



March 18, 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,

I am writing as a follow-up to our letter of February 4, 2019, to propose new terms for a lease agreement with the City for the Miami Beach Cinematheque space.

On February 22nd we had the opportunity to discuss our request for O Cinema to take over the operation and programming of the Miami Beach Cinematheque at the Finance and Citywide Projects Committee Meeting. We received feedback from the commissioners that they would like us to revise our request to include some rent and increased public benefit.

Pursuant to that conversation, we have had the opportunity to review our proposal and amend our offer to reflect the committee's requests.

PUBLIC BENEFITS

- Keep the Miami Beach Cinematheque space open as a cultural institution.
- Increase operation from 5 to 7 days a week (occasionally closing for special events, setups, as customary)
- Participate in the monthly Culture Crawl with free indoor films from 6-7pm and free outdoor projection in the courtyard from 7pm-10pm
- Curate and organize a selection of short films to play on the Trolley during monthly Culture Crawl.
- Curate and organize, in tandem with Tourism & Culture Department, an Ocean-side Summer film screening.
- Host a monthly Miami Beach resident day offering a 20% discount for all residents of Miami Beach.

- Movies Are Magic program- work with Miami Beach schools to bring a high-quality, age-appropriate program of independent films to every Miami Beach public school paired with a special guest lecturer.
- Senior Matinees- Work with the City of Miami Beach to host free quarterly matinee field trips for older residents to include complimentary film, refreshment, and popcorn as well as a post-film discussion.
- “Celebrate Miami Beach,” an annual free event highlighting Miami Beach's culture and history, including a film screening, post-film discussion, and reception, all provided with free admission for the community.
- Offer 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
- Offer 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.

LEASE TERMS

We are proposing the following general terms for this lease:

- Rent & Common Area Maintenance contribution of \$1,000 total per month for the first three years of the lease. Contribution of \$2,500 commencing on year 4.
- A Five (5) Year Lease with Two (2), two (2) year term for renewal.
- Use of the adjacent courtyard for outdoor tables, chairs, and events.
- Signage on the Eastern and Southern Facades of the building.
- Exterior Illuminated Poster Stands.
- One Parking space in the adjacent Parking Garage (at a reduced rate).

Many Thanks for your attention to this matter and assistance.

We look forward to working with you to bring this to fruition.

Best,



Kareem Tabsch
Co-Director



Vivian Marthell
Co-Director