dade residents were somewhat-extremely likely to vote "Yes" on a referendum

**D** 24.8% of respondents live 4 - 7 miles from Tropical Park, 19.9% live far than 20 miles, and 18.6% live 1 - 3 miles

**E** 50.79% of respondents have been to Tropical Park, 27% go to Tropical Park monthly, and 14% go to there weekly

### RESPONDENTS IN 33155 ZIP CODE

**120 CASES**

**Respondents**

- 41.67% Male
- 50.83% Female

**Tropical Park**

- 90.43% have been to TP
- 71.15% have been to TP in the last month
- 44.54% of respondents are employed Full-Time
- 29.66% of respondents have completed a Bachelor's Degree
- 33% of respondents are Democrats
- 50% do actively follow Miami-Dade politics

**Satisfaction**

- 50% are satisfied with the current conditions of TP
- 16% are extremely satisfied with TP
- 37% go to TP weekly
- 28% go to TP monthly
- 17% go to TP annually
- 19% are satisfied with Safety
- 17.3% are satisfied with Parking

**Discussion**

- 51.82% of respondents are not for the stadium project
- 63.3% of respondents had heard of the proposal mostly via social media (50.7%)
- 44% of respondents were extremely unlikely to vote "Yes" on a referendum

## LifeWallet Stadium

### What Does Focus Groups Say?

**Methodology**



**Location:** University of Miami School of Communication in Wolfson 2046

**Participant:** Eight participants whose ages spanned across 3 generations

**Contents:** 19 questions pertaining to topics such as Tropical Park, John Ruiz, and the referendum

**Duration of Conference:** approximately 1 hour

**Encouragement:** each participant was given a \$5 Starbucks gift card at the end

### Findings

- 1** Tropical Park is an important landmark for the surrounding community
 

5 out of 8 participants had been to Tropical Park for a variety of reasons, involving some sort of outdoor activity, Corporate events, family activities, and leisure exercise.
- 2** The condition of the park could be improved
 

Most participants agree that the current conditions of the park are poor and complained about trash, outdated facilities, confusing signage, and lack of management.
- 3** Tropical Park is a space that should be utilized for free community events
 

Participants recognized the potential of the park and would like to see free events take place to involve the community.
- 4** John Ruiz is not a significant factor in people's opinion of the plan
 

2 out of 8 participants were familiar with John Ruiz. The participants were more concerned with the plans for the park and the effect it will have on the community.
- 5** More students would go the games if there was a stadium closer to campus
 

5 out of 8 participants have heard of the plan. Most participants believed that if there was a stadium closer to campus the school spirit at games would improve, but some were unsure if Tropical Park is the right location.
- 6** People want to hear a concrete plan for what Ruiz wants to do with the space
 

Participants want to know what is going to be at the park and the infrastructure plans. They also want to know the size of stadium and how they will avoid dominating the whole space.

# Thank You



# Questions?