



February 4, 2019

Mark M. Milisits, RPA, Division Director  
Tourism, Culture & Economic Development  
Office of Real Estate  
1755 Meridian Avenue, Suite 300  
Miami Beach, FL 33139

Dear Mark,

It was a pleasure meeting with you and Kathie on Jan 4 of this years to discuss the future of the Miami Beach Cinematheque (operated by the Miami Beach Film Society) and the possibility of O Cinema operating it going forward. Thank you for a productive discussion and for making time to meet with us.

We believe the Miami Beach Cinematheque is a vital asset in the community for residents and visitors alike. As one of the only cultural organization along the Washington Avenue corridor, the Cinematheque holds a special place in the district by presenting year-round evening program that offers an alternative to the areas existing nightlife offerings. Despite a stellar programmatic history, the Cinematheque has endured some difficult challenges recently- including the loss of a major donor and unsustainable operating costs- and has decided it cannot continue operations of the facility.

We do not want to see this vital cultural asset vanish and we believe that we are uniquely suited to build upon its legacy and ensure that it can continue serving the community.

It is important to note that the operation and programming of the space do not come without its challenges. The Miami Beach Cinematheque is a single-screen facility that does not have industry-standard DCP projection and is situated less than a mile from the Regal South Beach 18. These factors, coupled with this particular juncture in South Beach's history, will require significant efforts to reimagine the space and its programming and draw new audiences. However, we are confident that with time, our strong brand-identity and our unique and engaging approach to programming and collaborations we can continue to serve the community in new and exciting ways- creating a high-caliber, affordable, cultural offering that is accessible for all.

We have come to an agreement with the Miami Beach Film Society that will allow for a seamless transition. However, for us to ensure the theater continues and is successful we respectfully must ask the city for the following support:

- Elimination of Rent
- Elimination of Common Area Maintenance costs
- A Nine (9) Year Lease Term with an option to renew.
- Use of the adjacent courtyard (at no cost) for outdoor tables, chairs, and events.

- Signage on the Eastern and Southern Facades of the building (placement and style suggestions submitted via email)
- Exterior Illuminated Poster Stands (placement and style suggestions submitted via email)
- Two Parking spaces in the adjacent Parking Garage

While we believe the most important public benefit is the continuous operation and programming of the facility for residents and visitors alike. We will additionally offer the following:

- Provide Miami Beach residents with discounted-quality cinematic offerings (20% discount) at least 12 times per year, for a minimum of one film screening per month;
- Present an annual event, "Celebrate Miami Beach," highlighting Miami Beach's culture and history, including a film screening, post-film discussion, and reception, all provided with free admission for the community.
- Provide no less than 100 free and/or discounted tickets offered annually through the Miami-Dade County Golden Ticket program for seniors ages 62 and over
- Provide no less than 100 free and/or discounted tickets offered annually through the Miami-Dade County Culture Shock \$5 ticket program for youth ages 13-22 to select films and events.

Additionally, we should note that we will be working alongside the Miami Beach Film Society to continue some of their valuable programs and community partnerships while embarking on new initiatives to reinvigorate the space.

We are eager to shepherd

Thank you for your consideration.

Best,



Vivian Marthell  
Co-Director



Kareem Tabsch  
Co-Director