

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AMENDMENT NO. 3 TO THE MANAGEMENT AGREEMENT BETWEEN THE CITY AND MIAMI DESIGN PRESERVATION LEAGUE, INC. (MDPL), DATED JANUARY 1, 2010, FOR THE OPERATION AND MANAGEMENT OF THE MIAMI BEACH OCEANFRONT AUDITORIUM A/K/A THE TENTH STREET AUDITORIUM; SAID AMENDMENT APPROVING THE SECOND AND FINAL RENEWAL TERM UNDER THE AGREEMENT AND, CONCURRENT THEREWITH, MODIFYING CERTAIN TERMS AND CONDITIONS OF THE AGREEMENT.

WHEREAS, the City is the owner of the Miami Beach Ocean Front Auditorium, located at 1001 Ocean Drive, Miami Beach, Florida, which is also referred to as the 10th Street Auditorium (the "Premises"); and

WHEREAS, pursuant to Resolution No. 2009-27288, on January 1, 2010, the City and MDPL executed a Management Agreement for the operation of the Premises ("Agreement"), for an initial term of five (5) years, commencing on January 1, 2010, and ending on December 31, 2014, with two (2) possible additional five (5) year renewal terms; and

WHEREAS, the first five (5) year renewal term was approved, for the period from January 1, 2015, to December 31, 2019, pursuant to a letter agreement, dated November 24, 2014, executed by the City and MDPL (the "First Renewal Term"); and

WHEREAS, pursuant to Section 2 of the Agreement, the second renewal term is subject to approval by the Mayor and City Commission, in its sole judgment and discretion, and further contingent upon MDPL being in good standing, and operating the Premises in accordance with the terms of the Agreement; and

WHEREAS, on December 11, 2019, the Mayor and City Commission adopted Resolution No. 2019-31086, extending the Agreement on a month to month basis, not to exceed six (6) months, from January 1, 2020, to June 30, 2020, ("Amendment No. 1"), in order for the Administration to continue to evaluate the second renewal term; and

WHEREAS, during the May 22, 2020 Finance and Economic Resiliency Committee, the extension of the Agreement was discussed, and the Committee recommended submitting consideration of the extension of the Agreement to the full City Commission; and

WHEREAS, on June 29, 2020, the City and MDPL executed an interim two-month extension of the Agreement, through August 31, 2020 ("Amendment No. 2"), in order to continue to negotiate this Amendment No. 3; and

WHEREAS, at the June 24, 2020, City Commission meeting, Commissioner Gongora placed an agenda item (Agenda Item R9U) regarding the proposed extension of the Agreement; and

WHEREAS, following discussion, the Mayor and City Commission, having been advised that Amendment No. 3 to the Agreement would be presented to the body at its July 29, 2020 City Commission meeting, directed the Administration to continue to move forward with negotiating the Amendment; and that the Amendment should provide adequate protections for the City, and take into consideration the inclusion of a full five (5) year renewal term (for the second and final renewal term); and

WHEREAS, following negotiations between the parties, the City and MDPL have negotiated the attached Amendment No. 3 to the Agreement; and

WHEREAS, the proposed Amendment is consistent with the City Commission's direction, and provides not only increased protections for the City, but revised benchmarks and objectives, to ensure that the facility continues to be operated as a first-class cultural and educational facility within the City's crown jewel, its Art Deco Historic District.

NOW THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby approve and authorize the Mayor and City Clerk to execute Amendment No. 3 to the Management Agreement between the City and Miami Design Preservation League, Inc. (MDPL), dated January 1, 2010, for the operation and management of the Miami Beach Oceanfront Auditorium a/k/a the Tenth Street Auditorium; said Amendment approving the second and final renewal term under the Agreement and, concurrent therewith, modifying certain terms and conditions of the Agreement.


PASSED AND ADOPTED this _____ day of _____ 2020.

Dan Gelber, Mayor

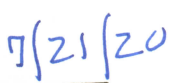
ATTEST:

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney



Date

**AMENDMENT NO. 3
TO
MANAGEMENT AGREEMENT
BETWEEN
THE CITY OF MIAMI BEACH, FLORIDA
AND
MIAMI DESIGN PRESERVATION LEAGUE, INC.**

This Amendment No. 3 (Amendment) to the Management Agreement, dated January 1, 2010 (Agreement), by and between the **City of Miami Beach**, a municipal corporation organized and existing under the laws of the State of Florida, having its principal place of business at 1700 Convention Center Drive, Miami Beach, Florida 33139 (City), and **Miami Design Preservation League, Inc.**, a Florida not-for-profit corporation, having its principal place of business at 1001 Ocean Drive, Miami Beach, Florida 33139 (MDPL), is entered into this ____ day of _____, 2020 (Effective Date):

RECITALS

WHEREAS, the City is the owner of the Miami Beach Ocean Front Auditorium, located at 1001 Ocean Drive, Miami Beach, Florida, which is also referred to as the 10th Street Auditorium (the "Premises"); and

WHEREAS, pursuant to Resolution No. 2009-27288, on January 1, 2010, the City and MDPL executed a Management Agreement for the operation of the Premises ("Agreement") for an initial term of five (5) years, commencing on January 1, 2010, and ending on December 31, 2014, with two (2) possible additional five (5) year renewal terms; and

WHEREAS, the first five (5) year renewal term was approved, for the period from January 1, 2015 to December 31, 2019, pursuant to a letter agreement, dated November 24, 2014, executed by the City and MDPL (the "First Renewal Term"); and

WHEREAS, pursuant to Section 2 of the Agreement, the second renewal term is subject to approval by the Mayor and City Commission, in its sole judgment and discretion, and further contingent upon MDPL being in good standing, and operating the Premises in accordance with the terms of the Agreement; and

WHEREAS, on December 11, 2019, the Mayor and City Commission discussed the second renewal term and adopted Resolution No. 2019-31086, extending the Agreement on a month to month basis, not to exceed six (6) months, from January 1, 2020 to June 30, 2020, ("Amendment No. 1"), in order for the Administration to continue to evaluate the second renewal term; and

WHEREAS, during the May 22, 2020 Finance and Economic Resiliency Committee, the extension of the Agreement was discussed; and

WHEREAS, on June 29, 2020, the City and MDPL executed an interim two-month extension of the Agreement, through August 31, 2020 (“Amendment No. 2”), in order to continue to negotiate this Amendment No. 3; and

WHEREAS, at the June 24, 2020 City Commission meeting, Commissioner Gongora placed an agenda item (Agenda Item R9U) regarding the proposed extension of the Agreement; and

WHEREAS, following discussion, the Mayor and City Commission, having been advised that Amendment No. 3 to the Agreement would be presented to the body at its July 29, 2020 City Commission meeting, directed the Administration to continue to move forward with negotiating the Amendment; which Amendment should provide adequate protections for the City, and take into consideration the inclusion of a five (5) year renewal term (for the second and final renewal term of the current Agreement).

NOW THEREFORE, in consideration of the mutual promises and conditions contained herein, and other good and valuable consideration, the sufficiency of which is hereby acknowledged, the City and MDPL hereby agree to amend the Agreement as follows:

1. **ABOVE RECITALS.**

The above recitals are true and correct and are incorporated as part of this Amendment.

2. **MODIFICATIONS.**

The Agreement is hereby amended as follows (deleted items ~~struck through~~ and inserted items underlined):

A. Section 1 of the Agreement is hereby amended as follows:

SECTION 1.

The City hereby grants to MDPL, and MDPL hereby accepts from the City, this Agreement for the operation, management, coordination, programming, and day to day maintenance and housekeeping of the Premises (as such Premises more fully described and delineated in **Exhibit "A"** hereto), in conformance with the purposes and for the period stated herein, and subject to all the terms and conditions herein contained and fairly implied by the terms hereinafter, set forth.

B. Section 2 of the Agreement, entitled “TERM,” is hereby amended as follows:

SECTION 2. TERM.

This Agreement shall be for an initial term of five (5) years, commencing on the 1st day of January 2010 (Commencement Date), and ending on the 31st day

December 2014.

At the expiration of the initial term herein, and provided that MDPL (i) is in good standing and free from default hereunder, and (ii) continues to operate, manage, program, and maintain the Premises in accordance with the terms of this Agreement (including, without limitation, in accordance with the objectives and approved uses as hereinafter defined) this Agreement shall be automatically renewed for an additional five (5) year term (the first renewal term); provided further that MDPL has met/complied with the following "benchmarks, no later than ninety (90) days prior to the expiration of the initial term, which compliance by MDPL shall be demonstrated and evidenced to the City Manager's satisfaction.

The benchmarks for automatic renewal shall be as follows:

1. **Development and implementation of the Art Deco Museum contemplated in Section 4.2.2(b) hereof.** This benchmark shall include the development and submission, for the City Manager's review and approval, in writing, of a proposed Art Deco Museum Program Plan that provides a detailed site plan, fundraising goals, requirements, and timeline for the development of a museum that is consistent with American Association of Museums (MM) standards. "Consistent with MM standards" shall be further defined herein as meeting those minimum standards to receive MM accreditation. MDPL shall raise all necessary funds, secure all necessary permits, and engage in all necessary site improvements to implement the City-approved Art Deco Museum Program Plan.
2. **Increase in membership.** MDPL shall increase its membership (existing as of the Commencement Date, which is 216 members) by at least fifty percent (50%); of which at least seventy five percent 75% (of the additional members) shall be paid memberships.
3. **Educational Programming.** MDPL shall provide a minimum of twelve (12) educational programs each contract year during the initial term. In the event that MDPL has not met and/or complied with all or any of the benchmarks established above, or has not demonstrated sufficient evidence of compliance to the satisfaction of the City Manager, then the first renewal term shall not be renewed automatically, but shall be subject to consideration and approval by the Mayor and City Commission, which approval, if granted at all, shall be at the City Commission's sole judgment and discretion.

MDPL and the City hereby acknowledge and agree to the following:

- 1.) The first renewal term was exercised on November 24, 2014, with said term commencing on January 1, 2015, and ending on December 31, 2019 (the "First Renewal Term").; and

- 2.) On December 11, 2019, pursuant to Resolution No. 2019-31086, the City Commission approved a month to month extension of the Agreement, from January 1, 2020, to June 30, 2020.
- 3.) On June 29, 2020, pending negotiation of this Amendment No. 3, and consideration of same by the Mayor and City Commission (which is expected to take place at the July 29, 2020 City Commission meeting), MDPL and the City agreed to a further extension of the Agreement, through August 31, 2020.

~~At the expiration of the first renewal term, and provided that MDPL (i) is in good standing and free from default hereunder, and (ii) continues to operate, manage, program, and maintain the Premises in accordance with the terms of this Agreement (including, without limitation, in accordance with the objectives and approved uses, as herein defined), then the City Commission, at its sole judgment and discretion, may renew the Agreement for an additional five (5) year renewal term (the second renewal term).~~

Accordingly, provided that MDPL: (i) is in good standing and free from default hereunder, and (ii) continues to operate, manage, program, and maintain the Premises in accordance with the terms of this Agreement (as amended), the City Commission hereby renews the Agreement, for the second and final renewal term (the "Second Renewal Term"), with such Second Renewal Term commencing on September 1, 2020, and terminating on December 31, 2025.

NOTE: TO CITY COMMISSION: REQUEST DIRECTION AS TO ONE OF THE FOLLOWING RENEWAL OPTIONS:

OPTION ONE: A SINGLE SECOND RENEWAL TERM, COMMENCING, ON SEPTEMBER 1, 2020, AND ENDING ON DECEMBER 31, 2025;

OR

OPTION TWO: A SECOND RENEWAL TERM BROKEN DOWN INTO AN INITIAL THREE YEAR TERM, COMMENCING, ON SEPTEMBER 1, 2020, AND ENDING ON DECEMBER 31, 2023, WITH TWO (2) ONE-YEAR RENEWAL OPTIONS, TO BE EXERCISED AT THE SOLE AND REASONABLE DISCRETION OF THE CITY COMMISSION.

~~Notwithstanding anything in this Section 2, in the event MDPL decides not to renew the Agreement, it shall provide the City Manager with written notice of its intent not to renew, at least one (1) year prior to the expiration of the initial Term (or the first renewal term, as the case may be).~~

The parties agree and acknowledge that there shall be no further extensions to the Term of this Agreement beyond the Second Renewal Term.

C. Section 3, entitled "PREMISES," of the Agreement is hereby amended as follows:

SECTION 3. PREMISES.

~~In addition to the description of the building set forth in Exhibit "A" hereto, the Premises shall also include the building set forth in Exhibit "A" together with be deemed to include all facilities, structures, fixtures, landscaping and other improvements thereon, whether existing as of the Commencement Date of this Agreement which or as may be constructed throughout the Term.~~

The parties acknowledge and agree that, any improvements made to the Premises by MDPL during the Term, excluding personalty (which shall be defined as any of MDPL's personal property on the Premises which is not permanently affixed or is otherwise removable without damage to the Premises including, without limitation, furniture, trade fixtures, and equipment owned by MDPL), shall become the sole and exclusive property of the City, and, upon request by the City Manager or his designee, MDPL shall promptly execute a bill of sale (or such other document as may be required by the City Manager) effectuating and memorializing such proof of ownership by the City.

MDPL WARRANTS AND REPRESENTS THAT IT ACCEPTS THE PREMISES IN THEIR "AS IS" "WHERE IS" CONDITION, WITHOUT ANY REPRESENTATION(S) OR WARRANTY(IES) OF ANY KIND OR NATURE WHATSOEVER BY THE CITY, WHETHER AS TO THEIR CONDITION, OR AS TO THE USE OR OCCUPANCY WHICH MAY BE MADE THEREOF.

Notwithstanding the preceding, or any other term or condition of this Agreement, the City anticipates constructing a rooftop space on the building where the Premises are located. (The new space shall be referred to herein as the "Rooftop Expansion". See also subsection 9.8 herein).

The Rooftop Expansion, has a current estimated project cost of approximately Two Million and 00/100 (\$2,000,000.00) Dollars, to be funded with City GO Bond funds.

THE ROOFTOP EXPANSION IS NOT INCLUDED AS PART OF THE PREMISES, AND THEREFORE IS NOT INCLUDED AS PART OF THE SCOPE OF THIS AGREEMENT.

Notwithstanding the preceding, the City Commission, at its sole discretion, may, at some future date during the Term of the Agreement, grant to MDPL the right to manage, program, and use the Rooftop Expansion. In no event shall MDPL's right to utilize the Rooftop Expansion be permitted without (i) prior City Commission approval; (ii) the execution of a written amendment to the Agreement, setting forth

the terms and conditions for such use. If approved, no such amendment shall exceed the outside Term of this Agreement (as set forth in Section 2 hereof).

- D. Section 4 entitled, "OBJECTIVES/APPROVED USES," is hereby amended, as follows:

SECTION 4. OBJECTIVES / APPROVED USES.

4.1 Objectives.

4.1.1 The Miami Beach Ocean Front Auditorium, with its clearly defined cultural arts theme, shall be geared toward all age groups, from children to senior citizens (as more fully described and delineated in **Revised Exhibit "B"** attached hereto, entitled "Art Deco Visitor's Center Business Plan" (which exhibit has been revised by the parties as of the Effective Date of this Amendment No. 3, and which supersedes and takes precedence over the prior Exhibit "B" originally included in the Agreement).

4.1.2 MDPL shall provide, at its sole cost and at no cost to the City, the furniture, equipment, personnel, day to day maintenance and housekeeping, and security for the Premises, as required and necessary to support the objectives and aApproved uUses (as hereinafter defined delineated in this Section 4; and including, without limitation, the facilitiesuses and programming identified in Revised Exhibit "B"), and as required and necessary to operate, manage, maintain, and program a first-class, top quality multi-purpose cultural, social, recreational, and educational public facility within and befitting the City's crown jewel, its Art Deco Historic District.

4.1.3 Intentionally Omitted.

4.1.4 Intentionally Omitted.

4.1.5 MDPL shall keep the ~~museum~~ Art Deco Museum (the "Museum") portion of the Premises open ~~and free to the general public, during the hours of operation prescribed in this Agreement. MDPL shall provide Miami-Dade County residents with the general public with free admission to the Museum during such hours of operation.~~

4.1.6 Intentionally Omitted.

4.1.7 Intentionally Omitted.

~~4.1.8 MDPL agrees that the Premises shall be appropriate in programming for the Art Deco Historic District where they are situated.~~

~~4.1.9 Intentionally Omitted.~~

~~4.1.10 Intentionally Omitted.~~

~~4.1.11 Intentionally Omitted.~~

4.2 Approved Uses.

4.2.1 Generally. ~~Generally~~ MDPL shall be operate, manage, and maintain the Premises as a public multi-purpose community resource centered on an outstanding cultural and historic exhibition, ~~archive~~ and educational center which shall provide:

- a. enjoyment of all of the City's architectural historic districts;
- b. education for children and adults;
- c. an enjoyable venue for approved visual and performing arts, special events, and community meetings;
- d. a catalyst for community promotion of historic preservation, ~~architectural quality, beautification, and aesthetic improvement of~~ in the City of Miami Beach; and
- e. a popular and memorable tourist destination.

~~The City and MDPL intend that the activities programmed in and pertaining to the Premises continuously increase in scope and number so that the Art Deco Historic District and all the City's other historic districts and properties favorably impact an increasing number of residents and visitors.~~

4.2.2 Specifically. The Premises shall include the following programs, ~~services, activities, and uses:~~

- a. **Art Deco Visitor's Center**, offering information and services for visitors and tourists, including hotel bookings, excursions, dining recommendations, brochures, maps, pamphlets, and general information, and such other related services as would be customarily offered in welcome centers in first class, high end daily tourist destinations.

The Visitor's Center shall also serve as the ticketing location for MDPL's Historic District architectural tours and for obtaining self-guided audio tours in English, German, French, Spanish and Portuguese. MDPL will generally offer tours once per weekday. This may increase or decrease depending on demand. Should a third-

~~party entity be contracted by MDPL to operate and manage the Art Deco Visitor's Center, such third-party entity and its agreement with MDPL shall be subject to the prior review and written approval of the City Manager.~~

- b. **Art Deco Museum,** telling the story of the Art Deco District by providing materials on display. The Art Deco Museum shall be developed consistent with Alliance of Museum (“AAM”) standards (as defined in Section 2(1) hereof). It is the parties’ intent and mutual objective that the Museum continue to evolve as a cultural and educational destination within the Art Deco Historic District, featuring a permanent collection and temporary exhibitions that are intended to “tell” the story of the Art Deco District and the Preservation Movement in Miami Beach. To that end, MDPL shall utilize its best efforts to implement and comply with the American Association of Museums (AAM) Standards for United States Museums (See Revised Exhibit “B”).

~~A permanent collection will interpret and explain the three (3) major architectural styles (Art Deco, Mediterranean, and MiMo) found in the Art Deco Historic District and throughout Miami Beach’s fourteen local historic districts and four National Register Districts. These styles included (Mediterranean, Art Deco, and MiMo).~~

~~In addition to a permanent collection, short-term exhibitions (generally lasting from one (1) to six (6) months) will offer deeper looks at selected topics, and offer visual artists in the South Florida area (who draw inspiration from the District and its history) exhibition space to show and sell their work. Sales of work shall be subject to obtaining the prior written approval, on a case by case basis, from the City Manager or his/her authorized representative.~~

MDPL shall complete, no later than March 31st, 2022, the Museum Assessment Program (MAP) of the American Alliance of Museums. This is meant to be done in advance of the Core Documents verification.

Alternatively, no later than December 31, 2021, MDPL may complete the Steps Program from the American Association for State and Local History, in collaboration with an advisory group made up of Museum leaders in Miami Beach, such as Wolfsonian-FIU and/or the Bass Museum, among others.

The purposes of either the Museum Assessment Program (MAP) or the Steps Program is to continue the Museum’s mission, while also enhancing its operations by following best practices and standards adopted by similar museums of quality throughout the U.S.

MDPL shall complete the Core Documents Verification from the American Alliance of Museums no later than March 31, 2024.

MDPL will provide its Museum programs prospective plan as part of the annual Programmatic Plan required pursuant to subsection 7.2 hereof). Such reporting shall include:

- (i) proposed exhibitions, including dates, target objectives and goals;
- (ii) how MDPL will update its temporary exhibitions to reach broader audiences, including engagement of local schools;
- (iii) how MDPL will tie exhibitions to its educational mission; and
- (iv) that successful implementation of the programs have positioned MDPL to maximize its potential so that City residents are receiving a tangible public benefit for MDPL's use of a prominent City-owned facility on Ocean Drive.

- c. **Art Deco Lecture and Film Hall.** A multi-purpose space (i.e. "black box") within the Premises will be equipped with audio-video capability, flexible seating arrangements, and sliding panels that will allow the space to be used as an enclosed lecture hall(s) or screening room(s), or that, ~~when fully opened,~~ may be used as additional exhibition space for the ~~m~~Museum. Lectures, on a variety of topics and themes, will continue to be a core element of MDPL's public programming. Additionally, it is envisioned that other organizations will be able to present lectures in this space (under the auspices of MDPL). The screening room(s) will screen films made during the first part of the 20th Century; present documentaries related to the Art Deco period; and/or also screen works through partnering with the Wolfsonian FIU, the Louis Wolfson II Media History Center, and other South Florida film and video archives.
- d. **Barbara Capitman Research Archives ("Capitman Collection")**
The Capitman Collection ~~would~~ shall be ~~permanently housed on the Premises and~~ available, by appointment, to scholars or researchers with an interest in Barbara Capitman's legacy, and the history of the Preservation Movement in Miami Beach. In addition, MDPL shall continue its work to digitize the archives and to make them available online to the general public.
- e. **Art Deco Academy/ Tour School (the Academy).** The Academy will offer residents and other interested persons the opportunity to learn more about the City and the Art Deco style, and will. ~~The Tour School will continue to recruit and train volunteers for MDPL's walking tours of the Art Deco District.~~

f. **Preservation Education.**

MDPL shall produce a minimum of twelve (12) educational programs per year demonstrating how MDPL is meeting its mission on a qualitative and quantitative basis as follows:

- (i) collaborating with other South Florida cultural anchors focused on arts, culture, and historic preservation, (i.e., the Jewish Museum of Florida-FIU, Wolfsonian-FIU, History-Miami, Bass Museum, other Miami Beach Cultural Anchors);
- (ii) developing inter-disciplinary programming to provide better context and points of engagement for discussions on historic preservation and reach broader audiences;
- (iii) educational outreach to private or public schools;
- (iv) quantifying presentations/outreach to residents within the City to educate the City's residents on historic preservation;
and
- (v) developing initiatives that engage the community, raise awareness and elevate MDPL's profile.
- ~~(i) Elementary through High School:
Using a curriculum designed in partnership with local schools, students will participate in guided explanations of the history surrounding them. The preservation education program will also be used to develop and train a group of student volunteers that will undertake an updated survey of the National Register District. (i)~~

g. **Local Schools Outreach:**

MDPL will work with the City's public and private schools, and the City's Parks and Recreation Department, to host school visits to the Welcome Center, as well as arrange as mini-walking tours for school classes.

~~(ii) College and Adult Continuing Education:~~

h. **(ii) College and Adult Continuing Education: Lectures:**

MDPL will produce lectures that center on topics related to its mission. These lectures will be free and open to the general public.

i. **(iii) Historic Resources Survey:**

MDPL will continue its work to survey and document buildings within Miami Beach's historic districts. Such information shall be made accessible and available online for the benefit of the general public. In collaboration with the Florida International University School (FIU) of Architecture, MDPL will implement a four (4) week seminar program for architecture and urban planning students to study in Miami Beach to learn about the City's architectural styles, and

~~explore the impact of historic preservation and its effect on economic revitalization. MDPL will supervise FIU architecture students who, in conjunction with MDPL, will design and construct a scale replica of the Art Deco Historic District. It is anticipated that this project will commence and be completed during the Term (in four (4) phases, within two (2) academic years).~~

- ~~j.~~ **g. Official Art Deco Gift Shop.** will provide for sale of affordable and authentic Art Deco and Art Deco-themed merchandise, including, without limitation, jewelry, clothing, artworks, and souvenirs, as well as books, CD's, and DVD's, etc. providing information/understanding of Art Deco, generally; and, specifically, as it relates to the City of Miami Beach. The Gift Shop shall also serve as the ticketing location for MDPL's Historic District architectural tours and for obtaining self-guided audio tours in a language other than English.

MDPL shall comply with the following minimum requirements for the Art Deco Gift Shop:

- (i) within sixty (60) days of the Effective Date of this Amendment, submit a written plan to the City Manager summarizing MDPL's plans to enhance merchandising within the Gift Shop, after consultation with high quality shops including the Bass Museum of Art and The Wolfsonian; and
- (ii) MDPL shall use best efforts to increase retail sales at the Gift Shop and online, during the Term;

~~k.~~ **h. MDPL Administrative Offices.**

~~l.~~ **j. Facility Rental(s)/Space Utilization.**

The Premises ~~will~~ may also be made available for third party rentals for limited private events including, without limitation, such as ~~weddings ceremonies and receptions, baptisms, bar/bat mitzvahs, birthdays, graduations, and other similar social events; ancillary events, group meetings, and social functions related to convention and meeting business; public meetings; and educational and/or cultural events/programs/performances that are intended to be open and available to the general public (hereinafter such intended third party use(s) of the Premises may also be referred to herein, individually, as an "event" or, collectively, as the "events.")~~

MDPL shall follow and adhere to the rental rates and policies and procedures ~~which shall be mutually developed by MDPL and the City and subject to final approval by the City Manager; and which approval shall be obtained no later than six (6) months following the Commencement Date. The City approved rental rates and policies and procedures shall be attached as Revised Exhibit "C" hereto.~~

The City Manager reserves the right to amend said rental rates and other policies and procedures, in his sole discretion.

Notwithstanding the City approved policies and procedures (~~to be~~ attached as **Revised Exhibit "C"** hereto), or any other term or condition of this Agreement, any use of the Premises (or any portion thereof) for an event(s) ~~identified in this subsection 4.2.2(i)~~ shall also be subject to the following scheduling requirements:

- (i) Renters of the Premises (excepting the City) shall be required to provide certificates of insurance (~~evidencing appropriate liability and other insurance coverage~~), as determined and required by the City's Risk Manager, ~~(and referenced in Subsection 20.1(f) within the attached Exhibit "D")~~. Copies of these certificates shall be furnished to the City's Manager or his designee Risk Manager. Coverage shall be kept in full force at all times throughout the period of ~~intended~~ use. All such liability policies shall name MDPL and the City of Miami Beach, Florida as additional insureds.
- (ii) In booking such events, MDPL shall use reasonable commercial efforts to schedule the event outside of the regular hours of operation of the ~~m~~Museum and/or the Visitor's Center (~~as defined in Sections 4.2.2 (a) and (b)~~), so as not to interfere with the use of those portions of the Premises ~~for and enjoyment by the general public their respective public purpose~~.
- (iii) For events which are scheduled to be held during all or any portion of the ~~m~~Museum and/or Visitor's Center's regular hours of operation, and that will require a closure of all or a portion of those public these areas, MDPL shall be limited to scheduling a maximum of six (6) such events per contract year during the Term hereof. ~~Approval of any events which exceed the annual permitted maximum number shall be subject to the prior written approval of the City Manager, which approval, if given at all, shall be at the City Manager's sole judgment and discretion. A written request must be submitted by MDPL no later than thirty (30) days prior to the requested date of the event but, in all cases, no later than the execution of any third party agreement between MDPL and the proposed renter. The notice shall also contain the name of the event; the type of event and a brief description; the scheduled date and time; and the area of the Premises to be utilized (and whether the event shall require the use of all or any portion of the museum and/or Visitor's Center). The notice shall certify that MDPL has utilized any and all best efforts to schedule the~~

~~event outside of the regular operating hours of the mMuseum and/or Visitor's Center, and shall further set forth the reason(s) and necessity for having the event during their respective hours of operation. Notwithstanding, the City Manager or his/her authorized representative may determine that such events (whether the minimum number permitted or any additional events submitted for approval) require a Special Events permit from the City and compliance with the City's Special Events Requirements and Guidelines.~~

- (iv) ~~Renters/owners of the Premises~~ Third party renters shall be entitled permitted to secure their own food and beverage catering service for the their event. ~~Notwithstanding, MDPL may provide to such renters/users a list of "preferred" vendors that are familiar with the premises.~~
- (v) MDPL shall use best efforts to increase annual revenues from third party rentals of the Premises during the Term.

~~Hereinafter, the City approved programs, activities, services, and uses by MDPL of the Premises, as set forth in subsections (a) – (i) above, shall be collectively referred to as the "uses" and/or the "approved uses".~~

- m. ~~j.~~Fundraising events for MDPL which are scheduled to be held during all or any portion of the mMuseum and/or Visitor Center's regular hours of operation shall be limited to a maximum of five (5) such events per contract year during the Term hereof. ~~Approval of any MDPL fundraising events which exceed the annual permitted maximum number of fundraising events shall be subject to the prior written approval of the City Manager, which approval, if given at all, shall be at the City Manager's sole judgment and discretion. Notwithstanding, the City Manager or his/her authorized representative may determine that such events (whether the minimum number permitted or any additional events submitted for approval) require a Special Events permit from the City and compliance with the City's Special Events Requirements and Guidelines.~~
- n. ~~k.~~Additionally, sSubject to MDPL's obtaining the prior written approval of the City Manager or his/her authorized representative and, if deemed required by the City Manager, or his/her representative (as a condition of any such City approval), and subject further to MDPL obtaining a special events permit from the City and complying with the City's Special Events Requirements and Guidelines, as same may be amended from time to time, MDPL shall be entitled to the periodic limited, non-

exclusive use of that certain public outdoor area situated between the 10th Street Auditorium and the Beach Patrol Headquarters building, which outdoor area is also commonly referred to as the "breezeway" and is generally described in the sketch attached as **Exhibit "A-1"** hereto.

4.3 Art Work and Exhibitions.

4.3.1 With the exception of the Gift Shop, and art work displayed in the short term exhibits by local visual artists which are approved for sale by the City Manager pursuant to the procedures set forth in subsection 4.2.2.(b), ~~(as one of the uses of the Museum pursuant to Section 4.2.2(b),~~ any other art work, or any other goods/objects/materials (which may include, without limitation, historical documents and artifacts, antique furnishings, and/or other period goods such as antique jewelry and clothing), intended for display and exhibition on the Premises, including, without limitation, art work exhibited or displayed in the Art Deco Museum, ~~not included within the preceding exception,~~ shall be for public cultural and educational purposes only, and shall not, under any event or circumstances, be displayed, exhibited, or otherwise utilized or associated in connection with any commercial purpose whatsoever.

4.3.2 **WITH THE EXCEPTION OF THE GIFT SHOP AND ART WORK DISPLAYED AS PART OF THE SHORT TERM EXHIBITS BY LOCAL VISUAL ARTISTS WHICH ARE APPROVED FOR SALE BY THE CITY MANAGER PURSUANT TO THE PROCEDURES SET FORTH IN SUBSECTION 4.2.2.(b),** ~~(AS ONE OF THE USES OF THE MUSEUM PURSUANT TO SECTION 4.2.2(b), AND WHICH SALE HAS BEEN APPROVED BY THE CITY MANAGER PURSUANT TO THE PROCEDURES HERETO),~~ THERE SHALL BE NO SALE OF ART WORKS OR OF ANY OTHER GOODS/MATERIALS/OBJECTS DISPLAYED AND/OR EXHIBITED ON THE PREMISES, DURING SUCH TIME AS SAID ART WORKS (OR ANY OF SAID OTHER GOODS/MATERIALS/OBJECTS) IS/ARE PHYSICALLY ON THE PREMISES, NOR SHALL ANY RELATED MATERIALS AND/OR DOCUMENTS ISSUED BY MDPL AND/OR ANY THIRD PARTIES WITH REGARD OR IN RELATION TO THE ART DECO VISITOR'S CENTER OR THE PREMISES REFERENCE THAT ANY ART WORKS OR OF ANY OTHER GOODS/MATERIALS/OBJECTS EXHIBITED OR OTHERWISE DISPLAYED ON THE PREMISES IS ARE INTENDED OR OFFERED FOR SALE, OR RE-SALE, OR FOR ANY COMMERCIAL USE, ACTIVITY, OR PURPOSE. MDPL HEREBY WARRANTS, REPRESENTS AND COVENANTS THAT THE SOLE AND PRIMARY USE OF THE PREMISES SHALL BE AS A

PUBLIC CULTURAL AND EDUCATIONAL FACILITY OF THE CITY OF MIAMI BEACH, AND NOT AS A PRIVATE OR QUASI-PRIVATE COMMERCIAL ART GALLERY, WHERE EXHIBITED ART WORKS (OR OF ANY OTHER GOODS/MATERIALS/OBJECTS) ARE INTENDED TO BE EXHIBITED FOR SALE, OR RE-SALE, OR OTHER COMMERCIAL PURPOSES. ANY VIOLATION OF THIS SECTION BY MDPL SHALL RESULT IN IMMEDIATE TERMINATION OF THIS AGREEMENT.

- 4.3.3 Notwithstanding ~~Subsections~~ 4.3.1 and 4.3.2, the parties acknowledge that MDPL, and/or third parties (renters/users) ~~scheduled through MDPL~~, may hold certain events on the Premises which entail the limited sale of goods and services, and which may include the sale of art works (and/or other goods and services), as part of a “silent auction” (or similar event) **for charitable or fundraising purposes only**. Such events, **provided they are for charitable or fundraising purposes only**, shall be expressly excluded from the prohibition ~~against~~ on the sale of art works (and other goods/materials/objects) on the Premises (pursuant to ~~Subsections~~ 4.3.1 and 4.3.2); ~~provided, further, that the event (silent auction or charity/fundraiser) in question is directly related to the primary/main event held and/or booked on the Premises and, accordingly, shall terminate upon the conclusion of the primary/main event.~~
- 4.3.4 MDPL shall be solely responsible (including, without limitation, any and all costs associated therewith) for insuring and securing any art works (and/or many other goods/materials/objects) displayed and/or exhibited on the Premises.

E. Section 5.5 is hereby amended as follows:

- 5.5 ~~With regard to any use of the Premises (whether currently as contemplated in this Section 4) or as may be subsequently proposed),~~ in the event that MDPL seeks to use the Premises for additional programs, services, activities, and/or uses which are materially different other than the approved uses (as enumerated in subsection 4.2 Section 4.2.2), then each such proposed new program, service, activity and/or use ~~must~~ shall be (i) ~~consistent with the approved uses (as defined herein), and~~ (i)(ii) subject to the prior written approval of the City Manager, and (ii) must be consistent with the Objectives of this Agreement, as set forth in Section 4 hereof. MDPL shall request such approvals in writing, ~~thirty (30) days~~ thirty (30) days prior to implementing the proposed ~~first date of such~~ program, service, activity and/or use. ~~The City Manager shall have fourteen (14) days from the date of receipt of the written request to reply in writing to MDPL.~~ Any and all

approvals shall be at the sole discretion of the City Manager but shall not be unreasonably withheld or delayed. In the event of approval by the City Manager, all any such new programs, services, activities, and/or uses shall be memorialized, in writing, in a written amendment to this Agreement executed by MDPL and the (City and which, for purposes of this subsection only, may be executed by the City Manager on behalf of the City) by the writing approving ~~written approval of~~ such programs, services, activities, and uses; sent to MDPL; and incorporated with the other approved uses in this Agreement (as evidenced by the City's writing ~~written~~ approving approval of same).

F. Subsection 5.8 entitled "Hours of Operation," is hereby amended as follows:

5.8 Days/Hours of Operation.

The City and MDPL agree that normal hours of operation for the Premises shall be as follows:

Art Deco Visitor's Center Museum

~~Tuesday—Sunday~~ Thursday to Tuesday: 10:00 AM - 4:00 5:00 PM

Art Deco Visitors Center

Monday - Sunday: 10:00 AM—4:00 PM

9:00 AM - 5:00 PM, except for Thursday: 9:00 AM—7:00 PM

Art Deco Visitor's Center Gift Shop

~~Sunday—Wednesday: 10:00 AM—7:00 PM~~

~~Thursday—Saturday: 10:00 AM—10:00 PM~~

Monday - Sunday: 9:00 AM—5:00 PM, except for Thursday: 9:00 AM—7:00 PM

Thursday – Tuesday 9am – 5pm

MDPL Administrative Offices

Monday - Friday: ~~10:00 AM—4:00 PM~~ 9:00 AM - 5:00 PM

The parties recognize and acknowledge that, under certain limited circumstances (i.e. certain events under Section 4.2.2(i)), MDPL's fundraisers (Section 4.2.2(j)), a City use, or an approved special events), MDPL may be permitted to extend its hours of operation for all or a portion of the Premises during the duration of the actual event. However, any prolonged extension of any or all of the hours of operation for the Premises shall be subject to the prior written consent of the City Manager, (which consent shall not be unreasonably withheld or delayed).

In no event shall the Premises' normal hours of operation (as set forth above) be shortened without the prior written consent of the City Manager.

MDPL shall continuously, actively, and diligently carry on the programs, services, activities, and uses specified in Section 4 (Objectives/Approved Uses), during such hours and upon such days as set forth herein. The failure of MDPL to continuously, actively and diligently operate the Premises in accordance with the days and hours of operation set forth herein shall be deemed an event of default under the Agreement, except that public health and safety concerns may justify cancellations and closures; provided, MDPL notifies the City Manager , in writing: (i) of the concerns necessitating a proposed closure; and (ii) the anticipated period of time MDPL proposes to keep the facility closed. MDPL shall obtain the prior written consent of the City Manager for any such closure pursuant to this subsection, which consent shall be unreasonably withheld.

- G. Subsection 6.1.2 entitled “Cessation/Suspension of Approved Use(s) and/or Business Activity(ies),” of Section 6 entitled “REVENUE FROM PREMISES-RELATED ACTIVITIES/FINANCIAL RECORDS AND REPORTS,” is hereby amended as follows:

6.1.2 Cessation/Suspension of Approved Use(s) and/or Business Activity(ies).

Notwithstanding anything contained in this Agreement, in the event that a particular use on the Premises and/or revenue generating activity has been approved by the City Manager, and the City Manager thereafter, ~~upon reasonable inquiry, in his reasonable judgement,~~ determines that the continuation of such use ~~and/or activity~~ is, or may be, inconsistent, contrary to and/or detrimental to, the objectives and approved uses set forth in Section 4; and/or to the health, safety ~~and/or~~ welfare of the City’s residents and visitors; and/or incompatible with the public recreational purposes and character of Lummus Park, then the City Manager, upon ~~thirty (30) days prior~~ twenty four hours, verbal or written notice to MDPL, may thereafter immediately revoke, suspend, and/or otherwise disallow the objectionable use ~~and/or revenue generating activities~~, and MDPL shall immediately cease and desist in providing, and/or continuing with, said use ~~and/or activities within the time period and in the manner prescribed in the City’s Manager notice. In the alternative, the City Manager may allow MDPL to continue with the subject uses, or activity(ies), subject to such additional guidelines, as may be determined and established by the City Manager, in his/her sole and reasonable discretion and judgment.~~

- H. Subsection 6.2, entitled “Financial Records and Reports,” of Section 6, (REVENUE FROM PREMISES-RELATED ACTIVITIES/FINANCIAL RECORDS AND REPORTS) is hereby amended as follows:

6.2 Financial Records and Reports.

MDPL shall maintain on the Premises; or (if different) at the location set forth in the Notices section of this Agreement; or at such other location within Miami-Dade County, Florida, true, accurate, and complete records and accounts of all receipts and expenses for any and all uses, services, programs, events, and activities (including, without limitation, all revenue generating activities) conducted on the Premises, and shall give the City Manager or his/her authorized representative access during normal business hours to examine and audit such records and accounts.

Throughout the Term, and no later than one hundred and eighty (180) days following the closing of the City's MDPL's fiscal year (~~October 1st~~—September 30th April 1st – March 31st), MDPL shall provide the City Manager with an annual report of all uses, services, programs, events and activities (including, without limitation, all revenue generating activities) conducted on the Premises for the prior year.

Within one hundred and eighty (180) days following the closing of MDPL's fiscal year, MDPL shall provide the City Manager, along with audited financial statements. Said statements shall be certified as true, accurate and complete by MDPL and by its certified public accountant.

- I. Subsection 6.3 shall be amended to remove specific 50% requirement to fund management, operations, and programming and 50% requirement to fund education/advocacy.
- J. Subsection 7.1, entitled "BUDGET AND FUNDING FOR THE PREMISES,") is hereby amended as follows:

SECTION 7. BUDGET AND FUNDING FOR THE PREMISES.

7.1 Throughout the Term, MDPL shall prepare and present, by June 15th May 15th of each year, a proposed, detailed line item annual operating budget for the Premises for each City fiscal year (October 1st- September 30th) during the Term hereof, for review and approval by the City Manager. Said budget shall include a projected income and expense statement; projected year end balance sheet; statement of projected income sources; and application of funds. Additionally, the budget shall also include, without limitation, the following detailed projections:

* * * *

- K. Subsection 9.1, entitled "Generally" of Section 9, entitled "MAINTENANCE, REPAIRS, AND ALTERATIONS," is hereby amended as follows:

SECTION 9. MAINTENANCE, REPAIRS, AND ALTERATIONS.

9.1 Generally.

Throughout the Term, MDPL shall be solely responsible (including any and all costs associated therewith) for ~~maintaining the day to day maintenance and housekeeping of~~ the interior of the Premises (and all improvements, furnishings, fixtures, and equipment thereon) so as to maintain the Premises clean, and in good condition and working order, including, without limitation, the plumbing, doors, and windows). MDPL ~~and~~ will not suffer or permit any strip or waste of the Premises.

MDPL shall assume sole responsibility and expense for day-to-day housekeeping, janitorial services, and routine maintenance of the Premises. This shall include, without limitation, daily removal of litter, garbage and debris generated by MDPL's use of the Premises, including all garbage disposal generated by its operations and activities. MDPL shall be responsible for independently contracting for waste disposal services, with adequate frequency to ensure that the Premises are maintained in a clean and safe manner.

Except as expressly provided in this Agreement, the parties acknowledge that MDPL shall not be responsible nor required to pay for any costs related to capital improvements or infrastructure repair and/or replacement including, without limitation, the building's roof, HVAC, major plumbing, sewer lines, and electrical, and other infrastructure and structural elements. Notwithstanding the preceding, MDPL shall utilize best efforts to promptly provide the City, through its Contract Administrator, with prompt notice of needed capital and/or infrastructure repairs that are deemed to be within the City's maintenance obligations, as set forth herein.

L. Subsection, 9.8 entitled "Rooftop Expansion Project," is hereby added as follows:

9.8 Rooftop Expansion Project. The City anticipates securing approvals for the Rooftop Expansion Project (the "Project") sometime during the remaining Term of the Agreement. In connection with the Project, MDPL hereby agrees to provide and grant City personnel and other Project development related professionals (including, without limitation, City contractors, architects, and engineers), with unrestricted access to the Premises, either during hours of operation or during the times the Premises may be closed for business, as required by the City, in its sole discretion. Multiple visits to the Premises may be needed in connection with pre-construction inspections and tests, construction and post construction related activities.

In the event that the City Manager determines, in the City Manager's reasonable discretion, that the Premises cannot be partially or completely used by MDPL during construction of the Project, then the City will provide

MDPL with at least four (4) months prior written notice to partially or completely suspend operations, or relocate, as required by the City, in its sole discretion. The City shall use commercially reasonable efforts to keep the Art Deco Welcome Center open during the 120 days leading up to, and during, the World Congress on Art Deco, scheduled in 2023 (date TBD).

MDPL acknowledges that, the City will be performing construction work related to the development of the Project, as well as any related and/or subsequent maintenance and repairs required of the City hereunder. The City shall not be liable for any death or injury arising from or out of any occurrence in, upon, at, or relating to the Premises or damage to property of MDPL, or of others, located on the Premises, nor shall it be responsible for any loss of or damage to any property of MDPL or others from any cause, unless such death, injury, loss, or damage results from the gross negligence or willful misconduct of the City. Without limiting the generality of the foregoing, the City shall not be liable for any injury or damage to persons or property resulting from fire, explosion, falling plaster, falling ceiling tile, falling fixtures, steam, gas, electricity, water, rain, flood, or leaks from any part of the Premises, or from the pipes, sprinklers, appliances, plumbing works, roof, windows, or subsurface of any floor or ceiling of the Premises, or from the street or any other place, or by dampness, or by any other cause whatsoever, unless resulting from the gross negligence or willful misconduct of the City.

MDPL agrees to indemnify The City and hold it harmless from and against any and all loss (including loss of revenue), claims, actions, damages, liability, and expense of any kind whatsoever (including attorneys' fees and costs at all tribunal levels), arising from any occurrence in, upon, or at the Premises, or the occupancy, use, or improvement by MDPL, or its agents or invitees, of the Premises or any part thereof, or occasioned wholly or in part by any act or omission of MDPL its agents, employees, and invitees or by anyone permitted to be on the Premises by MDPL, unless caused by the gross negligence or willful misconduct of the City.

- M. Subsection 10.1 entitled, "Use by the City," of Section 10, entitled "CITY USE OF PREMISES," is hereby amended as follows:

SECTION 10. CITY USE OF PREMISES.

10.1 Use by the City.

Upon no less than thirty (30) days prior written notice to MDPL, the City shall have the right to use the Premises, or any part thereof, subject to availability, for the purpose of providing City-approved or sponsored public recreational, cultural, and/or other programs and/or events that are not longer than three (3) consecutive days in duration; provided, a longer period shall be permitted when being used for City services such as the Police, or

the City's Goodwill Ambassadors as may be deemed appropriate by the City Manager, in his sole and reasonable discretion, and without the payment of any rental or use fee; except that direct out-of-pocket expenses incurred in connection with such uses shall be paid by the City.

- N. Section 12, entitled "ASSIGNMENT," is hereby amended as follows:

SECTION 12. NO ASSIGNMENT/MDPL'S STATUS.

MDPL may not assign this Agreement, or any part thereof, ~~without the prior written approval of the City, which approval, if given at all, shall be at the sole discretion of the Mayor and City Commission during the term.~~ This Agreement is made with the understanding that MDPL shall at all times, throughout the Term hereof, remain in good and active standing as a Florida not-for-profit corporation. In the event that MDPL ~~ceases to be~~ loses its a not-for-profit status under the laws of the State of Florida corporation, or the City, through the City Manager, in his/her reasonable discretion and judgment, ~~determines that the Premises are not being used in accordance with the objectives and approved uses in Section 4,~~ then this Agreement shall be subject to immediate termination upon thirty (30) days written notice by the City Manager to MDPL.

- O. Section 15.1, entitled "Utilities," is hereby amended as follows:

15.1 Utilities.

MDPL shall be solely responsible for and shall pay (whether to the City or directly to the utility) before delinquency, any and all charges for utilities on the Premises (including, without limitation, water, electricity, gas, heating, cooling, cable, internet, telephone, sewer, trash collection, etc.).

Notwithstanding the preceding paragraph, as of the Effective Date starting on the Commencement Date, MDPL shall reimburse the City a flat fee for water and electricity costs, in the amount of ~~One Thousand Nine Hundred Ninety Two and 12/100 (\$1,992.12)~~ Two Thousand One Hundred Seventy-Four and 87/100 (\$2,174.87) per month. The City reserves the right, at its sole discretion, at any time during the Term, to adjust the monthly flat fee paid by MDPL, based upon actual cost of water and electricity, as calculated by the City. The City shall provide MDPL with written notice of any future adjustments; following which MDPL shall immediately commence to pay City such adjusted amount(s) upon thirty (30) days prior written notice to MDPL.

Additionally, the City reserves the right, at its sole discretion, at any time during the Term, to install separate electricity and/or water meters serving

solely the Premises, in which case MDPL shall be solely responsible for and shall pay (whether to the City or directly to the utility) before delinquency, any and all charges.

P. Section 17, entitled "FORCE MAJEURE," is hereby amended as follows:

SECTION 17. FORCE MAJEURE.

17.1 The performance of any act by MDPL or the City hereunder may be delayed or suspended at any time while, but only so long as, either party is hindered in or prevented from performance by Acts of God (including without limitation, hurricanes), laws, rules and regulations of governmental or quasi-governmental entities, the elements of war, civil insurrection, riot, terrorism or terrorist threats, epidemics, quarantine restrictions, sabotage, embargo restrictions, transportation accidents, rebellion, strikes, lock-outs, fire, explosion, or any other casualty or occurrence not due to either MDPL's and/or the City's negligence and beyond the reasonable control of the parties (collectively, "Force Majeure"); provided, however, that if the condition of Force Majeure exceeds a period of 180 days, then either the City or MDPL may, at their respective option and discretion, terminate this Agreement, for convenience, upon written notice to the other party.

If City or MDPL's performance of its contractual obligations is prevented or delayed by an event believed by a party to be a Force Majeure, such party shall immediately, upon learning of the occurrence of the event or of the commencement of any such delay, but in no case within fifteen (15) business days thereof, provide notice of (i) the occurrence of event of Force Majeure, (ii) of the nature of the event and the cause thereof, (iii) the anticipated impact on this Agreement, (iv) the anticipated period of the delay, and (v) what course of action such party plans to take in order to mitigate the detrimental effects of the event. The timely delivery of the notice of the occurrence of a Force Majeure event is a condition precedent to allowance of any relief pursuant to this section; however, receipt of such notice shall not constitute acceptance that the event claimed to be a Force Majeure event is in fact a Force Majeure, and the burden of proof of the occurrence of a Force Majeure event shall be on the requesting party.

No party hereto shall be liable for its failure to carry out its obligations under this Agreement during a period when such party is rendered unable, in whole or in part, by Force Majeure, to carry out such obligations, but the obligation of the party or parties relying on such Force Majeure shall be suspended only during the continuance of any inability, and only to the extent so caused by the event of Force Majeure, and for no longer period of said unexpected or uncontrollable event, and in no event to exceed 180

days. Such cause shall, so far as possible, be remedied with all reasonable dispatch.

The suspension of any of the obligations under this Agreement due to a Force Majeure event shall be of no greater scope and no longer duration than is required. The party shall use its reasonable efforts to continue to perform its obligations hereunder to the extent such obligations are not affected or are only partially affected by the Force Majeure event, and to correct or cure the event or condition excusing performance and otherwise to remedy its inability to perform to the extent its inability to perform is the direct result of the Force Majeure event.

Obligations pursuant to this Agreement that arose before the occurrence of a Force Majeure event causing the suspension of performance shall not be excused as a result of such occurrence, unless such occurrence makes such performance not reasonably possible. The obligation to pay money in a timely manner for obligations and liabilities which matured prior to the occurrence of a Force Majeure event shall not be subject to the Force Majeure provisions.

- 17.2 Notwithstanding any other provision in this Agreement to the contrary, in the event a Force Majeure renders the Premises unusable, in whole or in part, as determined in the sole reasonable judgment and discretion of the City Manager, for more than a period of sixty (60) days, the City may, at its sole option and discretion, terminate this Agreement, without cause and for convenience, upon providing MDPL with at least thirty (30) days written notice.: (i) ~~elect, as soon as practicable, to compel MDPL to utilize insurance proceeds to repair the damaged property, and the Term of the Agreement shall be abated until such time as MDPL may re-open the Premises after restoration or repair of the damaged property; or (ii) elect not to have MDPL repair or restore the damaged property and, in such event, this Agreement shall be terminated as of the date of said occurrence of damage or casualty. In the event the City elects option (i) above: (1) MDPL must give written notice to the City Manager, within sixty (60) days receipt of the City's notice of election of option (i), that MDPL is willing to undertake the repair of the damage with its own or other available funds; (2) within twelve (12) months following such notice, MDPL shall prove, to the City Manager's reasonable satisfaction and discretion, that it has adequate funds immediately available to undertake the repair; and (3) the City and MDPL, each acting in its reasonable discretion, shall agree within a reasonable time (but not to exceed six (6) months unless otherwise extended in writing by City Manager) after the City Manager deems that MDPL has demonstrated that it has adequate funds to undertake the repair, to the conditions, timing, plans, procedures, contractors, subcontractors, disbursement mechanisms, and other matters with respect to the repair; and (4) MDPL must complete any and all repairs~~

~~and/or restoration no later than eighteen (18) months from the date of the City Manager's approval of MDPL's funding capability.~~

Q. Section 20, entitled "INSURANCE REQUIREMENTS," is amended as follows:

20. INSURANCE REQUIREMENTS

20.1 MDPL shall maintain the below required insurance throughout the Term of the Agreement. The maintenance of proper insurance coverage is a material element of the Agreement and failure to maintain or renew coverage shall be treated as a default, which could result in the termination of the Agreement.

- a. Worker's Compensation Insurance for all employees of MDPL as required by Chapter 440, Florida Statutes, and Employer Liability Insurance for bodily injury or disease. Should MDPL be exempt from this Statute, MDPL shall also submit (i) a written statement detailing the number of employees; and that they are not required to carry Workers' Compensation insurance; and that they do not anticipate hiring any additional employees during the Term of this Agreement; or (ii) a copy of a Certificate of Exemption.
- b. Commercial General Liability Insurance on an occurrence basis, including products and completed operations, property damage, bodily injury and personal & advertising injury, with limits no less than \$1,000,000 per occurrence, and \$2,000,000 general aggregate.
- c. All-Risk Property and Casualty Insurance, written at a minimum of eighty (80%) percent of replacement cost value and with replacement cost endorsement, covering all improvements installed in the Premises by or on behalf of MDPL and including, without limitation, all of MDPL's personal property (including, without limitation, inventory, trade fixtures, floor coverings, furniture, and other property removable by MDPL under the provisions of this Agreement).
- d. Automobile Liability Insurance covering any automobile. If MDPL has no owned automobiles, then coverage for hired and non-owned automobiles, with limit no less than \$1,000,000 combined per accident for bodily injury and property damage.
- e. Liquor Liability Insurance on an occurrence basis, including property damage, bodily injury and personal & advertising injury with limits no less than \$1,000,000 per occurrence.
- f. **Tenants' and Users' Liability Insurance Program (TULIP).** MDPL is required to have all third party renters of the Premises provide proof of liability coverage, with the City of Miami Beach endorsed as an

additional insured, for a designated event. If a Third Party user does not carry its own Commercial General Liability insurance, coverage will need to be purchased for the use of the Premises through the City provided Tenants' and Users' Liability Insurance Program. The TULIP's general liability insurance protects both the Facility User (the third party) and the City of Miami Beach against claims by third parties who may be injured or experience damage as a result of attending or participating in an event on the Premises.

- 20.2 **Additional Insured.** The City of Miami Beach must be included by endorsement as an additional insured with respect to all liability policies required under this Section (except Workers' Compensation).
- 20.3 **Notice of Cancellation.** Each insurance policy required herein shall provide that coverage shall not be cancelled, except with notice to the City of Miami Beach.
- 20.4 **Waiver of Subrogation.** MDPL agrees to obtain any endorsement that may be necessary to affect the waiver of subrogation on the coverages required. However, this provision applies regardless of whether the City has received a waiver of subrogation endorsement from the insurer.
- 20.5 **Acceptability of Insurers.** Insurance must be placed with insurers with a current A.M. Best rating of A:VII or higher. If not rated, exceptions may be made for members of the Florida Insurance Funds (i.e. FWCIGA, FAJUA). Carriers may also be considered if they are licensed and authorized to do insurance business in the State of Florida.
- 20.6 **Verification of Coverage.** MDPL shall furnish the City's Risk Manager with original certificates and amendatory endorsements, or copies of the applicable insurance language, effecting any and all coverage required by this Agreement. All certificates and endorsements are to be received and approved by the City's Risk Manager **before** MDPL may conduct operations at the Premises. However, failure to obtain the required documents prior to conducting operations shall not waive MDPL's obligation to provide them. The City reserves the right to require complete, certified copies of all required insurance policies, including endorsements, required by these specifications, at any time.

CERTIFICATE HOLDER MUST READ:

CITY OF MIAMI BEACH

c/o EXIGIS Insurance Compliance Services

P.O. Box 4668 – ECM #35050

New York, NY 10163-4668

All certificates of insurance, endorsements, exemption letters shall be submitted to City's servicing agent, EXIGIS, at:

Certificates-miamibeach@riskworks.com

20.7 **Special Risks or Circumstances.** The City Manager, in his sole discretion and judgement, reserves the right to modify these insurance requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

20.8 **COMPLIANCE WITH THE FOREGOING REQUIREMENTS SHALL NOT RELIEVE MDPL OF ITS LIABILITY AND OBLIGATION UNDER THIS SUBSECTION OR UNDER ANY OTHER SECTION OF THIS AGREEMENT.**

R. Section 23, entitled "MDPL EMPLOYEES AND MANAGERS," is hereby amended as follows:

SECTION 23. MDPL EMPLOYEES AND GENERAL MANAGER.

23.1 The City and MDPL recognize that in the performance of this Agreement, it shall be necessary for MDPL to retain qualified individuals to effectuate and optimize MDPL's management and operation of the Premises. Any such individuals, whether employees, agents, independent contractors, volunteers, and/or others, employed, retained, or otherwise engaged by MDPL for such purpose(s), shall not be deemed to be agents, employees, contractors, partners, joint ventures, or associates of the City, and shall not obtain any rights or benefits under the civil service or pension ordinances of the City or any rights generally afforded classified or unclassified employees of the City; ~~f~~Further they shall not be deemed entitled to the Florida Worker's Compensation benefits as employees of the City.

Additionally, MDPL, and/or any employees, agents, independent contractors, volunteers, and/or others, acting under the authority and/or with the permission of MDPL for the purposes set forth herein, shall never have been convicted of any offense involving moral turpitude or felony. Failure to comply with this Section shall constitute cause for termination of this Agreement.

Any criminal activity on the Premises caused by or knowingly permitted by MDPL shall result in automatic termination of this Agreement. MDPL shall have an experienced general manager ~~or managers~~ overseeing the Premises at all times. The City hereby consents to Daniel Ciraldo, (who, as of the Effective Date of this Amendment, is also the Executive Director of MDPL), to serve as MDPL's general manager under this Agreement. Any

subsequent change in the general manager shall be communicated to the City Manager.

23.2 Contract Administration.

- a. The City's contract administrator shall be the City Manager and/or his/her authorized designee. ~~MDPL's shall name a specific individual to serve as its contract administrator.~~
- b. The City's contract administrator shall have the authority to give all approvals for the City while administering this Agreement, with the exception of items which would require City Commission approval.

The City's contract administrator:

- (i) shall be the liaison between the City and MDPL on all matters relating to this Agreement;
 - (ii) shall be responsible for ensuring that any information supplied by MDPL is properly distributed to the appropriate City departments; and
 - (iii) shall be responsible for monitoring contract compliance by MDPL (including, without limitation, MDPL's activities, programming, operations, management, and maintenance of the Premises).
- c. ~~MDPL shall name an individual who shall serve as the MDPL's contract administrator shall be its general manager of the Premises and who:~~
- (i) shall be the liaison between the City and MDPL on all matters relating to this Agreement;
 - (ii) shall be responsible for the day-to-day management, operation and supervision of the Premises; and
 - (iii) shall be responsible for providing supervision and direction to ~~MDPL and/or its employees, agents, contractors, volunteers, and/or others,~~ authorized or invited by MDPL to perform work and/or services on the Premises in connection with this Agreement;
 - (iv) shall have the authority to give all the approvals and provide required responses to the City while administering this Agreement, and provide required documents as required under this Agreement; and
 - (v) shall be responsible for contract compliance by MDPL.

- S. Section 27, entitled "DEFAULT AND TERMINATION," is hereby amended as follows:

SECTION 27. DEFAULT AND TERMINATION.

~~If either party fails to perform in accordance with any of the terms and conditions of this Agreement, and such default is not cured within thirty (30) days after written notice is given (or if not curable within thirty (30) days, the party has begun to take curative action within thirty (30) days and is continuing to pursue such cure, but in no event shall any cure period exceed a period of ninety (90) days from the date of the initial written notice of default), the aggrieved party shall have the right to terminate this Agreement and, as the case may be, either vacate or re-enter the Premises, without further notice or demand. At its option, either party may also pursue any and all legal remedies available to seek redress for such default. The default and termination rights afforded the parties in this Section 27, shall in no way limit or otherwise preclude the City from exercising such other rights to terminate this Agreement, as may be expressly provided in other sections hereto.~~

Subsections 27.1 through 27.4 shall constitute events of default under this Agreement. An event of default by MDPL shall entitle the City to exercise any and all remedies described as City's remedies under this Agreement, including but not limited to those set forth in subsection 27.5. An event of default by the City shall entitle MDPL to exercise any and all remedies described as MDPL'S remedies under this Agreement, including but not limited to those set forth in subsection 27.6.

27.1 Bankruptcy.

If either the City or MDPL shall be adjudged bankrupt or insolvent, or if any receiver or trustee of all or any part of the business property of either party shall be appointed, or if any receiver of all or any part of the business property shall be appointed and shall not be discharged within sixty (60) days after appointment, or if either party shall make an assignment of its property for the benefit of creditors, or shall file a voluntary petition in bankruptcy, or insolvency, or shall apply for reorganization or arrangement with its creditors under the bankruptcy or insolvency laws now in force or hereinafter enacted, Federal, State, or otherwise, or if such petitions shall be filed against either party and shall not be dismissed within sixty (60) days after such filing, then the other party may immediately, or at any time thereafter, and without further demand or notice, terminate this Agreement without being prejudiced as to any remedies which may be available to it for breach of contract.

27.2 Continuous Operation Covenant.

Except in the case of a documented Force Majeure event (as described in Section 17 of this Agreement), in the event that MDPL fails to continuously, actively, and diligently carry on the programs, activities, services, and uses specified in Section 4 (OBJECTIVES/APPROVED USES), during such hours and upon such days as set forth in Section 5.8, the City may terminate this Agreement upon providing MDPL with fifteen (15) days' written notice.

27.3 City Access. the event that MDPL fails to provide the City access to the Premises including, but not limited to, as required under Subsection 6.2 (Financial Records and Reports); Subsection (g) of Section 7 (BUDGET AND FUNDING FOR THE PREMISES), and Section 18 (INSPECTION), the City may terminate this Agreement upon providing MDPL with fifteen (15) days' written notice.

27.4 Default.

27.4.1 If MDPL fails to perform in accordance with any of the terms and conditions of this Agreement, and such default is not cured within seven (7) days after written notice is given (or if not curable within seven (7) days, the party has begun to take curative action within seven (7) days and is continuing to pursue such cure, but in no event shall any cure period exceed a period of thirty (30) days from the date of the initial written notice of default), the City shall have the right to terminate this Agreement. In the event that MDPL cures any default pursuant to this subsection within the allowable cure period, it shall promptly provide the City with written notice of same.

27.4.2 In the event that the City fails to perform or observe any of the covenants, terms or provisions under this Agreement, and such failure continues for seven (7) days after written notice thereof from MDPL (or if not curable within seven (7) days, the City has begun to take curative action within seven (7) days and is continuing to pursue such cure, but in no event shall any cure period exceed a period of thirty (30) days from the date of the initial written notice of default), MDPL shall have the right to terminate this Agreement. In the event the City cures any default within the allowable cure period pursuant to this subsection, it shall promptly provide MDPL with written notice of same.

27.5 Remedies for MDPL'S Default.

If any of the events of default, as set forth in this Section, by MDPL shall occur, the City may, after expiration of the cure period terminate the Agreement without further notice to MDPL and, at its sole option and discretion, institute such proceedings as in its opinion are necessary to compensate the City for damages resulting from MDPL'S default. In the

event of termination of this Agreement, MDPL shall then quit and surrender the Premises to City pursuant to the provisions of Section 28. Upon the termination of this Agreement, all rights and interest of MDPL in and to the Premises and to this Agreement, and every part thereof, shall cease and terminate.

In addition to the rights set forth above, the City shall have the right to pursue any and all of the following:

- a. the right to injunction or other similar relief available to it under Florida law against MDPL; and/or
- b. the right to maintain any and all actions at law or suits in equity or other proper proceedings to obtain damages resulting from MDPL'S default.

27.6 Remedies for City's Default. If any of the events of default, as set forth in this Section, by the City shall occur, MDPL may, after expiration of the cure period, terminate this Agreement upon written notice to the City. Said termination shall become effective upon receipt of a written notice of termination by the City, but in no event shall MDPL specify a termination date that is less more than sixty (60) thirty (30) days from the date of the written termination notice. On the date specified in the notice, MDPL shall quit and surrender the Premises to the City pursuant to the provisions of Section 28.

T. Section 28, entitled "PROCEDURE UPON EXPIRATION AND/OR TERMINATION BY CITY," is hereby amended as follows:

SECTION 28. PROCEDURE UPON EXPIRATION AND/OR TERMINATION BY CITY.

28.1 MDPL shall, on or before the last day of the Term herein, or the sooner termination thereof, peaceably and quietly leave, surrender and yield unto the City, the Premises, together with any and all improvements and fixtures located at or on the Premises and used by MDPL in the management, operation and maintenance of the Premises (excluding any furnishings, fixtures, and equipment, or other personal property which can be removed without material injury to the Premises), free of all liens, claims and encumbrances and rights of others, and broom-clean, and in good order, condition and repair, reasonable wear and tear excepted. Any property which pursuant to the provisions of this subsection is removable by MDPL on or at the Premises upon the termination of this Agreement and is not so removed may, at the option of the City, be deemed abandoned by MDPL, and either may be retained by the City as its property, or may be removed and disposed of by City, at the sole cost of MDPL, in such manner as the

City may see fit.

~~At the end of the Term, and if the City and MDPL have not entered into a management agreement, or entered into negotiations for a new management agreement, If the Premises are not surrendered at the end of the Term as provided in this subsection, MDPL shall pay to the City five hundred dollars (\$500.00) per day as liquidated damages for such breach of this Agreement until the City regains possession of the Premises, make good to the City all damages which the City shall suffer by reason thereof, and shall indemnify the City against all claims made by a succeeding occupant (if any), so far as such delay is occasioned by the failure of MDPL to surrender the Premises as and when herein required.~~

28.2 MDPL covenants and agrees that it will not enter into agreements (whether express or implied) relating to the Premises for a period of time beyond the stated expiration date of this Agreement.

U. Section 31, entitled "NO DISCRIMINATION," is hereby amended as follows:

SECTION 31. NO DISCRIMINATION

MDPL agrees that there shall be no discrimination as to race, sex, color, creed, national origin, religion, age, physical handicap, family, income status, or sexual orientation in the operations referred to by this Agreement; and further, there shall be no discrimination regarding any use, service, maintenance or operation of the Premises. All facilities located on the Premises shall be made available to the public, subject to the right of MDPL to establish and enforce reasonable rules and regulations to provide for the safety, orderly operation, and security of the facilities.

Additionally, MDPL shall comply fully with the City of Miami Beach Human Rights Ordinance, codified in Chapter 62 of the City Code, as may be amended from time to time, prohibiting discrimination in employment, housing, public accommodations, and public services on account of actual or perceived race, color, national origin, religion, sex, intersexuality, gender identity, sexual orientation, marital and familial status, age, disability, ancestry, height, weight, domestic partner status, labor organization membership, familial situation, or political affiliation.

V. A new Section 33, entitled "TERMINATION FOR CONVENIENCE," is hereby added as follows:

SECTION 33. TERMINATION FOR CONVENIENCE.

THE CITY COMMISSION MAY, FOR ITS CONVENIENCE AND WITHOUT CAUSE, TERMINATE THE AGREEMENT AT ANY TIME DURING THE TERM

BY GIVING WRITTEN NOTICE TO MDPL OF SUCH TERMINATION, WHICH SHALL BECOME EFFECTIVE WITHIN SIXTY (60) DAYS FOLLOWING RECEIPT BY MDPL OF SUCH NOTICE; AND FOLLOWING WHICH THE CITY AND MDPL SHALL BE DISCHARGED FROM ANY AND ALL LIABILITIES, DUTIES, AND TERMS ARISING OUT OF, OR BY VIRTUE OF, THIS AGREEMENT.

- W. Section 34.10, entitled "City Representation on MDPL Executive Committee," is hereby deleted in its entirety:

~~34.10 City Representation on MDPL Board and Executive Committee.~~

~~The City's representation on MDPL's Board and Executive Committee (or such other successor entity to the Board and Executive Committee that MDPL may create during the Term) shall be a number proportionate to the total number of members, respectively, of the Board and Executive Committee, but in no event less than thirty percent (30%) representation as to each one. The City's members, which shall be selected by the City Manager, shall all be voting members of the Board and Executive Committee.~~

- X. A new Section 35, entitled "MDPL'S COMPLIANCE WITH FLORIDA PUBLIC RECORDS LAW," is hereby added as follows:

SECTION 35. MDPL'S COMPLIANCE WITH FLORIDA PUBLIC RECORDS LAW

10.7 MDPL'S COMPLIANCE WITH FLORIDA PUBLIC RECORDS LAW

10.7.1 MDPL shall comply with Florida Public Records law under Chapter 119, Florida Statutes, as may be amended from time to time.

10.7.2 The term "public records" shall have the meaning set forth in Section 119.011(12), which means all documents, papers, letters, maps, books, tapes, photographs, films, sound recordings, data processing software, or other material, regardless of the physical form, characteristics, or means of transmission, made or received pursuant to law or ordinance or in connection with the transaction of official business of the City.

10.7.3 Pursuant to Section 119.0701 of the Florida Statutes, if MDPL meets the definition of "Contractor" as defined in Section 119.0701(1)(a), MDPL shall:

- (a) Keep and maintain public records required by the City to perform the service;
- (b) Upon request from the City's custodian of public records, provide the City with a copy of the requested records or allow the records to be

inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes or as otherwise provided by law;

- (c) Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed, except as authorized by law, for the duration of the contract term and following completion of the Agreement if MDPL does not transfer the records to the City;
- (d) Upon completion of the Agreement, transfer, at no cost to the City, all public records in possession of MDPL or keep and maintain public records required by the City to perform the service. If MDPL transfers all public records to the City upon completion of the Agreement, MDPL shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If MDPL keeps and maintains public records upon completion of the Agreement, MDPL shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the City, upon request from the City's custodian of public records, in a format that is compatible with the information technology systems of the City.

10.7.4 REQUEST FOR RECORDS; NONCOMPLIANCE.

- (a) A request to inspect or copy public records relating to the City's contract for services must be made directly to the City. If the City does not possess the requested records, the City shall immediately notify MDPL of the request, and MDPL must provide the records to the City or allow the records to be inspected or copied within a reasonable time.
- (b) MDPL's failure to comply with the City's request for records shall constitute a breach of this Agreement, and the City, at its sole discretion, may: (1) unilaterally terminate the Agreement; (2) avail itself of the remedies set forth under the Agreement; and/or (3) avail itself of any available remedies at law or in equity.
- (c) If MDPL fails to provide the public records to the City within a reasonable time may be subject to penalties under s. 119.10.

10.7.5 CIVIL ACTION.

- (a) If a civil action is filed against a MDPL to compel production of public records relating to the City's contract for services, the court shall assess and award against MDPL the reasonable costs of enforcement, including reasonable attorneys' fees, if:
 - i. The court determines that MDPL unlawfully refused to comply with the public records request within a reasonable time; and
 - ii. At least 8 business days before filing the action, the plaintiff provided written notice of the public records request, including a

statement that MDPL has not complied with the request, to the City and to MDPL.

- (b) A notice complies with subparagraph (i)(b) if it is sent to the City's custodian of public records and to MDPL at MDPL's address listed on its contract with the City or to MDPL's registered agent. Such notices must be sent by common carrier delivery service or by registered, Global Express Guaranteed, or certified mail, with postage or shipping paid by the sender and with evidence of delivery, which may be in an electronic format.
- (c) If MDPL complies with a public records request within 8 business days after the notice is sent is not liable for the reasonable costs of enforcement.

(F) IF MDPL HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO MDPL'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT:

CITY OF MIAMI BEACH
ATTENTION: RAFAEL E. GRANADO, CITY CLERK
1700 CONVENTION CENTER DRIVE
MIAMI BEACH, FLORIDA 33139
E-MAIL: RAFAELGRANADO@MIAMIBEACHFL.GOV
PHONE: 305-673-7411

- Y. A new Section 36, entitled "PROHIBITIONS REGARDING SALE OR USE OF EXPANDED POLYSTYRENE FOOD SERVICE ARTICLES, SINGLE USE PLASTIC BEVERAGE STRAWS, AND SINGLE- USE PLASTIC STIRRERS," is hereby added as follows:

SECTION 36. PROHIBITIONS REGARDING SALE OR USE OF EXPANDED POLYSTYRENE FOOD SERVICE ARTICLES, SINGLE USE PLASTIC BEVERAGE STRAWS, AND SINGLE- USE PLASTIC STIRRERS.

- 36.1 MDPL hereby agrees and acknowledges that, pursuant to Section 82-7 of the City Code, as may be amended from time to time, MDPL shall not sell, use, provide food in, or offer the use of expanded polystyrene food service articles (as defined in City Code Section 82-7) in City facilities or on City property, in connection with any services performed pursuant to this Agreement. A violation of this section shall be deemed a default under the terms of this Agreement. Notwithstanding the above, this section shall not apply to expanded polystyrene food service articles used for prepackaged food that have been filled and sealed prior to receipt by MDPL.

36.2 Additionally, MDPL agrees and acknowledges that, pursuant to Section 82-8 of the City Code, as may be amended from time to time, MDPL shall not sell, use, provide food in, or offer the use of single-use plastic beverage straws or single-use plastic stirrers (as defined in City Code Section 82-8) in City facilities or on City property, in connection with any services performed pursuant to this Agreement. A violation of this section shall be deemed a default under the terms of this Agreement. Notwithstanding the above, the requirements of Section 82-8 shall not restrict MDPL from providing a beverage with, or offering the use of, a single-use plastic beverage straw or single-use plastic stirrer to an individual with a disability or medical condition that impairs the consumption of beverages without a single-use plastic beverage straw or single-use plastic stirrer.

36.3 Additionally, MDPL agrees to comply with Section 46-92(c) of the City Code, which provides that it is unlawful for any person to carry any expanded polystyrene product, single-use plastic beverage straw, or single-use plastic stirrer onto any beach or park within the City, or onto any city marina, pier, dock, or boat ramp. It is also unlawful for any business to provide single-use plastic beverage straws or single-use plastic stirrers with the service or delivery of any beverage to patrons on any beach within the City. Notwithstanding the above, the provisions in Section 46-92(c) that pertain to single-use plastic beverage straws and single-use plastic stirrers shall not apply to a person or patron with a disability or medical condition that impairs the consumption of beverages without a single-use plastic beverage straw or single-use plastic stirrer.

Z. A new Section 37, entitled "INSPECTOR GENERAL AUDIT RIGHTS," is hereby added as follows:

SECTION 37. INSPECTOR GENERAL AUDIT RIGHTS.

37.1 Pursuant to Section 2-256 of the Code of the City of Miami Beach, the City has established the Office of the Inspector General which may, on a random basis, perform reviews, audits, inspections and investigations on all City contracts, throughout the duration of said contracts. This random audit is separate and distinct from any other audit performed by or on behalf of the City.

37.2 The Office of the Inspector General is authorized to investigate City affairs and empowered to review past, present and proposed City programs, accounts, records, contracts and transactions. In addition, the Inspector General has the power to subpoena witnesses, administer oaths, require the production of witnesses and monitor City projects and programs. Monitoring of an existing City project or program may include a report

concerning whether the project is on time, within budget and in conformance with the contract documents and applicable law. The Inspector General shall have the power to audit, investigate, monitor, oversee, inspect and review operations, activities, performance and procurement process including but not limited to project design, bid specifications, (bid/proposal) submittals, activities of MDPL, its officers, agents and employees, lobbyists, City staff and elected officials to ensure compliance with the contract documents and to detect fraud and corruption. Pursuant to Section 2-378 of the City Code, the City is allocating a percentage of its overall annual contract expenditures to fund the activities and operations of the Office of Inspector General.

37.3 Upon ten (10) days written notice to MDPL, MDPL shall make all requested records and documents available to the Inspector General for inspection and copying. The Inspector General is empowered to retain the services of independent private sector auditors to audit, investigate, monitor, oversee, inspect and review operations activities, performance and procurement process including but not limited to project design, bid specifications, (bid/proposal) submittals, activities of MDPL its officers, agents and employees, lobbyists, City staff and elected officials to ensure compliance with the contract documents and to detect fraud and corruption.

37.4 The Inspector General shall have the right to inspect and copy all documents and records in MDPL's possession, custody or control which in the Inspector General's sole judgment, pertain to performance of the contract, including, but not limited to original estimate files, change order estimate files, worksheets, proposals and agreements from and with successful subcontractors and suppliers, all project-related correspondence, memoranda, instructions, financial documents, construction documents, (bid/proposal) and contract documents, back-change documents, all documents and records which involve cash, trade or volume discounts, insurance proceeds, rebates, or dividends received, payroll and personnel records and supporting documentation for the aforesaid documents and records.

37.5 MDPL shall make available at its office at all reasonable times the records, materials, and other evidence regarding the acquisition (bid preparation) and performance of this Agreement, for examination, audit, or reproduction, until three (3) years after final payment under this Agreement or for any longer period required by statute or by other clauses of this Agreement. In

addition:

- a. If this Agreement is completely or partially terminated, MDPL shall make available records relating to the work terminated until three (3) years after any resulting final termination settlement; and
- b. MDPL shall make available records relating to appeals or to litigation or the settlement of claims arising under or relating to this Agreement until such appeals, litigation, or claims are finally resolved.

37.6 The provisions in this section shall apply to MDPL, its officers, agents, employees, subcontractors and suppliers. MDPL shall incorporate the provisions in this section in all subcontracts and all other agreements executed by MDPL in connection with the performance of this Agreement.

37.7 Nothing in this section shall impair any independent right to the City to conduct audits or investigative activities. The provisions of this section are neither intended nor shall they be construed to impose any liability on the City by MDPL or third parties.

AA. For ease of reference, the parties have attached and incorporated a new **Exhibit “D”** to the Agreement (which exhibit is attached to this Amendment No. 3), entitled “MDPL Reporting Requirements”. The purpose of this Exhibit is to memorialize and allow the parties to track MDPL’s required written reports to the City during the Term of the Agreement. The former Exhibit “D” to the Agreement, entitled “Indemnity” is deleted in its entirety.

3. RATIFICATION.

Except as amended herein, all other terms and conditions of the Agreement shall remain unchanged and in full force and effect. In the event there is a conflict between the provisions of this Amendment and the Agreement, the provisions of this Amendment shall govern.

IN WITNESS WHEREOF, the parties hereto have caused this Amendment to be executed by their appropriate officials, as of the date first entered above.

FOR CITY:

CITY OF MIAMI BEACH, FLORIDA

ATTEST:

By: _____
Rafael E. Granado, City Clerk

Dan Gelber, Mayor

Date

FOR MDPL:

**MIAMI DESIGN PRESERVATION LEAGUE,
INC.**

ATTEST:

By: _____
Secretary


President

Print Name

Print Name

Date

**APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION**

 7/21/20

City Attorney **Date**

Art Deco Welcome Center

Business Plan

Updated July 2020



Revised Exhibit "B"

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Executive Summary

The Art Deco Welcome Center at 1001 Ocean Drive, Miami Beach, provides a permanent home for Miami Design Preservation League and an impressive first stop for tourists in South Beach. Educating visitors and residents about the Miami Beach Art Deco Architectural District fosters an appreciation for the community's heritage and style, which, in turn, facilitates the MDPL mission of preserving, promoting, and protecting the cultural, social, economic and architectural integrity of Miami Beach and the surrounding areas.

MDPL raises and invests significant funds into its operations at the Art Deco Welcome Center. Since 2015, we have spent over \$7MM in funds to operate the center and fulfill our mission (see audit reports). This does not include in-kind contributions.

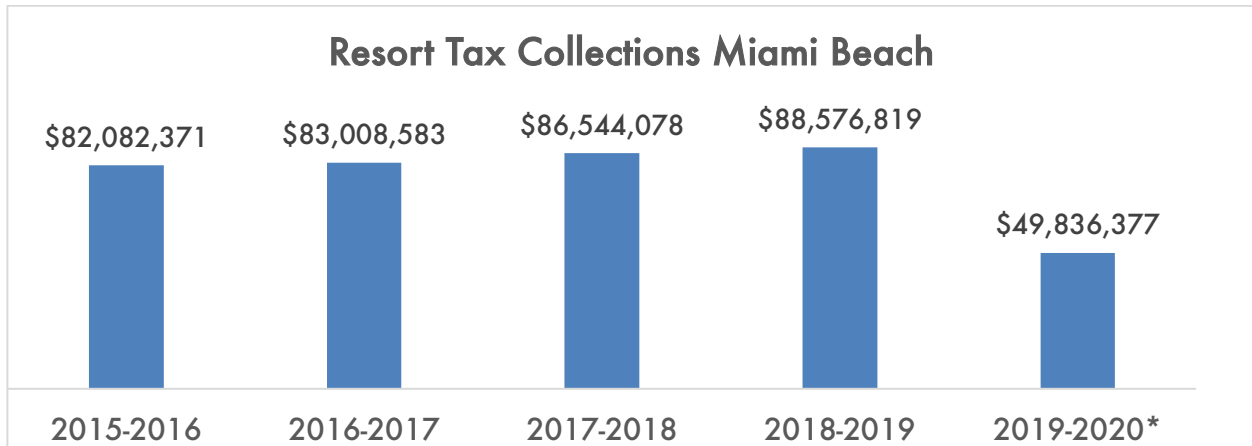
The economic impact from Art Deco Weekend is estimated at \$13MM per annum based on a study conducted by the Greater Miami Convention and Visitors Bureau. For each 5-year term, this amounts to \$65MM in economic impact.

Based on a study by the MDPL Center for Resiliency and Sustainability, property taxes generated from the Miami Beach Art Deco district contributed \$122MM in 2015, with property value of \$8.5BB as of 2016.



Property Tax Analysis conducted by MDPL's Center for Resiliency & Sustainability

Resort Taxes, generated mostly from tourism activity within the City’s fourteen local historic districts, contributes on average \$80MM per annum. During each 5-year term, the public benefits of Resort Taxes is approximately \$400MM.



*2020 through April 2020

There are many additional public benefits that are not as easily quantifiable, such as Miami Beach’s strong brand that has Art Deco as its foundation. However, it’s clear that the tangible public benefits outlined above are a significant contributor to the economic, cultural, and social resiliency of our city. MDPL is proud to be the city’s leading not-for-profit organization focused on such efforts.

Art Deco Welcome Center Background

With its central location and inviting facade, visitors look to the Welcome Center as a source of tourist information, including accommodations, dining and activities, etc.; education about Miami Beach and the Art Deco District; and as a source of free entertainment options. Residents will enjoy a range of passive programs, including exhibits, events, and lectures, and also actively participate in self-directed research projects and preservation-education programs.

Miami Design Preservation League—the organization that recognized, founded, and continues to preserve, promote, and protect



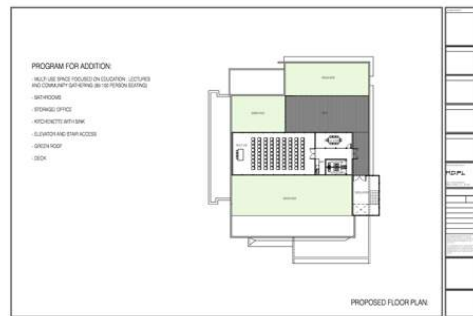
Above: The Ocean Front Auditorium during major renovation work funded by the Building Better Communities County GO Bond of 2004 Below: the Welcome Center in 2020



the Art Deco Historic District—is committed to providing a variety of services to the residents and visitors of our city. We are grateful to the City of Miami Beach for their years of support and partnership in helping MDPL educate the public about the historic buildings that are the fabric of our city. The Art Deco Welcome Center has been MDPL’s home since 1993.

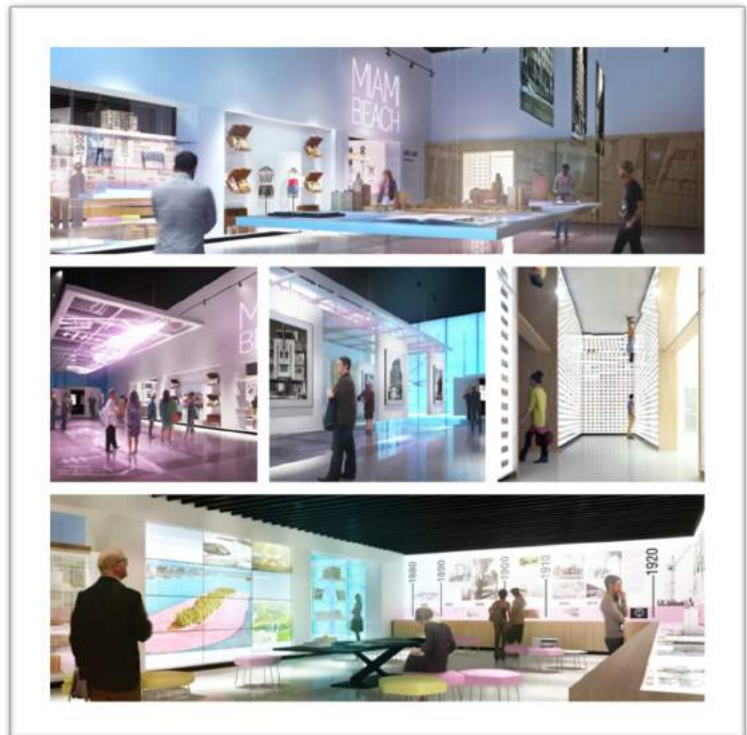
Museum Master Plan

In 2018, Miami Beach voters approved \$2MM in the GO Bond towards expansion of the Art Deco Museum. Specifically, Commissioners set aside the funds to go towards the rooftop expansion component of our Museum Master Plan.



Left: Proposed GO Bond Project Rooftop Rendering; Right: Proposed GO Bond Project Rooftop Floorplan

As part of our visioning process, MDPL has undertaken a comprehensive master plan to bring the museum experience to the next level. The full plan is attached in the appendix. Proposed renderings shown below bring the museum design up to modern standards and help improve our ability to celebrate, educate, and inspire. It is planned that MDPL will raise funds for this museum project, which is not part of the GO Bond. We estimate the total investment (cash + in-kind) to be approximately \$500,000 over the 5-year period.



Renderings above from the MDPL Art Deco Museum Master Plan, prepared by brillhart architecture + Jean-Francois Lejeune

Programs Summary

Art Deco Welcome Center

True “welcome center” services, including hotel bookings, tour excursions, dining recommendations, brochures, maps, pamphlets and general information, will be available throughout the day. The welcome center functions will take place in the MiMo-styled lobby, an original element of the 1954 Leonard Glasser Ocean Front Auditorium and will also serve to draw visitors into the museum space.

These visitor services are operated and managed by and overseen by MDPL.

As of July 2020, the Art Deco Welcome Center is listed on TripAdvisor as #15 of 74 Things to Do in Miami Beach

Art Deco Walking Tours

Walking tours of the Art Deco District take advantage of the location, with offerings that include a self-guided option for taking an audio tour in English, Spanish, French, and German. Before the tour commences, visitors will have the ability to view a brief video about the work of MDPL and they will be encouraged to visit the museum at the conclusion of the tour to learn more.

In 2019, MDPL expanded its tour offerings with a South Beach Scandals Tour. In addition, we offer tours that reflect the diverse population of our city, including the Jewish Walking Tour, LGBT Tour, Lincoln Road Tour, Mediterranean Architecture Tour, and others.

As of July 2020, the Official Art Deco Walking Tour is listed on TripAdvisor as #3 of 300 Tours in Miami Beach



Above: MDPL Walking Tours now include wireless receivers and social distancing measures

Art Deco Museum

The Art Deco Museum tells the story of the Art Deco District by providing materials on display. A permanent collection interprets and explains the three major architectural styles found in the District: Mediterranean, Art Deco and MiMo. These content areas will be further subdivided to detail elements including streamlining, nautical influences and Miami Beach's role in World War II.

While the permanent collection will remain fixed, but mobile, the short-term exhibits (lasting from one to six months) will offer visitors a deeper look at selected topics. These temporary exhibits will create compelling reasons for residents to visit the museum on a regular basis.

There are a large number of visual artists in South Florida who draw inspiration from the District and its history. The Featured Local Artist program will highlight local artists whose work is influenced by the Art Deco style as well as the natural beauty of the area. Artists will be given the opportunity to mount a show in the museum space and provide a public talk on their work. MDPL will function as the gallery operator, receiving a commission on sales of any works in the show.



Above Left: Presentation with the Canadian Consulate of 'Intercultural' Exhibition. Above Right: Presentation with Asmara, Africa Delegation for UNESCO World Heritage site exhibition

Art Deco Lecture Hall

A multi-purpose space within the museum becomes the home for the lecture series. This “black box” space will be equipped with audio and video capabilities, flexible seating arrangements and large sliding panels that allow the space to alternately serve as an enclosed lecture hall or that open to become an additional exhibit area.



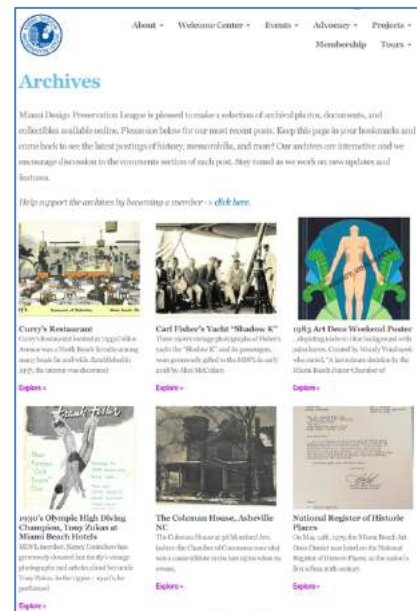
Lectures on a variety of topics and themes will continue to be a core element of MDPL public programming. Because of the attractive nature of the space, coupled with adequate technical resources, we hope that other organizations (Miami Beach Cultural Anchors, for example) will be able to present lectures and talks in the space under the auspices of MDPL.

Barbara Baer Capitman Archives

The valuable Barbara Baer Capitman Archives will be accessible at the Art Deco Welcome Center. The digital collection will be available by appointment to scholars or researchers with an interest in Capitman’s legacy and the history of the Preservation Movement in Miami Beach.

Work has commenced on a project to create an electronic catalog of the materials in the Capitman Archives that would be accessible via the internet. Further, significant items in the Archives are being scanned so that digital images will be available online.

MDPL would like to encourage residents to move from being passive consumers of the lecture and film series to become active public historians. By using the Capitman Archives, other historic collections available online and the great talent and passion found in Miami Beach’s historians, MDPL will offer the Research Archive, in an effort to connect amateur historians with the resources they need to conduct research.



From genealogical research for someone building a family tree, to real estate agents interested in creating a detailed history for a listing, the Research Archive program will bring public historians, archivists and subject-matter experts together with residents to provide assistance and guidance on personal history projects. These final projects will be, with the author’s permission, available to the public through MDPL’s online archives and/or short-term museum exhibits.

Art Deco Tour Guide Academy

The expanded offerings of the museum will provide an additional benefit to the Art Deco Tour Guide Academy. The lecture hall will be utilized for the course, while allowing the museum to remain open to the public, and the museum’s exhibits will provide additional teaching materials for the course.

While the Tour School component aims to recruit and train volunteer guides for MDPL’s walking tours, the Art Deco Academy offers residents an opportunity to learn more about their city and the Art Deco style. The general Academy curriculum is ideal for the casual student and can be modified to provide specialized instruction for hotel concierge staff, cab operators or other populations.



Above: Scenes from the Art Deco Tour Guide Academy

Preservation Education

Our preservation education program utilizes similar resources of the Art Deco Academy/Tour School programs to provide educational programs for local schools. Using a schedule designed in partnership with local curriculum specialists, students will participate in guided explorations of the history surrounding them.

Through the use of photography, videography, creative writing, visual art, and social studies/history, students will research and collaboratively create multimedia presentations that introduce and interpret their neighborhood and the importance of preserving this heritage.

Field Trips are organized in coordination with Miami Beach Parks and Recreation Department.



Clockwise from top left: Make Music Day MDPL Event in Lummus Park, Field Trip outing, Parks and Recs arrives with students for their visit, Educational program inside the Art Deco Welcome Center.

Art Deco Gift Shop

The customer base of the Official Art Deco Gift Shop is made up of mostly of U.S., European and South American tourists who want to learn about Art Deco in general and, more specifically, Art Deco architecture in Miami Beach. Many tourists express an immediate desire to connect with the history of both Art Deco and Miami Beach. The Gift Shop strives to provide this information in the form of books, postcards, and other materials that impart a “quick learn.”

In addition, the Gift Shop offers items for visitors to take home as mementos for themselves and to give as gifts. Our Resident Artist, who is also The Director of Retail Operations, designs an array of Art Deco themed merchandise (jewelry, clothing, wall art, etc.) to meet these needs. In addition, the Gift Shop represents local artists by displaying and selling their works (most in the Art Deco and MiMo styles). In general, the Gift Shop makes every effort to provide affordable and authentic Art Deco items that will bring to our visitors good memories of being in Miami Beach (and upon viewing in their homes, inspire them to come back soon!).

As of July 2020, The Art Deco Gift Shop is listed on TripAdvisor as #5 of 52 for Shopping in Miami Beach.



Advocacy

A vital component of MDPL's mission has always been the vigilant defense of Historic Preservation beginning with Barbara Bear Capitman and the founding of our organization in the unsuccessful advocacy protests against the demolition of the Senator and New Yorker Hotels.

Our volunteer Advocacy Committee members are regularly review agendas for City Commission and Land Use Board meetings in order to determine positions taken by MDPL on pertinent issues regarding historic preservation and the greater community.

MDPL will continue to advocate before the City of Miami Beach Land Use, Planning, Historic Preservation, Design Review Boards and City Commission regarding issues that affect the integrity and resiliency of our existing historic districts as well as for the quality of life issues affecting residents. The Miami Design Preservation League MDPL's accessibility and educational information offered through the many programs based out of the Art Deco Welcome Center ultimately expand the impact of MDPL's "preserve, protect, and promote" mission directive.



Above: Visit with the Raleigh Hotel project team. MDPL has been involved in planning for the major project, which will be an approximate \$750MM investment. MDPL's Advocacy Committee reviews all projects that go before the city's Historic Preservation Board. The fourteen local historic districts in Miami Beach include nearly 3,000 buildings

Admission Costs

Miami Design Preservation League's museum, lectures, and films are free of charge to residents of Miami-Dade County. MDPL's Art Deco Weekend is also free of charge for the vast majority of its programs. Our tours currently have the following prices:

Guided Walking Tours are \$30.00 per person
\$25.00 for students, veterans, and senior citizens (65+)

Audio Walking Tours are \$25.00 per person

Museum Charge general admission: \$5

Hours of Operation

The hours listed below are the anticipated hours of operation for the Miami Design Preservation League's facilities. These do not include holidays or periods when certain parts of the facility, or all parts, may be closed for maintenance, repairs, or business reasons.

Art Deco Welcome Center (Visitor Center)
Monday- Sunday 9 a.m.- 5 p.m.

The Art Deco Welcome Center Museum
Thursday - Tuesday 10 a.m.- 5 p.m. (Closed Wednesday)

The Official Art Deco Gift Shop
Thursday - Tuesday 9 a.m.- 5 p.m. (Closed Wednesday)

Marketing Plan

MDPL's mission is focused on promoting, preserving, and protecting. Via our partnership with the Greater Miami Convention and Visitors Bureau, we offer free guided walking tours to visiting press from around the world. This has led to significant press coverage for the Art Deco District and Miami Beach.



Above: Andy Warhol pictured while on an MDPL guided tour of the Art Deco District on Sep 6th 1980. Our tradition of providing tours to press and other VIPs continues to this day and has provided major benefits to our city with worldwide press coverage

MDPL continues to grow our own social media presence, which is essential in reaching a wider audience. We maintain three Facebook pages (MDPL, Art Deco Weekend and Visual Memoirs) to target specific segments of our stakeholders.

In addition to our online presence, our physical presence at the Art Deco Welcome Center on world famous Ocean Drive allows us to reach many visitors and residents. The Art Deco Welcome Center sees between 300-500 people per day depending on the time of year. In the Center, we display information about tours, exhibits, lectures and other events. The Center's staff is knowledgeable about all aspects of the programming and are a direct link to the public.



The Preservationmobile is a new program we launched at Make Music Day 2020. It's a 1976 GMC Palm Beach, built the year that MDPL was founded. We hope to reach a broader demographic with special events highlighting different historic places in Miami Beach and surrounding areas.

We also utilize traditional media to reach potential participants. We submit all our events to Miami Beach Cultural Affairs for inclusion in the City's events calendar and in the weekly Cultural Affairs newsletter.

Additionally, we submit our events to the Greater Miami Convention and Visitors Bureau calendar, Miami Beach Chamber of Commerce calendar, the Miami Art Guide, Miami New Times & more. We partner with Atlantic Broadband to promote Art Deco Weekend on television. We advertise in major news media in the southern part of Florida specifically for Art Deco Weekend. We also receive in-kind advertising support from Atlantic Broadband, Clear Channel, Miami New Times, and the Miami Herald. In addition, Facebook advertising is targeted to Miami Beach residents and visitors, highlighting the best of Miami Beach historic preservation.

Website

Our websites at mdpl.org and artdecoweekend.com have both been completely rebuilt for modern web browsing and accessibility. Combined, they received more than 100,000 hits in the past twelve months. We've focused lately on improving our content and bringing more of what attracts people to Miami Beach to our websites.

This includes putting our exhibitions, lectures, and events online, as well as making our archives more easily accessible through the website.

MDPL.org last fiscal year

73,726 unique visitors

201,263 page views

80% are New Visitors

ArtDecoWeekend.com last fiscal year

27,684 unique visitors

76,185 page views

84% are New Visitors

Expanding MDPL web presence into social networking has helped the organization keep guests up to date with preservation efforts, educational events, and fundraising programs. MDPL also links its website to sponsor sites and partner organizations, including the City of Miami Beach.



Above: a feature in Japan Airlines Magazine highlights the Art Deco Historic District

Projected Financials

Financial Plan Narrative

The financial plan's budget projects a five year earnings report for the Miami Design Preservation League. These projections are made in the time of COVID-19 when there have been considerable closures. Therefore, projections of revenue and expenses are all lower in order to account for likely reduction in visitors and revenues..

The expenses/Income highlights the organization's capacity to thrive as an active nonprofit mission driven organization; maintain, manage, and program the Art Deco Welcome Center; and operate the Art Deco Gift Shop and Art Deco Walking Tours. Calculations were derived from a combination and comparison of MDPL's past five years budget numbers in combination with the following line items:

Projected Revenues		FY 20/21	FY 21/22	FY 22/23	FY 23/24	FY 24/25
A	Tour Ticket Sales	125,000	131,250	137,813	144,703	151,938
B	Gift Shop Sales	400,000	412,000	424,360	437,091	450,204
C	Earned Revenues	60,000	60,600	61,206	61,818	62,436
D	Contributed Support	200,000	210,000	216,300	222,789	225,017
E	ADW Revenue	300,000	306,000	312,120	318,362	324,730
Total Projected Revenues		1,085,000	1,119,850	1,151,799	1,184,763	1,214,325

Projected Expenses		FY 20/21	FY 21/22	FY 22/23	FY 23/24	FY 24/25
F	Business	25,000	25,250	25,503	25,758	26,015
G	Operating	295,000	303,850	312,966	322,354	332,025
H	Payroll	400,000	404,000	408,040	412,120	416,242
I	Special Events	240,000	252,000	264,600	277,830	291,722
J	Gift Shop Merchandise Costs	125,000	127,500	130,050	132,651	135,304
Total Projected Expenses		1,085,000	1,112,600	1,141,158	1,170,713	1,201,307
Projected Net Income		0	7,250	10,641	14,050	13,017

*Projections subject to change.

Financial Plan Assumptions

Income-

- A. Tour revenue: 5% increase annually.
- B. Store Sales: 3% increase annually.
- C. Earned Revenues includes; Membership, Art Deco Weekend, and Facility Rental. Projected to increase 1% annually.
- D. Contributed Support in the form of sponsorship, donations, grants, and other public money is expected to increase with the acquisition of the museum space and development of MDPL programing targeting new educational components. We project 5% growth in year 1, then 3% growth
- E. Art Deco Weekend revenues are expected to rise 2% annually

Expense-

- F. Business costs maintain a steady number with depreciation and amortization as a factor.
- G. Operating expenses are general and include rent, equipment, and PR and advertising. Projected to increase 3% annually
- H. Post COVID-19 restructuring, staff levels are estimated to stay relatively flat with a 1% projected increase annually
- I. Art Deco Weekend / special event costs consider the steady growth of programs (which are outlined in this business plan)
- J. Gift Shop merchandise costs and are expected to increase 2% annually
- K. The final line item, Total Net Income reflects a positive cash flow and demonstrates MDPL's capability to fund the desired Art Deco Welcome Center programming

Potential Granting Agencies

- Miami Dade Department of Cultural Affairs: Cultural Advancement and Tourism Development Council
- State of Florida-Division of Historical Resources: Small Matching Historical Grants
- State of Florida-Division of Cultural Affairs: State General Support Program
- Institute of Museum and Library Services: American Heritage Preservation Grant
- American Association for State and Local History
- American Architectural Foundation Visit Florida
- Visit Miami
- American Association of Museums - Small Museum Planning Grants
- Knight Foundation
- Miami Foundation
- City of Miami Beach: Cultural Arts Council
- Miami Beach Visitor and Convention Authority
- National Trust for Historic Preservation
- Florida Trust for Historic Preservation
- National Endowment for the Arts
- National Endowment for the Humanities
- Private Foundations

Art Deco Welcome Center / MDPL Benchmarks 2020-2025

In Progress	6-12 months	1-3 years	2025
Upgrade Visitor Center with new configuration, improved storage, and sleeker, more modern look	Develop partnerships with local cultural institutions in order to support the resiliency of arts and culture during this difficult time period	Upgrade audio/visual equipment in Visitor Center to provide better display of what Miami Beach has to offer	Help Resort Tax exceed \$100MM by 2025!
Museum Advisory Board in formation, consisting of museum leaders in Miami Beach as well as architects, designers, curators, event planners, who will help us bring the Museum to the next level	Design and Build the Postcard Gallery component of the Art Deco Museum Master Plan (estimated investment \$20k)	Reconfiguration of Museum based on Museum Master Plan, assuming we are able to meet our fundraising goals. Estimated cost (Cash + In-Kind: \$500k+) Complete AAM MAP Program	Art Deco Museum GO Bond Expansion rooftop completed
Implement a Point of Sales system Launch online shop	Improve the merchandising of the store in order to improve quality of experience for visitors	Cosmetic upgrades to the store in order to refresh its design	
Implement mobile app for self-guided tours	Addition of new virtual tours including South Beach Movie Lovers' Tour and Scandals of South Beach	Add additional languages to self-guided audio tours	
Professional Archivist to organize and catalogue materials.	Add at least 500 additional archive pieces to the online archives database	Develop additional Archive programming to promote the content and history found within	

Standards for the Development and Curation of Exhibits

The excerpt below constitutes American Association of Museums Standards for U.S. Museums. The standards and characteristics are best practice levels that all high functioning museums are expected to achieve. The Miami Design Preservation League intends to benchmark the facility, exhibits, archives, research and curation, along with the legal and ethical practices against the characteristics listed below. By implementing the American Association of Museum's recommendations MDPL prepares itself for a long term goal of the Art Deco Welcome Center Museum seeking appropriate accreditation from the American Association of Museums.

-----Accreditation Program

Standards:

Characteristics of an Accreditable Museum

Approved by the American Association of Museum's
Accreditation Commission & Effective January 1, 2005

Public Trust & Accountability

- The museum is a good steward of its resources held in the public trust.
- The museum identifies the communities it serves, and makes appropriate decisions in how it serves them.
- Regardless of its self-identified communities, the museum strives to be a good neighbor in its geographic area.
- The museum strives to be inclusive and offers opportunities for diverse participation.
- The museum asserts its public service role and places education at the center of that role.
- The museum demonstrates a commitment to providing the public with physical and intellectual access to the museum and its resources.
- The museum is committed to public accountability and is transparent in its mission and its operations.
- The museum complies with local, state, and federal laws, codes, and regulations applicable to its facilities, operations, and administration.

Mission & Planning

- The museum has a clear understanding of its mission and communicates why it exists and who benefits as a result of its efforts.
- All aspects of the museum's operations are integrated and focused on meeting its mission.
- The museum's governing authority and staff think and act strategically to acquire, develop, and allocate resources to advance the mission of the museum.

- The museum engages in ongoing and reflective institutional planning that includes involvement of its audiences and community.
- The museum establishes measures of success and uses them to evaluate and adjust its activities.

Leadership & Organizational Structure

- The governance, staff, and volunteer structures and processes effectively advance the museum's mission.
- The governing authority, staff, and volunteers have a clear and shared understanding of their roles and responsibilities.
- The governing authority, staff, and volunteers legally, ethically, and effectively carry out their responsibilities.
- The composition, qualifications, and diversity of the museum's leadership, staff, and volunteers enable it to carry out the museum's mission and goals.
- There is a clear and formal division of responsibilities between the governing authority and any group that supports the museum, whether separately incorporated or operating within the museum or its parent organization.

Collections Stewardship

- The museum owns, exhibits, or uses collections that are appropriate to its mission.
- The museum legally, ethically, and effectively manages, documents, cares for, and uses the collections.
- The museum's collections-related research is conducted according to appropriate scholarly standards.
- The museum strategically plans for the use and development of its collections.
- Guided by its mission, the museum provides public access to its collections while ensuring their preservation.

Education & Interpretation

- The museum clearly states its overall educational goals, philosophy, and messages, and demonstrates that its activities are in alignment with them.
- The museum understands the characteristics and needs of its existing and potential audiences and uses this understanding to inform its interpretation.
- The museum's interpretive content is based on appropriate research.
- Museums conducting primary research do so according to scholarly standards.
- The museum uses techniques, technologies, and methods appropriate to its educational goals, content, audiences, and resources.
- The museum presents accurate and appropriate content for each of its audiences.
- The museum demonstrates consistent high quality in its interpretive activities.
- The museum assesses the effectiveness of its interpretive activities and uses those results to plan and improve its activities.

Financial Stability

- The museum legally, ethically, and responsibly acquires, manages, and allocates its financial resources in a way that advances its mission.
- The museum operates in a fiscally responsible manner that promotes its long-term sustainability.

Facilities & Risk Management

- The museum allocates its space and uses its facilities to meet the needs of the collections, audience, and staff.
- The museum has appropriate measures to ensure the safety and security of people, its collections and/or objects, and the facilities it owns or uses.
- The museum has an effective program for the care and long-term maintenance of its facilities.
- The museum is clean and well-maintained, and provides for the visitors' needs.
- The museum takes appropriate measures to protect itself against potential risk and loss.

American Association of Museums

(www.aam-us.org/museumresources/accred/upload/Characteristics.pdf)

List of Programs of the Miami Design Preservation League from October 1st, 2015 - March 31st, 2020

2015						
Date	Category	Program Title	Participating Artist (s)	Venue	Presenting Org.	Guest Total
10/1/2015 to 1/3/2016	Exhibit	Art Deco Museum Exhibit - Flashback Fashions from the 1970's to Today	Museum Exhibit: "Flashback Fashions From the 1970's to Today"	Art Deco Museum	MDPL	4,388
10/1/2015 to 1/3/2017	Education	Art on the Move	Art Deco education/programming for Art on the Move School	Art Deco Museum	MDPL	21
10/1/2015 to 1/3/2018	Lecture	Identity Crisis: Miami Beach during Turbulent Years, 1975-1985	Prof. Keith Revell	Art Deco Museum	MDPL	32
10/1/2015 to 1/3/2019	Lecture	"The Raucous Politics of Development in Miami Beach: 1995-2005"	David Dermer	Art Deco Museum	MDPL	45
10/1/2015 to 1/3/2020	Education	Art Deco and MIMO Tour Guide Academy	MDPL Fall Tour Academy	Art Deco Museum	MDPL	18
10/1/2015 to 1/3/2021	Lecture	"Shooting for the Star (chitects): 2005-2015	Beth Dunlop	Art Deco Museum	MDPL	58
10/1/2015 to 1/3/2022	Tour - private	Private guided Art Deco walk for Brazilian visitors	MDPL trained guides	Local Area	MDPL	12
05-Nov-15	Tour - private	Private guided Art Deco walk for Toronto BILD Asso	MDPL trained guides	Local Area	MDPL	30
10-Nov-15	Tour - Education	Presentation and private guided walk for Kenwood K-8	MDPL trained guides	Art Deco Museum and Ocean Dr.	MDPL	35 Students
17-Nov-15	Lecture	"The Deco Developers and Miami Beach CDC: 1985-1995"	Denis Russ lecture and panelists	Art Deco Museum	MDPL	
18-Nov-15	Lecture	Lecture: Miami Modern (MiMo) Architecture: Futuristic, Flamboyant and Fun	Charles Kropke	Art Deco Museum	TropicMoon productions	40 General Public
08-Dec-15	Education	level-3 bachelor students, School of Geography, University of Leeds, UK	Daniel Ciraldo - MDPL preservation officer	Art Deco Museum	MDPL	20 college students
01-Dec-15	Education	technical improvements/accessibility	added subtitles to Visual Memoirs videos playing in the museum	Art Deco Museum	MDPL and Close-up Productions	
18/12/15	Education	Walking tour for Silver Lake Middle School	MDPL trained guides	Ocean Drive and Art Deco Museum	MDPL	80 Students 12 parents/ teachers
10/2015-12/2015	Tours - Gen. Public	Original Walking Tours (106x)	MDPL trained guides	local area	MDPL	1946 Gen. Public including 204 teachers & students
	Tours - private	Guided walks tailored to the requests of the individuals	MDPL trained guides	local area	MDPL	42
	Tours - Journalists	Guided walks tailored to the needs of the journalist	MDPL trained guides	local area	MDPL	2 journalists
	Tours - Education	Guided walks tailored to the needs of the class (12x)	MDPL trained guides	At Deco Museum and Ocean Drive	MDPL	173 Teachers and Students
2016						
Date	Category	Program Title	Participating Artist (s)	Venue	Presenting Org.	Guest Total
1/15, 1/16, -1/17/2016	ADW	Art Deco Weekend 39th Annual	Art Deco Weekend - 39th Annual			40k +

1/15-1/17, 2016	ADW - tours	Ocean Drive Tour (24)	MDPL trained Guides	Local Area	MDPL	2000+
15-17 Jan, 2016	ADW - tours	LGBT Tour	MDPL guide	Local Area	MDPL	20+
1/15 - 1/17, 2016	ADW - Photo Exhibit	Art of Architecture	Arthur Marcus, Albert Barg, Jeff Weisberg, Brandon Quarters, Vander Bhirtwish	Art Deco Museum	MDPL	1000+
1/15 - 1/17, 2016	ADW - Music/Entertainment	Strolling Performers		Ocean Drive	MDPL/ADW	10000+
1/15, 2016	ADW - film	Documentary: Miami Beach 100	Alfred Spellman	Art Deco Museum		30+
1/15-17 2016	ADW - Music/Entertainment	Deco Dance		12th St. at Ocean Dr.		120+
1/15-17, 2016	ADW - Music	Live Music - Jazz/Blues	Sarah Jane & the Blue Notes	12th St. at Ocean Dr	MDPL	200+
1/15-16, 2016	ADW - Music	Live Music - Traditional Jazz	Fruit Stand Jam Band	12th St. at Ocean Dr	MDPL	200+
1/15-17, 2016	ADW - Music	Live Music - New Orleans jazz	Shiny Shoes Band	12th St. at Ocean Dr	MDPL	200+
1/16 - 1/17, 2016	ADW - Car Show	Vintage Car Show	Antique Auto Club of America	Ocean Dr.	MDPL	30000+
1/16, 2016	ADW - Music	Live Music - World Fusion	Oriente & the SJO Allstars		MDPL	200+
1/16, 2016	ADW - Music	Live Music	French Horn Collective	12th St. at Ocean Dr	MDPL	200+
1/16, 2016	ADW - Fashion Show	Haute Couture	Janine Stanwood, WPLG Local 10		MDPL	100+
1/16-17 2016	ADW - tours	Collins Park	MDPL trained guide	Collins Park	MDPL	10+
1/16 - 17	ADW - tours	Jewish Miami Beach	MDPL trained guide		MDPL	20+
1/16, 2016	ADW - community	Barbara Baer Capitman Memorial		13th Street and Ocean Drive	MDPL	200+
1/16, 2016	ADW - tour	Walkers' Paradise	MDPL trained guide	South Beach	MDPL	50+
1/16, 2016	ADW - tour	Cocktails with a Twist	MDPL trained Guides	The Raleigh Hotel	MDPL	50
1/16, 2016	ADW - film	Bugsy Malone (1976) PG		8th St. and Ocean Dr.	MDPL	20+
1/16,2016	ADW - film	Bugsy (1991)		8th St. and Ocean Dr.	MDPL	30+
1/16 - 17, 2016	ADW - Children's Prog.	Kid's Club	Various	Kid's club area	MDPL	10000+
1/16, 2016	ADW - Children's Prog.	Dream, Draw, Build	Perez Art Museum	Kid's Club area	PAMM and MDPL	5000+
1/16 - 17 2016	AWD - Children's Prog.	Art Deco Tour	Monopoly Man	Kid's club area	MDPL	50+
1/16, 2016	ADW - Children's Prog.	Pop Art with the Bass	Bass Art Reps.	Bass Museum	Bass Museum and MDPL	2000+
1/16, 2016	ADW - Lecture and Panel Discussion	Art and Architecture: Where the Two Intersect	A1A Miami & Miami Cntr for Architecture and Design, Pan American Art Project, various artists and architects	Art Deco Museum	MDPL, Miami Center for Architecture & Design	100+
1/16, 2016	ADW - Tour	Underworld Tour	MDPL trained guide			40+
1/16, 1/17, 2016	ADW - Lecture	American Art Deco Furniture	Iza Emmett	Retro Pavilion 1000 block of Ocean Dr.	MDPL	50+
1/17, 2016	ADW - Lecture	Preservation and Climate Change	Daniel Ciraldo - MDPL Preservation Officer	Art Deco Museum	MDPL	50+
1/17, 2016	ADW - Lecture	Deco District Through the Decades	Dr. Paul George Professor of History, MDC	Art Deco Museum	MDPL	100+

1/16 -17, 2016	ADW - Children's Prog.	Reading	Magic Jim Snack	Stage	MDPL	75+
1/17, 2016	ADW - Youth Prog.	Symphonic Jazz Music	Miami Youth Symphony	Stage	MDPL and Miami Youth Symphony	100+
1/17, 2016	ADW - Youth Prog.	Fantasy Theater	Fantasy Theater factory	Stage	MDPL	100+
1/17, 2016	ADW - tour	Miami History	MDPL trained guide	Local area	MDPL	40+
1/15 - 17, 2016	ADW - Dancing	Vintage Swing - Public Dance	South Heritage Lindy Collective	1001 Ocean Drive	MDPL and South Heritage Lindy Collective	150+
1/5 -2 /28/2016	Education	Student Art Exhibit	Kenwood 8 School student work displayed during ADW in the Museum	Art Deco Museum	MDPL and Kenwood 8 School	5000+
1/17, 2016	ADW - Youth Prog.	JECC Bootcamp Ensemble	JECC and Directed by Nicole Yarling	Stage	JECC and MDPL	100+
1/26/2016	Tour	Private guided Art Deco walk for visiting corporate guests	MDPL trained guides	local area	MDPL	20
01-Feb-16	services	upgrade	purchased past perfect museum software	Art Deco Museum	MDPL	
05-Feb-16	Education	Walking tour for Silver Lake Middle School	MDPL trained guides	Ocean Drive and Art Deco Museum	MDPL	82 students 13 parents/ teacher
17-Feb-16	Lecture	Sea Level Rise and Historic Preservation; Observations & Projections in Miami	Brian McNoldy - Senior Research Associate at U of M	Art Deco Museum	MDPL	52
28-Feb-16	Education	Tour Guide Academy - refresher	MDPL staff and guides	Art Deco Museum	MDPL	9
01-Mar-16	data collection	visitor services	instituted visitor surveys in the museum	Art Deco Museum	MDPL	
23-Mar-16	Lecture	The Changing Role of Local Government in the Face of Climate Change	Susanne M. Torriente, Assistant City Manager/Chief Resiliency Office	Art Deco Museum	MDPL	33
30-Mar-16	Lecture	Building for the future: The Economic Impact of Sea Level Rise	Lecture: Wayne Pathman, founder and managing partner of Pathman Lewis	Art Deco Museum	MDPL	39
01/2016-03/2016	Tours - General Public	Original Walking Tour (104x)	MDPL trained guides	Local Area	MDPL	3734 Gen. Public including 1 Journalist 340 Students
	Tours - Education	Private educational walks tailored to the needs of the class(9x)	MDPL trained guides	Local Area and Art Deco Museum	MDPL	104 Students and Teachers
	Tour - specialty	Guided walks tailored to special requests	MDPL trained guides	Local area	MDPL	20 corporate guests
27-Apr-16	Lecture	History Treading Water: Sea Level Rise and the Future of Coastal Heritage	Lecture: Morris Hylton, Director of Historic Preservation Program, University of Florida	Art Deco Museum	MDPL	29
07-Apr-16	Fine Arts		O, Miami Poetry Festival	Art Deco Museum	O, Miami Poetry Festival	65
May 1 - May 31, 2016	Miami Dade event	Miami Museum Month	Miami area museums	Art Deco Museum	GMCVB	1000+
May 1 - August 28, 2016	Exhibit	"A Walk Down Memory Lane - South Beach Photos from the Late 1970's to Early 1980's"	Art Deco Museum exhibit	Art Deco Museum	MDPL	1000+
04-May-16	Lecture	Exhibit Artist Talk "A Walk Down Memory Lane - South Beach Photos	Susan Jordan, Sereta Russell, Nancy Rohan	Art Deco Museum	MDPL	47

15-May-16	Art	Photography	South Beach photo-marathon	Art Deco Museum	photomission.org	50+
01-Jun-16	Historic education	State Historic Capital collaboration	Florida Historic Capitol Museum in Tallahassee using video our 'How Color Saved Miami Beach' for their exhibit on historic preservation in Florida	Tallahassee, FL		5000+
04/2016-07/2016	Tours - Gen Public	Original Walking Tour (104)	MDPL Trained Guides	Local Area	MDPL	1757 Gen. Public including 2 Journalists, 223 Educators & Students
	Tours - Media	Guided Walks for journalists	MDPL Trained Guides	Local Area	MDPL	2 Journalists
	Tours - Education	Guided Walks for students and teachers	MDPL Trained Guides	Local Area	MDPL	223 students and teachers
Tues, Sept. 20, 2016	Lecture	Preservation in America Prior to 1966	Jeff Donnelly, MDPL public historian, professor and noted author.	Art Deco Museum	MDPL	50+
08/2016 - 10/2016	Tours - Gen Public	Original Walking Tours (105x)	MDPL trained guides	local area	MDPL	1114 Gen. Public including 6 Journalists 151 Educators & Students
	Tours - Education	Private Educational walks tailored to the needs of the class (3x)	MDPL trained guides	Local Area and Art Deco Museum	MDPL	330 Educators and Students
	Tours - Press	Guided walks tailored to the needs of the Journalists/Media (6x)	MDPL trained guides	local area	MDPL	39 Journalists
9/6 - 12/31/16	Exhibit	<i>Symmetry of Demolition</i>	Cheyco Leidmann	Art Deco Museum	MDPL	4403
9/6 - 12/31/16	Exhibit	<i>Pastels and Preservation</i>	Sergey Serebrennikov	Art Deco Museum	MDPL	all Museum guests
10/20/2016	Lecture	<i>Henry Hohausser: The Bungalows of the Far Rockaways</i>	Nancy Solomon of Long Island Traditions	Art Deco Museum	MDPL	15 adults
10/28/2016	Tour - private	Private guided walk of local area	MDPL trained guide	Local area	MDPL	10 adults
11/3/2016	Tour - private	Private guided walk for architects	MDPL trained guides	Local Area	MDPL	70 Architects
11/9/2016	Lecture	<i>Successes and Challenges in Local Historic Preservation Efforts</i>	Kathleen Slesnick Kauffman - Historic Preservation Chief, Miami-Dade County	Art Deco Museum		31 adults
11/15/2016	Tour - private	Private guided walk of local area	MDPL trained guide	Local area	MDPL	13 adults
11/15/2016	Lecture	<i>Living with Art Deco. Discussion and book signing</i>	author Judith Miller and Iza Emmett of Moderism.com	Art Deco Museum	MDPL	111 adults
11/22/2016	Lecture	<i>Enacting the National 1966 Historic Preservation Act of 1966 - a View from 50 years.</i>	Thompson Mayes, VP and Senior Counsel National Historic Trust	Art Deco Museum	MDPL	30 adults
11/30/2016	Art Deco Weekend	Art Deco Weekend Kick-off Reception	Michael Arenella and the Dreamland Orchestra, The Lindy Hop Collective			100 adults
10/2016 - 12/2016	Tours - Gen. Public	Original Walking Tour (106x)	MDPL trained guides	Local area	MDPL	1926 including : 259 students, 15 teachers
	Tours - Media	Guided walks tailored to the needs of the Journalists	MDPL trained guides	Local area	MDPL	11 press
	Tour - Speciality	Guided walks tailored to the requests of the individuals (5x)	MDPL trained guides	Local area	MDPL	93 adults

10/2016 - 12/2016	Exhibits	All permanent and temporary exhibits	Cheyco Leidmann, Sergey Serebrennikov	Art Deco Museum	MDPL	4403 including : 259 students, 15 teachers, 11 journalists
2017						
Date	Category	Program Title	Participating Artist (s)	Venue	Presenting Org.	Guest Total
1/1 - 4/30, 2017	Exhibit	<i>The Colors of Miami Beach</i>	photographers Bruce Carrington and Andy Sweet (d. 1982)	Art Deco Museum	MDPL	
1/13 - 1/15, 2017	ADW	Art Deco Weekend	Various	Various	MDPL's Art Deco Weekend	150,000+
1/13 - 1/15, 2017	ADW tours	Original Ocean Drive Tour (25x)	MDPL trained guides	local area	MDPL	
1/14-15, 2017	ADW tours	LGBT tour (2x)	MDPL trained guide	local area	MDPL	
1/14/2017	ADW tours	Cocktails with a Twist	MDPL trained guides	Local Hotels	MDPL	
1/14-15, 2017	ADW tours	Jewish Miami Beach (2x)	MDPL trained guides	Local area	MDPL	
1/14/2017	ADW tours	South Beach: A Walker's Paradise (1x)	MDPL trained guide	Local area	MDPL	
1/13 - 15, 2017	ADW tours	Deco Nights and Neon Lights (3x)	MDPL trained guide	Local area	MDPL	
1/13 - 15, 2017	ADW tours	Cultural & Culinary Delights (3x)	MDPL trained guides	Art Deco District	MDPL	
1/14 - 15, 2017	ADW tours	Hollywood Movie Guide to MB History	MDPL trained guide	South Beach	MDPL	
1/14 - 15, 2017	ADW tours	Collins Park (2x)	MDPL trained guide	Collins Park	MDPL	
1/13/2017	ADW - film	Documentary: Barbara's Crusade	Carl and Kathy Hersh, Close-up Productions	Wolfsonian		
1/14/2017	ADW - lecture	14th World Congress on Art Deco Cleveland, 2017	Mick Beyer, President of the 20th Century Society USA	Wolfsonian	MDPL	
1/14/2017	ADW - film	Retro Culture: Miami Fashion Culture	Christopher Rapolo, film maker	Wolfsonian	MDPL	
1/14/2017	ADW - lecture	History of Beer - Prohibition Era	Jesse Morris, Certified Cicerone	Starlight Lounge	MDPL	
1/14/2017	ADW - lecture	Color and Architecture	Cheryl H Jacobs and various panelists	Wolfsonian	MDPL	
1/15/2017	ADW - lecture	MB Visual Memoirs Project	Kathy and Carl Hersh	Wolfsonian	MDPL	
1/15/2017	ADW - lecture	Forty More Years of Fabulous: Structural Visions for MB	Mark Samuelian and various panelists	Wolfsonian	MDPL	
1/14 - 15, 2017	ADW - entertainment	Jazz Age Lawn Party	Michael Arenella and the Dreamland Orchestra	12th and Ocean	Jazz Age Lawn Party Miami and MDPL	
1/13 - 15, 2017	ADW - Entertainment	diverse music genres 1PM - 11 PM	Various Artists	Ocean Drive Locations	MDPL	
1/14/2017	ADW - Entertainment	Haute Couture	Models - Beauty School of America, Designs by Boudoir Miami, Accessories by Iris Chase	Art Deco Welcome Cntr	MDPL	
1/15/2017	ADW - Entertainment	Dog Show	members of the community w. pets and Fire Fighters of MB	Art Deco Welcome Cntr	MDPL	
1/14 - 15, 2017	ADW - youth prog.	History themed art projects	Various Artists and volunteers	Lummis Park @ 13th Street	MDPL, The Bass, Feinberg Fisher PTA, FPNA, PAM, Wolfsonian	

1/14 - 1/15	ADW - youth prog.	Interactive Percussive Music Experiences	S. Fl. Cntr for Percussive Arts	Lummis Park @ 13th Street	MDPL, SFCPA	
1/14/- 1/15	ADW - youth prog.	Book Reading	Author Isabel Hill	Lummis Park	MDPL	
1/15/2017	ADW - youth prog.	Symphony Jazz Band	Greater Miami Youth Symphony	Kids' Club Stage	MDPL	
1/14 - 1/15, 2017	ADW - youth prog.	Theater performances	Everglades Stage Show with Fantasy Theater Factory	Kids' Club Stage	MDPL	
1/14 - 1/15	ADW - entertainment	Classic Car Show 10AM - 3PM	SoFlo Region of the Antique Automobile Club of America	Ocean Dr. from 5th - 10th St.	MDPL	all ADW guests
2/26/2017	Exhibit	Artist Reception and Music	Photographer Bruce Carrington; Greater Miami Youth Symphony Chamber Ensemble	Art Deco Museum	MDPL	
3/12/2017	Education	Art Deco Jewelry Making Class	Experienced Jewelry designers Beverly Stone and Carla Merino.			
03-21 2017	Lecture	<i>Terrazzo floors — Ancient Art Goes Modern in Miami</i>	Bill Wisser, photographer, and Frank Andreou, terrazzo craftsman	Art Deco Museum	MDPL	45 adults
3/29/2017	Tour - Education	<i>Silver Trail Middle School</i>	MDPL trained guides	Ocean Dr. & Art Deco Museum	MDPL	134 students
3/30/2017	Tour - Education	<i>Silver Trail Middle School</i>	MDPL trained guides	Ocean Dr. & Art Deco Museum	MDPL	70 students
1/2017 - 03/2017	Tours - Gen. Public	<i>Original Ocean Drive Tour (124x)</i>	MDPL trained guides	Local area	MDPL	2878 including 339 students, 16 teachers
	Tours - Education	Private guided walks for students (16x)	MDPL trained guides	Ocean Dr. & Art Deco Museum	MDPL	8 teachers, 204 students
	Tours - Media	Guided walk for Press (1x)	MDPL trained guides	Local area	MDPL	3 journalists
1/2017 - 03/2017	Exhibits	All permanent and temporary exhibits	photographers Bruce Carrington and Andy Sweet (d. 1982)	Art Deco Museum	MDPL	6226 including : 338 students, 16 teachers, 3 journalists
4/11/2017	ation/ Advocacy	Workshop 1: Historic Properties Elevation	Building elevation expert, Rod Scott	Art Deco Museum	Cntr for Resiliency and Sustainability	52 adults
4/13/2017	ation/ Advocacy	Workshop 2: Historic Properties Elevation	Building elevation expert, Rod Scott	7251 Collins Ave (Unidad)	Cntr for Resiliency and Sustainability	27 adults
4/11/2017	Lecture	<i>Color Takes a Number: The early work of Albert Munsell and the foundation of color theory and practice in America.</i>	University of Miami Architecture Professor Rocco Ceo	Art Deco Museum	MDPL	15 adults
4/30/2017	Education	Art Deco Jewelry Making Class	The class is led by skilled jewelry designers Beverly Stone and Carla Merino.	Art Deco Museum	MDPL	
5/2/2017	Lecture	<i>Leonard Horowitz, Colorist</i>	Michael Kinerk, Lynn Bernstein, Jane Dee Gross and Saul Gross	Art Deco Museum	MDPL	45 adults
5/10/2017	Exhibit	Opening Reception for Exhibit: Colors of Miami Beach:Part 2		Art Deco Museum	MDPL	50 adults
5/10-11/17	Tour - Media	Private guided walk for Journalists and Photographers	MDPL trained guides	Local Area	MDPL and GMCVB	10 members of the press
5/22/2017	tour - Education	Tour for Hialeah Middle School	MDPL trained guides	Ocean DR. and Art Deco Museum	MDPL	50 teachers & students

5/31/2017	Lecture	<i>Preservation Under the Rainbow</i>	Community activist, historian, preservationist and freelance writer Herb Sosa	Art Deco Museum	MDPL	40 adults
6/3/17/	Tour - specialty	<i>World Out Games Gay Tour</i>	MDPL trained guide	Local area	MDPL	20 adults
6/8/2017	Tour - Media	Private guided walk for TV 7 News	MDPL trained guide	Local Area	MDPL	2 TV Journalists
6/8/2017	Tour - private	Guided walk for conference group	MDPL trained guides	Local area	MDPL	30 adults
6/15/2017	Tour - Media	Guided walk of European Journalists	MDPL trained guide	Local Area	MDPL and GMCVB	8 International press
4/2017 - 6/2017	Tours - Gen. Public	<i>Original Ocean Drive Tour (106x)</i>	MDPL trained guides	Local area	MDPL	1769 including 156 students, 1 teacher, 29 journalists
	Tours - Education	Guided walks tailored to needs of classroom students (8x)	MDPL trained guides	Ocean Dr. and Art Deco Museum	MDPL	6 teachers, 110 students
	Tours - Media	Guided walks tailored to the needs of the Journalists (9x)	MDPL trained guides	Local area	MDPL	43 members of the press
4/2017-6/2017	Exhibits	All permanent and temporary exhibits	various	Art Deco Museum	MDPL	4,076 including : 156 students, 6 teachers, 21 journalists
7/18/2017	Tour - Education	Guided walk for Bass Museum Day Camp	MDPL trained guides	Local area	MDPL & The Bass	22 students
7/20/2017	Tour - Travel Industry	Private guided walk for Starwood Property	MDPL trained guides	Local Area	MDPL	14 industry professionals
7/28/2017	Tour - private	Guided walk for private party	MDPL trained guides	Local Area	MDPL	9 adults
8/1/2017	Tour - private	Private guided walk for a family	MDPL trained guides	Local Area	MDPL	7 adults, 5 children
8/2/2017	Tour - Education	Private guided walks for North Shore Rec. Cntr	MDPL trained guides	Local Aea & Art Deco Museum	MDPL	45 children
8/12/2017	Tour - Travel Media	Private Guided Walk for TAP Group	MDPL trained guides	Local area	MDPL	20 industry
9/2/2017	Tour - Travel Media	Private guided walk for Aer Lingus	MDPL trained guides	Local area	MDPL	7 industry
7/2017 - 9/2017	Tours - Gen. Public	<i>Original Ocean Drive Tour (88x) slight reduction due to Hurricane Irma</i>	MDPL trained guides	Local area	MDPL	979 including 314 students, 11 teachers, 12 Press
	Tours - Travel industry and media	Guided walks tailored to the needs of the travel industry / media (8x)	MDPL trained guides	Local area	MDPL, GMCVB	68 industry professionals
	Tours - Education	Guided walks tailored to the needs of the students (17x)	MDPL trained guides	Ocean Dr. and Art Deco Museum	MDPL	11 teachers, 314 students
7/2017 - 9/2017	Exhibits	All permanent and temporary exhibits	various	Art Deco Museum	MDPL	2645 Including : 291 students, 9 teachers, 3 journalists
10/4/ 2017	Lecture	<i>Contemporary Architecture in Ethiopia and Eritrea</i>	Architectural historian, David Rifkind	Art Deco Museum	MDPL	80 guests
10/ 18/ 2017	Lecture	<i>Tel Aviv – International Style & Preservation in the White City</i>	Joel Levine, Tour Guide and MDPL Board Member	Art Deco Museum	MDPL	27 adults
10/15, 10/22, 10/29, 2017	Education	Tour Guide Academy	MDPL trained guides, staff and volunteers	1001 Ocean Dr.	MDPL	16 adults
10/16/2017	Tour - Travel Industry	Private Guided Walk for Travel Industry Journalists	MDPL trained guide	Local Area	GMCVB and MDPL	6 Journalists
10/19/2017	Tour - Travel Industry	Private Guided Walk for Travel Industry Journalists	MDPL trained guide	Local Area	GMCVB and MDPL	9 Journalists
10/28/2017	Tour - private booking	Official Ocean Drive tour - private booking	MDPL trained guided	Local Area	MDPL	8 Adults

Oct 2017- Jan 2018	Exhibit	<i>Intercultural: Immersive, Interdisciplinary Art Experience</i>	Artist, Sheinina Lolita Raj.	Art Deco Museum	MDPL	4315 (Oct - Dec)
Oct 2017-Jan. 2018	Exhibit	<i>Asmara: Africa's Secret Modernist City</i>	Architectural historian, David Rifkind	Art Deco Museum	MDPL, UNESCO, International Union of Architects	4315 visitors (Oct-Dec)
11/5/2017	Tour - International Press	Private guided walk for Israeli Travel Journalists	MDPL trained guide	Local Area	EI AI Airlines, MDPL and GMCVB	20 industry
11/9/2017	Tour - Travel Industry	Private guided walk for travel industry professionals	MDPL trained guide	Local Area	MDPL	2 social media journalists
11/ 15, 2017	Lecture	<i>West Coast Deco: San Diego, Los Angeles, San Francisco, Seattle</i>	Jack Johnson, amateur photographer/architecture buff	Art Deco Museum	MDPL	53 adults
12/7/2017	Tour - Educational Enrichment	Private guided walk for Road Scholars	MDPL trained guide	Local Area	MDPL	17 Senior Citizens
12/8/2017	Lecture	<i>Intercultural Worldwide, Artist Talk</i>	Artist, Sheinina Lolita Raj.	Art Deco Museum	MDPL	63 adults
12/9/2017	Tour - private	Private guided walk for Architects	MDPL trained guides	Local Area	MDPL	20 Architects
12/9/2017	Tour - private	Private guided tour via automobile	MDPL trained guides	local Area	MDPL	3 guests
12/26/2017	Tour - Travel Industry	Private guided walk for Social Media Journalists	MDPL trained guides	Local Area	MDPL	11 social media
10/2017-12/2017	Tour Total - Gen. Public	Original Ocean Drive and Specialty Walking Tours (117x)	MDPL trained guides	Local area	MDPL	1669 including 242 students / teachers and 6 journalists
	Tour Total - Travel Industry media	Guided walking tours for Travel Industry Journalists (5x)	MDPL trained guides	Local Area	MDPL	48 members of the Press
	Tour Total - Education	Guided walks tailored to the needs of Students & Teachers	MDPL trained guides	Local area and Art Deco Museum	MDPL	235 Students 7 teachers
10/2017-12/2017	Exhibits	All temporary and permanent exhibits	Sheinina Lolita Raj, David Rifkin	Art Deco Museum	MDPL	4255 including : 235 students, 7 teachers, 6 journalists, 9 military

2018

Date	Category	Program Title	Participating Artist(s)	Venue	Presenting Organization(s)	Guest Total
cont from Oct 17 - Jan. 2018	Exhibit	<i>Intercultural: Immersive, Interdisciplinary Art Experience</i>	Artist, Sheinina Lolita Raj.	Art Deco Museum	MDPL	2490 visitors (Jan)
1/12 - 1/14, 2018	Art Deco Weekend	Art Deco Weekend	Various	Ocean Dr. from 6th -14th St. & Lummus Park	MDPL	est. 150,000 attendees
1/12 - 1/14, 2018	ADW - Tours	Tour: Original Ocean Drive Walking Tour (12)	MDPL trained guides	Local area	MDPL	180 adults 9 students
Jan 12 - 14, 2018	ADW - Tours	Tour: Lincoln Road (3)	MDPL trained guide	Albion start	MDPL	10 adults
Jan 12 - 13, 2018	ADW - Tours	Tour: South Beach Highlights (2)	MDPL trained guide	Local Area	MDPL	5 adults
Jan 12-14, 2018	ADW - Tours	Tour: Hollywood Movie Lovers (3)	MDPL trained guide	Local Area	MDPL	14 adults
Jan 12,14 2018	ADW - Tours	Tour: Mediterranean Architecture (2)	MDPL trained guide	Local Area	MDPL	11 adults
Fri. Jan 12, 2018	ADW - Tours	Tour: Sobe - Walker's Paradise	MDPL trained guide	Local area	MDPL	2 adults

Fri. Jan 12, 2018	ADW - Tours	Tour: Cocktails with a Splash	MDPL trained guides	3 Local hotels	MDPL	9 adults
Jan 12 -14 2018	ADW	Art: Poster signing	Michael Young	The Betsy Hotel	MDPL's ADW & The Betsy Hotel	gen. public
Fri. Jan 12, 2018	ADW	Betsy Hotel Art Collection tour	Jean Font, Betsy Hotel SR. Magr	The Betsy Hotel	The Betsy Hotel	gen public
Jan 12-13, 2018	ADW	Public Art - Projecting Images	Public Art - Projecting Images: Miami Beach Then and Now	Betsy Hotel's Orb	The Betsy Hotel	ADW general public
Jan 12-14 2018	ADW - Entertainment	Music - Strolling Players	various	Art and Design Promenade	MDPL's ADW	ADW general public
Fri. Jan 12, 2018	ADW - Entertainment	Music - One Man Steel Band	local artist	Malibu Beach Shack	MDPL's ADW	ADW general public
Jan 12-13, 2018	ADW - Entertainment	Music - Jazz	Carlos Camilo, Carol Ann Taylor	The Betsy Hotel	MDPL & The Betsy Hotel	gen. public
Fri. Jan 12, 2018	ADW - Entertainment	Music - Jazz Parade	various	ADWC and Ocean Drive	MDPL's ADW	137 adults
Jan 12-14, 2018	ADW - Entertainment	Music - <i>Jazz Age Dancing Under the Stars</i>	Michael Arenella's Dreamland Orchestra, Troy Anderson Quartet, Django Blue	Lummus Park @ 11th St.	MDPL's ADW	450+ adults
Fri. Jan 12, 2018	ADW - Entertainment	Music	Oriente & the SJO Allstars	Malibu Beach Shack	MDPL's ADW	ADW general public
Fri. Jan 12, 2018	ADW - Entertainment	Film - <i>Metropolis</i>	1927 film	O Cinema	MDPL & O Cinema	28
Jan 13 -14, 2018	ADW - Education	Various children's programming: Kid's Club	free art and entertainment activities by local non-profit organizations	Lummis Park & 13th Street	MDPL & Fienberg-Fisher K-8 A, PAMM, MB Botanical Garden	ADW general public
Jan 13 - 14, 2018	ADW - Education	Education: Children's Art Deco Tour	Shirley Temple	Ocean Drive	MDPL	15+ children/day
Sat. Jan 13, 2018	ADW - Education	Student Poster Competition	intermediate grade students from: South Point El, North Beach El., Ida Fisher El., Papillon Montessori, Chapman Shelter	Art Deco Museum	MDPL & Local Schools	300+ 3rd and 4th graders
Sat. Jan. 13, 2018	ADW - Education	Youth Music - Big Band	Greater Miami Youth Symphony	Lummis Park Stage	MDPL, Greater Miami Youth Symphony	ADW general public
Jan. 13- 14, 2018	ADW - entertainment	Classic Car Show	Antique Auto Club of America	500-1000 Ocean Dr.	MDPL	ADW general public
Jan. 13-14, 2018	ADW - Tours	Tour: SoBe Scandals (2x)	MDPL trained guide	Local Area	MDPL	9 Adults
Jan 13-14, 2018	ADW - Tours	Tour: Jewish Miami Beach (2x)	MDPL trained guide	Local Area	MDPL	12 Adults
Sat. Jan. 13, '18	ADW - Tours	Tour: Flamingo Park Homes	Self guided	Flamingo Park	MDPL, Flamingo Park Asso.	32
Sat. Jan.13, '18	ADW - Tours	Tour: Art Deco Secrets	MDPL trained guided	Local Area	MDPL	9 Adults
Jan. 13-14, '18	ADW - Tours	Tour: Neon Lights (2x)	MDPL trained guide	Local Area	MDPL	34 Adults
Sat. Jan. 13, '18	ADW - Tours	Tour: <i>Latin Legends & Deco Delights</i>	MDPL trained guides	Local Area	MDPL	2 Adults
Sat. Jan. 13, '18	ADW - Lecture	<i>All About Art Deco</i>	David Leddick	Wolfsonian	MDPL	170 adults
Sat. Jan. 13, '18	ADW - Lecture	<i>Art Deco in Shanghai & Miami Beach</i>	Don Worth	Wolfsonian	MDPL	139 adults

Sat. Jan. 13, '18	ADW - Lecture	<i>Tropicana Modern, Havana 1925-1959</i>	Rosa Lowinger	Wolfsonian	MDPL	170 adults
Sat. Jan. 13, '18	ADW - Lecture	<i>Art Deco Tourism, Promoting Miami Beach Around the World</i>	George Neary and Ceci Velasco	Wolfsonian	MDPL	87 adults
Sat. Jan. 13, '18	ADW	Retro Fashion Show	Angela La Muse, Nadiya Shulhan, Luis Aponte, Gia Perrotti, Theresa McKee, House of Recollections	Art Deco Welcome Center	ADW	ADW general public
Sun. Jan. 14, '18	ADW	Health and Lifestyle - Yoga	Yoga with Stuart Reed	Lummis Park	Stuart Reed & MDPL's ADW	6 guests
Sun. 1/14/2018	ADW - Education	Youth Music - Jazz	JECC Jazz Bootcamp Ensemble	Deco Kids Club - Lummus Park	Sunshine Jazz Organization	ADW general public
Sun. Jan. 14, '18	ADW - Tours	Tour: Chasing the Light, A Photo Tour	John Bachay	Local area	MDPL	20 adults
Sun. Jan. 14, '18	ADW - Lecture	<i>Moving Art Deco Forward</i>	Architects on preservation and development	Art Deco Welcome Center	MDPL's ADW	79 adults
Sun. Jan. 14, '18	ADW - Lecture	<i>Art Deco and Modernistic Clocks and Watches</i>	Joe "JC" Cohen	Wolfsonian	MDPL's ADW	63 adults
Sun. Jan. 14, '18	-ADW - Lecture	<i>Historic Resources as Green Infrastructure; Advancing Miami Beach Sustainable Developments</i>	Panel Discussion moderated by Laura Weinstein-Berman	Wolfsonian	MDPL	50 adults
Sun. Jan. 14, '18	ADW	Dog Show	Community members & pets	Art Deco Welcome Center	MDPL's ADW & Blue Buffalo	ADW general public
Sun. Jan. 14, '18	ADW - Film	Film - <i>It Happened One Night</i>	1934 film	Soundscape Park		free public event
1/19/2018	Education - tour	Private guided walk for Silver Trail School	MDPL trained Guides	Art Deco Museum and Ocean Dr.	MDPL, Silver Trail Middle School	90 Students, 20 teachers & parents
1/19/2018	Tour - media	Private walk tailored for UK Social Media	MDPL trained guides	Local Area	MDPL, GMCVB	8 media
1/20/2018	Tour - corporate	Private walk tailored for Edison & Ford Estates	MDPL trained guides	Local area	MDPL	50 Adults
1/20/2018	Tour	Privately booked guided walk	MDPL trained guide	Local Area	MDPL	8 Adults
1/29/2018	Tour	Private guided walk tailored for Road Scholars	MDPL trained guide	Local Area	MDPL	21 Seniors
1/29/2018	Tour - Education	Private walk tailored for The Hebrew Academy	MDPL trained guides	Local area	MDPL	28 Students
1/30/2018	Tour	Private walk tailored for Sterling Events	MDPL trained guide	Local Area	MDPL	13 Adults
2/1/2018	Tour - Education	Private guided walk tailored for Road Scholars	MDPL trained guide	Local Area	MDPL	22 Seniors
2/6/2018	Tour - A1A	Private guided walk tailored for A1A	MDPL trained guide	Local area	MDPL, A1A	25 seniors
2/8/2018	Tour - Education	Private guided walk tailored for Road Scholars	MDPL trained guide	Local Area	MDPL	12 Seniors
2/9/2018	Tour - Education	Private Guided Walks tailored for Silver Trail Middle School	MDPL trained guides	Art Deco Museum and Ocean Dr.	MDPL	95 students, 23 teachers & parents
2/20/2018	Tour	Private guided walk	MDPL trained guide	Local Area	MDPL	2 adults
2/22/18 - 9/30/18	Exhibit	<i>Dina Knapp - Made in Miami</i>	Dina Knapp Estate	Art Deco Museum	MDPL	4918 (Feb-Mar) including : 434 students 9 teachers 101 children
2/22/2018	Opening Reception	Opening Reception: Dina Knapp Exhibit	Knapp Family, Local Dignitaries	Art Deco Museum	MDPL	75+ adults

2/23/2018	Tour - Education	Private guided walks tailored for middle school group	MDPL trained guides	Art Deco Museum and Ocean Dr.	MDPL	80 Students, 21 teachers & parents
2/28/2018	Tour - Private	Private guided walk for the Art Guild	MDPL trained guides	Local Area	MDPL, Art Guild	54 Adults
3/3/2018	Tour - Media	Private guided walk tailored for LGBTQ Media	MDPL trained guide	Local Area	MDPL, GMCVB	9 Journalist
3/3/2018	Tour - Private	Private walk for tailored for international visitors	MDPL trained guided	Local Area	MDPL	2 adults, 2 students
3/21/2018	Lecture	<i>Carl Fisher, Pacesetter</i>	Jerry Fisher	Art Deco Museum	MDPL	119 adults
3/28/2018	Tour - Media	Private guided walk for film advance team	MDPL trained guide	Local Area	MDPL	2 adults
1/2018 - 3/2018	Tours - Gen Public	Original Walking Tour & Specialty Tours (120x)	MDPL trained guides	Local area	MDPL	3202 gen. pub. including 658 students / teachers, & 5 journalists
	Tours - Education	Guided walks tailored for classroom students (23x)	MDPL trained guides	Art Deco Museum and Ocean Drive	MDPL	357 students & teachers
	Tours - Travel Industry	Private walks tailored to Travel Industry Journalists (3x)	MDPL trained guides	Local area	MDPL	19 journalists
	Tours - private / special request	Private tours tailored to specific requests (10x)	MDPL trained guides	Local area	MDPL	211 individuals
1/2018 - 3/2018	Exhibits	All temporary and permanent exhibits	Dina Knapp	Art Deco Museum	MDPL	7409 including : 647 students, 10 teachers, 5 journalists, 17 military
cont. from 2/22/18 - 9/30/18	Exhibit	<i>Dina Knapp - Made in Miami</i>	Dina Knapp Estate	Art Deco Museum	MDPL	(Ap - June) 4090 including : 240 students 3 journalists 123 children
4/7 - 4/8, 2018	Education/Advocacy	Annual Properties Resiliency	Various	MB Golf Club	Center for Resiliency & Sustainability	141 adults
4/8/2018	Education/Advocacy	Site Assessment in Flamingo Park	Various	Flamingo Park	Fl. Public Archaeology Network	30 adults
4/8/2018	Tour - engineers & city planners	Private guided walk for Netherlands Group	MDPL trained guides	Local Area	MDPL, Atlantic Pacific Exchange	27 adults
4/15/2018	Tour - Architects	Private Guided Walk for Architects (ATP)	MDPL trained guide	Local Area	MDPL	15 adults
4/18/2018	Lecture	<i>Jewish History in South Florida</i>	Paul Kaplan	Art Deco Museum	MDPL	75 adults
4/19/2018	Tour - Media	Private guided walk for British Journalists	MDPL trained guide	Local Area	MDPL, GMCVB	8 Journalists
4/24/2018	Tour - Media	Private guided MiMo walk tailored for film crew	MDPL trained guide	North Beach MiMo	MDPL	20 in film crew
5/9/2018	Tour - Media	Private guided walk for UK travel industry co.	MDPL trained guide	Local area	MDPL	16 UK journalists
5/10/2018	Tour - Media	" <i>Found in Miami for Hipsters</i> " Pan European Group Press Tour	MDPL trained guide	Local area	MDPL, GMCVB	7 international journalist
5/16/2018	Lecture	<i>Treasures of Sunny Isles</i>	Joel Levine, MDPL Guide & MDPL BOD member	Art Deco Museum	MDPL	49 adults
5/30/2018	Lecture	<i>Art Deco Doorways of Miami Beach</i>	Bill Wisser, author & photographer	Art Deco Museum	MDPL	105 adults
6/25/2018	Tour - Education	Mount Sinai Day Care	MDPL trained guide	Mt Sinai Day Care	MDPL	40 children, 10 adults
6/1/18 - 12/1/18	Exhibit	ADW Kids' Club Poster Entries	Miami Dade students	MDPL	MDPL	1157 museum guests

4/2018 - 6/2018	Tours - Gen Publ	Original Walking Tour (104x)	MDPL trained guides	Local Area	MDPL	1275 guests
	Specialty Tour - Gen Publ.	<i>Legends of Lincoln Rd Walking Tour (13x)</i>	MDPL trained guided	Lincoln Rd.	MDPL	6 adults
	Specialty Tour - Gen Publ.	<i>South Beach Scandals Tour (3x)</i>	MDPL trained guide	Local Area	MDPL	11 adults
	Tours - Travel Industry	Private Guided Walks for Travel Industry Journalists (4x)	MDPL trained guides	Local Area	MDPL, GMCVB	31 journalists and social media
	Tours - Film crew	Private Guided Walk for film project (2x)	MDPL trained guide	North Beach MiMo	MDPL	20 film industry
4/2018 - 6/2018	Exhibit	All temporary and permanent exhibits	Dina Knapp, ADW poster contest winners, Susan Shermer	Art Deco Museum	MDPL	3990 including : 247 students, 2 teachers, 3 journalists, 8 military
cont from 2/22/18 - 9/30/18	Exhibit	<i>Dina Knapp - Made in Miami</i>	Dina Knapp Estate	Art Deco Museum	MDPL	all Art Deco Museum guests
6/1/18 - 12/1/18	Exhibit	ADW Kids' Club Poster Entries	Miami Dade students	MDPL	MDPL	all Art Deco Museum guests
7/12/2018	Tour - corporate	Private guided walk for Torrecrom	MDPL trained guide	Local area	MDPL	15 adults
7/19/2018	Tour - Travel Industry	Private guided walk for Starwood Properties	MDPL trained guide	Local Area	MDPL	15 industry
8/14/2018	Tour - tourism promotion	MB Chamber - Ocean Drive Crawl event	MDPL trained guides	Ocean Dr Hotels	MDPL & MB Chamber	140 industry
8/24/2018	Tour - travel industry	Private guided walk for travel journalists.	MDPL trained guide	Local Area	MDPL	2 journalists
9/12/2018	Tour - Media	Original Walking tour for social media journalist	MDPL trained guide	Local Area	GMCVB	1 USA Today Journalist
7/2018 - 9/2018	Tours - Gen Public	<i>Original Ocean Drive Walking Tour (105x)</i>	MDPL trained guides	Ocean Drive and local area	MDPL	1057 guests
	Tours - Gen Public	<i>Legends of Lincoln Road Walking Tour (13x)</i>	MDPL trained guide	Lincoln Road	MDPL	6 guests
	Tours - Gen Public	<i>South Beach Scandals Walking tour (3x)</i>	MDPL trained guide	Ocean Drive and local area	MDPL	
	Tours - Tourism Industry	Private Guided Walks for our Industry Professionals (4x)	MDPL trained guides	Ocean Drive and local Area	MBCC / GMCVB	173 tour industry professionals
7/2018 - 9/2018	Exhibit	All temporary and permanent exhibits	Dina Knapp, ADW poster contest winners	Art Deco Museum	MDPL	3968 including : 520 students, 11 teachers, 3 journalists, 26 military
10/1 to 12/31/2018	Daily Walking Tours			MDPL	MDPL	4579 including : 276 students, 7 teachers, 8 journalists
10/1 to 12/31/2018	Visitor Center			MDPL	MDPL	
10/1 to 12/31/2018	Art Deco Gift Shop			MDPL	MDPL	
10/1 to 12/31/2018	Art Deco Museum				MDPL	4306 including : 236 students, 5 teachers, 7 media, 27 residents
10/6/18 - 12/1/18	Exhibit	<i>Through the Eye of the Lens: A Retrospective of Architectural Photography of Nathan Miller</i>	Nathan Miller photos	Art Deco Museum	MDPL	1224 guests
10/6-12/1/18	Exhibit opening reception	Memorial Retrospective of Architectural Photography of Nathan Miller	Nathan Miller photos	Art Deco Museum	MDPL	55 adults
10/16/2018	Tour - Private	Private guided walking tour for Culture Club of Beth Torah	MDPL trained guide	Local Area	MDPL	22 adults
10/17/2018	Tour - Travel Industry Media	Private guided walking tour for UK travel journalists.	MDPL trained guide	Local Area	MDPL & GMCVB	8 Industry

10/19/2018	Tour - International Media	Private guided walking tour for Chinese travel agency.	MDPL trained guide	Local Area	MDPL & GMCVB	16 industry
10/21/2018	Tour - Travel Industry Media	Private guided walking tour for industry journalists.	MDPL trained guide	Ocean Drive	MDPL	9 Industry
10/27/2018	Tour - Private	Private guided walk for visiting German physicians.	MDPL trained guide	local area	MDPL	9 guests
12/4/2018	Tour - Travel Industry Media	Private walking tour for travel industry media	MDPL trained guide	Local area	MDPL & GMCVB	9 industry
12/11/2018	Tour - Edu. enrichment	Private guided walk for Huntington Lakes, Delray, FL.	MDPL trained guides	local area	MDPL	55 senior adults
12/12/2018	Lecture / Edu.	<i>Miami Beach Tropical Art Deco: Origins</i>	Jeff Donnelly, MDPL Resident Historian	Art Deco Museum	MDPL	67 adults
12/14/2018	Tour - Edu. enrichment	Private guided walk for Road Scholar senior citizens	MDPL trained guides	Local area	MDPL	55 senior adults
12/22/2018	Tour - Private	<i>Jewish Miami Beach walking tour</i>	MDPL trained guide	Local area	MDPL	2 adults
12/23/2018	Tour - Private	MiMo walking tour	MDPL trained guide	North Beach area	MDPL	2 adults
12/25/18	Tour - Private	<i>Jewish Miami Beach walking tour</i>	MDPL trained guide	Local area	MDPL	2 adults & 2 children
12/28/2018	Tour - Private	<i>Mediterranean Architecture walking tour</i>	MDPL trained guide	Local area	MDPL	2 adults
10/2018 - 12/2018	Tours- Gen Public	<i>Original Ocean Dr. Walking Tour (x113)</i>	MDPL trained Guide	Local Area	MDPL	4579 including : 276 students, 7 teachers, 8 journalists
	Tours - Education	Private guided walks for educational enrichment. (x2)	MDPL Trained Guide	Local Area	MDPL	96 senior adults
	Tours - Travel Industry / Media	Private guided walks for Travel industry. (x2)	MDPL trained guides	Local area	MDPL	17 tour industry professionals
Special Rental / Event: Superfine Art Fair	December 5th to 9th 2018			Art Deco Museum	Various artists participating in the Superfine Art Fair	2,336 visitors during the event
10/2018 - 12/2018	Exhibits	All temporary and permanent exhibits	Nate Miller, MDPL permanent exhibit	Art Deco Museum	MDPL	4306 including : 236 students, 5 teachers, 7 media, 27 residents
2019						
Date	Category	Program Title	Participating Artist(s)	Venue	Presenting Organization(s)	Guest Totals
Ongoing	Tours- Gen Public	<i>Original Ocean Dr. Walking Tour and Gen Public Specialty tours (x113)</i>	MDPL trained guides	Local Area	MDPL	final totals below
available on request	Additional / Specialty Tours	Jewish Miami Beach, South Beach Scandals, MiMo, Mediterranean, LGBTQ	MDPL trained guides	Local area	MDPL	final totals below
1/1 to 3/31/2019	Visitor Center			MDPL	MDPL	
1/1 to 3/31/2019	Art Deco Gift Shop			MDPL	MDPL	
1/1 to 3/31/2019	Art Deco Museum	Permanent Collection and Special Exhibits	Various	MDPL	MDPL	
1/5/19	Tour - Private	Private guided Art Deco walk.	MDPL trained guide	Local Area	MDPL	family of 4

1/10 - 3/31/19	Exhibit	Claudio Castillo Generative Art	Claudio Castillo	Art Deco Museum	MDPL	all museum guests
1/10 - 3/31/19	Exhibit	Marian Del Vecchio: Political Cartoons	Marian Del Vecchio	Art Deco Museum	MDPL	all museum guests
1/10/2019	Special Exhibits opening night	Special Exhibits Opening Night	Claudio Castillo and Marian Del Vecchio	Art Deco Museum	MDPL	
1/15/2019	Tour - Edu. Enrichment	Private guided walk for the Bellagio Culture Club	MDPL trained guides	Local Area	MDPL	50 adults
1/18 - 1/20, 2019	Art Deco Weekend	Art Deco Weekend Festival	Various	Lummus Park, Ocean Drive, ADWC, Art Deco Museum, and numerous local venues	MDPL's ADW	150,000 guests
1/18 - 1/20/19	ADW - exhibits	Art Deco Museum permanent collection	Multimedia displays	1001 Ocean Dr.	MDPL	316 guests
1/18 - 1/20/19	ADW - exhibits	Art Deco Museum Special Exhibit: Claudio Castillo Generative Art	Claudio Castillo	1001 Ocean Dr.	MDPL	316 guests
1/18 - 1/20/19	ADW - exhibits	Art Deco Museum Special Exhibit: Marian Del Vecchio - Political Cartoons of Miami Beach	Marian Del Vecchio	1001 Ocean Dr.	MDPL	316 guests
1/18/19	ADW - entertainment	Live Jazz Music	Leonard Rutledge Jazz Quartet	Jazz Age Stage - 11th St. & Ocean Dr.	MDPL's ADW	
1/18/19	ADW - entertainment	Art Deco Weekend Opening Night Soiree Live Jazz Music	Michael Arenella and his Dreamland Orchestra	Jazz Age Stage - 11th St. & Ocean Dr.	MDPL's ADW	
1/18/19	ADW - entertainment	Live Jazz Music	Mojo Ike and Val	Barbara Baer Capitman Stage 13th St. and Ocean Dr.	MDPL's ADW	free open event
1/18/19	ADW - Arts	Official ADW Poster signing	Sergey Serebrennikov	Ocean Dr. at 11th St.	MDPL's ADW	9 guests
1/19/19	ADW - Arts	Retro Fashion Show	Directed by Angela LeMuse	Lummus Park Stage	MDPL's ADW	500 guests
1/19/19	ADW - Health and Wellness	Power Yoga	Allison Gollner, Green Monkey Studio	Muscle Beach area	MDPL's ADW	88 guests
1/19/19	ADW - Health and Wellness	Beat the Gym	Tony Thomas & PJ Venturino	Muscle Beach area	MDPL's ADW	121 guests
1/19/19	ADW - Entertainment	Chess in the Park	Mark Samuelian	Lummus Park	MDPL's ADW	20 guests
1/19/19	ADW - Health and Wellness	BodGuru Boxing	Luis Del Valle	Muscle Beach area	MDPL's ADW	120 guests
1/19/19	ADW - Health and Wellness	Hard Knocks Cardio	Crunch Fitness	Muscle Beach area	MDPL's ADW	29 guests
1/19/19	ADW - Health and Wellness	Cardio Dance Blast	Crunch Fitness	Muscle Beach area	MDPL's ADW	92 guests
1/19/19	ADW - Health and Wellness	Yoga	Synergy	Muscle Beach area	MDPL's ADW	150 guests
1/19/19	ADW - Health and Wellness	Sweat House	Crunch Fitness	Muscle Beach Area	MDPL's ADW	36 guests
1/19 - 1/20/19	ADW - entertainment	Classic Car Show	Antique Automobile Club of America - South Florida Region	Ocean Drive 5th - 10th Streets	MDPL's ADW	all ADW guests
1/19/19	ADW - entertainment	Live Jazz Music	The Ashley Pezzotti Ensemble	Jazz Age Stage - 11th St. & Ocean Dr.	MDPL's ADW	free open event
1/19/19	ADW - entertainment	Live Jazz Music	Michael Arenella and his Dreamland Orchestra	Jazz Age Stage - 11th St. & Ocean Dr.	MDPL's ADW	free open event

1/19/19	ADW - entertainment	Live Jazz Music	Miami Big Sound Orchestra	Barbara Baer Capitman Stage 13th St. and Ocean Dr.	MDPL's ADW	free open event
1/19/19	ADW - Arts	Official ADW Poster signing	Sergey Serebrennikov	Ocean Dr. at 11th St.	MDPL's ADW	8 guests
1/18 - 1/20/19	ADW - Arts	Antique and Design Promenade	sponsored by the Original M.B. Antiques Show	1000 block of Ocean Drive	MDPL's ADW	all ADW guests
1/20/19	ADW - entertainment	Live Jazz Music	Miami Swing Allstars	Jazz Age Stage - 11th St. & Ocean Dr.	MDPL's ADW	free open event
1/20/19	ADW - entertainment	Live Jazz Music	Michael Arenella and his Dreamland Orchestra	Jazz Age Stage - 11th St. & Ocean Dr.	MDPL's ADW	free open event
1/20/19	ADW - entertainment	Live Jazz Music	Tito Puentes Jr. and his Latin Jazz Ensemble	Barbara Baer Capitman Stage 13th St. and Ocean Dr.	MDPL's ADW	free open event
1/20/19	ADW - Arts	Official ADW Poster signing	Sergey Serebrennikov	Ocean Dr. at 11th St.	MDPL's ADW	12 guests
1/20/19	ADW - Arts	Film: <i>The Gangs All Here</i>	1943 film	M.B. Cinematheque	MDPL's ADW	150 guests
1/20/19	ADW - Arts	Film: <i>Top Hat</i>	1935 film	Soundscape Park	MDPL's ADW	150 guests
1/20/19	ADW - Entertainment	Bark Deco Dog Show	ADW guests and their dogs	Lummus park Stage	MDPL's ADW	all AWD guests
1/20/19	ADW - Health and Wellness	Yoga	Synergy	Muscle Beach Area	MDPL's ADW	82 guests
1/20/19	ADW - Health and Wellness	Acro Yoga	Pablo Milan and Cristina Ortega	Muscle Beach Area	MDPL's ADW	108 guests
1/20/19	ADW - Health and Wellness	BodGuru Boxing	Luis Del Valle	Muscle Beach Area	MDPL's ADW	66 guests
1/20/19	ADW - Health and Wellness	Dance de la Soul	Crunch Fitness staff	Muscle Beach Area	MDPL's ADW	46 guests
1/20/19	ADW - Health and Wellness	Pilates Mat	Mat Carol, Crunch Fitness	Muscle Beach Area	MDPL's ADW	69 guests
1/20/19	ADW - Health and Wellness	Hard Knocks vs Zumba	Crunch Fitness	Muscle Beach Area	MDPL's ADW	62 guests
1/18 - 1/20/19	ADW - tours	Official Ocean Drive Walking Tour 15x	MDPL trained guides	Ocean Drive and nearby area	MDPL's ADW	291 guests
1/18/19	ADW - tours	Mediterranean Architecture Tour 1x	MDPL trained guide	local area	MDPL's ADW	3 guests
1/18/19	ADW - tours	Walker's Paradise Tour 1x	MDPL trained guide	local area	MDPL's ADW	4 guests
1/19 - 1/20/19	ADW - tours	Ocean Drive At Sunrise Tour 2x	MDPL trained guide	Ocean Drive and nearby area	MDPL's ADW	1 guests
1/19 - 1/20/19	ADW - tours	South Beach Scandals Tour 2x	MDPL trained guides	local area	MDPL's ADW	33 guests
1/19 - 1/20/19	ADW - tours	Legends of Lincoln Road Tour 2x	MDPL trained guides	Lincoln Road	MDPL's ADW	4 guests
1/19 - 1/20/19	ADW - tours	Jewish Miami Beach Tour 2x	MDPL trained guide	local area	MDPL's ADW	27 guests
1/19/20	ADW - tours	Hollywood Movie Lovers Tour 1x	MDPL trained guide	local area	MDPL's ADW	19 guests
1/19 - 1/20/19	ADW - tours	Washington Avenue Tour 2x	MDPL trained guide	Washington Ave from 5th - 15th	MDPL's ADW	10 guests
1/19 - 1/20/19	ADW - tours	Deco Nights and Neon Lights Tour 2x	MDPL trained guide	local area	MDPL's ADW	48 guests
1/19 - 1/20/19	ADW - children's programming	Sm'Art Deco for Kids 2x	MDPL trained guide	ADM and Ocean Drive	MDPL's ADW	2 guests

1/19/19	ADW - tours	Flamingo Park Neighborhood Tour	Self guided	Flamingo Park Neighborhood Assoc.	MDPL's ADW	35 guests
1/19/19	ADW - Lecture	<i>Preservation: "Past"</i>	Jeff Donnelly, Nancy Liebman, and Richard Nagler	Wolfsonian Museum	MDPL's ADW	94 guests
1/19/19	ADW - Lecture	<i>The Future of Miami Marine Stadium</i>	Don Worth	Wolfsonian Museum	MDPL's ADW	211 guests
1/19/19	ADW - Lecture	<i>Skin Deep: Deco and Death</i>	Tim Rodgers, Ph/ D.	Wolfsonian Museum	MDPL's ADW	108 guests
1/19/19	ADW - Lecture	<i>Deco Domestic: 3 Modern Homes of the 1930's</i>	Whitney Richardson, Silvia Barisione, and Shoshana Resnikoff	Wolfsonian Museum	MDPL's ADW	150 guests
1/20/19	ADW - Tours	<i>Chasing the Light Photography Tour 1x</i>	MDPL trained guide	local area	MDPL's ADW	15 guests
1/20/19	ADW - Lectures	<i>Preservation: "Present"</i>	Tom Mooney, Sandor Scher and Cesar Garcia-Pons	Wolfsonian Museum	MDPL's ADW	80 guests
1/20/19	ADW - Lectures	<i>Discovering Africa in Art Deco Design and Beyond</i>	Dr. Margaret Vendryes	Wolfsonian Museum	MDPL's ADW	136 guests
1/20/19	ADW - Lectures	<i>Preservation: "Future"</i>	Laura Weinstein-Berman and Daniel Ciraldo	Wolfsonian Museum	MDPL's ADW	67 guests
1/24/2019	Tour - Educational enrichment	Private guided walk for Road Scholars	MDPL trained guides	local area	MDPL	31 senior adults
1/30/2019	Tour - Education	Private guided walk for the Hebrew School	MDPL trained guide	local area	MDPL	20 students, 2 teachers
2/2/2019	Tour - private	Private guided Art Deco Walk	MDPL trained guide	local area	MDPL	4 adults
2/5/2019	Tour - private	Private Jewish Miami Beach guided tour	MDPL trained guide	local area	MDPL	2 adults
2/7/2019	Tour - Edu. Enrichment	Private guided architectural tour for Road Scholars	MDPL trained guides	local area	MDPL	33 senior adults
2/11/2019	Tour - Edu. Enrichment	Private guided architectural tour for Road Scholars	MDPL trained guides	local area	MDPL	27 senior adults
2/12/2019	Tour - Private	Private guided Architectural walk for The Villagers.	MDPL trained guide	local area	MDPL	28 adults
2/16/2019	Tour - Private	Private guided LGBTQ tour for Seminol State College	MDPL trained guide	local area	MDPL	7 adults
2/28/2019	Tour - Edu. Enrichment	Private guided architectural tour for Road Scholars	MDPL trained guide	local area	MDPL	32 senior adults
2/28/2019	Tour - Private	Private guided Art Deco Walk	MDPL trained guide	local area	MDPL	16 adults
2/28/2019	Tour - media	Private walk for German TV crew doing Miami Vice documentary	MDPL trained guide	local "Vice" locations	MDPL	2 TV crew
3/1/2019	Tour - Private	Customized private guided walk for NH and RA	MDPL trained guide	local area	MDPL	20 adults
3/6/2019	Tour / Open House	Culture Crawl	MDPL trained guides	Local trolley routes and ADWC	MDPL and the City of Miami Beach	approx 150 general public
3/11/19	Tour - Private	Private guided Art Deco Walk	MDPL trained guide	local area	MDPL	14 adults
3/21/2019	Tour - Edu. Enrichment	Private guided architectural tour for Road Scholars	MDPL trained guides	local area	MDPL	32 senior adults

3/24/2019	Tour - Private	Private walking tour for Columbia University Architects / Preservationists	MDPL trained guide	local area	MDPL	12 Adults
3/35/19	Tour - Media	Private guided walk for French television special.	MDPL trained guide	local area	MDPL	3 industry
3/27/2019	Spring Lecture 1. (Pt.1)	Great Streets of the Art Deco District: Espanola Way	David Berg, Todd Tragash, Scott Robins & Michael Blandino	Tony Y Tinos, 448 Espanola Way	MDPL	296 adults
3/30/2019	Tour (Lecture 1. Pt 2)	Espanola Way lecture tour.	MDPL Trained guide	Espanola Way	MDPL	150 guests
3/30/2019	Tour - Private	Private guided walking tour.	MDPL trained guide	Local area	MDPL	15 adults
1/2019 - 3/2019	Tours - Gen Public	Original Ocean Dr. Walking Tour and Gen Public Specialty tours (x113)	MDPL trained guides	Local Area	MDPL	3057 including : 49 Students, 10 Teachers, 4 journalists
	Tours - Education	Private guided walking tours for educational groups and schools. (x7)	MDPL trained guides	Local area	MDPL	227 (ages vary)
	Tours - Travel Industry/Media	Private guided walking tours for Travel Industry. (x1)	MDPL trained guides	Local area	MDPL	2 TV film crew
	Tours - Private (other)	Private guided walking tours. (x10)	MDPL trained guides	Local area	MDPL	122 guests
1/2019 - 3/2019	Exhibits	All temporary and permanent exhibits	Permanent exhibit, Claudio Castillo, Marian Del Vecchio	Art Deco Museum	MDPL	7260 guests including : 380 students, 10 teachers, 12 military, 4 journalist
4/4/2019	Tour - Private	Private guided walking tour for Faena guests.	MDPL trained guide	Local area	MDPL	2 adults
4/5/2019	Tour - Private	Private guided walking tour for Giancola group.	MDPL trained guide	Local area	MDPL	10 guests
4/6/2019	Tour - Private	Private guided walking tour for Brand USA Music	MDPL trained guide	Local area	MDPL	10 guests
4/7/2019	Special Event	MDPL at Pride Fest	MDPL guides, members and community supporters	Pride Parade	MDPL	unticketed general public
4/11/2019	Spring Lecture 2. (Pt 1)	The Great Streets of the Art Deco District: Collins Ave.	Peggy Benua, Allan Schullman, George Neary & Jeff Donnelly (moderator)	The Betsy Hotel	MDPL	104 Adults
4/12/2019	Special Event	Remembering Bill Farkas	NA	Art Deco Museum	MDPL	100 guests
4/13/2019	Tour (Lecture 2. Pt 2)	Collins Ave Lecture Tour.	MDPL trained guide	Collins Ave (south)	MDPL	56 Adults
4/24/2019	Tour / Open House	Culture Crawl	MDPL trained guides and MDPL staff	Local trolley routes and ADWC	MDPL and City of Miami Beach	150 guests
4/25/2019	Tour - Private	Private guided walking tour for Malfitano Family.	MDPL trained guide	Local area	MDPL	4 guests
4/27/2019	Education / Workshop	3rd Annual Resiliency Workshop	M. Samuelian, MB Commis, T. Troxler, FIU J. Stuart, FIU D. Giraldo, Ex. Dir. MDPL, K. Ryan, EPA/FEMA	Miami Beach City Golf Club 2301 Alton Rd, MB.	MDPL	94 participants
4/29/2019	Special Event	A Night at the Museum with HOAs of South Beach	MDPL staff	Art Deco Museum	MDPL	102
4/30/2019	Tour - Private	Private guided walking tour for Evercore group.	MDPL trained guides	Local area	MDPL	3 adults
5/1/2019	Tour - Private	Private guided walking tour for Bertine Juminer HS.	MDPL trained guides	local area	MDPL	25 students
5/1/2019	Spring Lecture 3 (Pt 1)	The Great Streets of the Art Deco District: Ocean Drive	Jonathan Plutzel, Chauncy Copeland, Ricardo Tabet	Art Deco Welcome Cntr	MDPL	183 Adults

5/2/2019	Tour - private	Private guided walking tour for Chicago Architecture Center Docents.	MDPL trained guides	local area and ADM	MDPL	40 adults
5/4/2019	Tour (Lecture 3. Pt 2)	Ocean Drive Lecture Tour.	MDPL trained guide	Ocean Drive south of 15th	MDPL	55 adults
5/6 - 6/17/2019	Education	Tour Guide Academy, Four Sessions including: classroom, training tour(s) and field work.	MDPL staff and topical experts	Art Deco Welcome Center	MDPL	16 Adults
5/15/2019	Spring Lecture 4 (Pt 1)	The Great Streets of the Art Deco District: Lincoln Road	Michael Hausmann, Mel Schlessler, Michael Comras & John Stuart (FIU)	The Colony Theater	MDPL	184 Adults
5/18/2019	Tour (Lecture 4 Pt 2)	Lincoln Road Lecture Tour.	MDPL trained guide	Lincoln Road	MDPL	53 adults, 4 children
5/20/2019	Tour - Private	Private guided walking tour for Janet Phillips	MDPL trained guide	Local area	MDPL	1 Adult
5/23/2019	Special Event	Deco Drive Diners Club	MDPL staff	The News Cafe	MDPL	open to all restaurant guests
5/29/2019	Tour - Private	Private guided walking tour for Clemente Family.	MDPL trained guide	Local area	MDPL	7 Adults
5/29/2019	Tour / Open House	Culture Crawl	MDPL trained guides and MDPL staff	Local trolley routes and ADWC	MDPL and City of Miami Beach	270 guests
6/5/2019	Tour - Private	A private guided walk for The Colony Theater	MDPL trained guide	Local Area	MDPL	35 Adults
6/12/2019	Special Event	A Night at the Museum with HOAs of North Beach	MDPL staff	Art Deco Museum	MDPL	22 guests
6/14/2019	Tour - Private	Private guided walking tour for Starwood Trust	MDPL trained guide	Local area	MDPL	17 Adults
6/20/2019	Special Event	Speakers' Deco Breakfast	MDPL Staff	News Cafe	MDPL	146 Adults
6/21/2019	Special Event	Fete de la Musique - on the Sand	Local musicians and bands	9th Street and ocean front	MDPL	130 guests
6/25/2019	Education	MDPL Camp Deco	MDPL staff and trained guides	Art Deco Museum and local area	MDPL	25 Students age 7 - 11
6/30/2019	Tour - Media	Private guided walk for Brazilian Public Television crew.	MDPL trained guide	Local area	MDPL	5 travel industry media
4/2019 - 6/2019	Exhibits	All temporary and permanent exhibits	Permanent exhibit, <i>If Seats could Talk- Marine Stadium, Scarfig "Lights"</i>	Art Deco Museum	MDPL	4785 guests including : 503 students & teachers, 16 military, 5 journalist
4/2019 - 6/2019	Tours- Gen Public	<i>Original Ocean Dr. Walking Tour and Gen Public Specialty tours (x114)</i>	MDPL trained guides	Local Area	MDPL	1990 including : 78 Students, 162 Seniors, 4 journalists
	Tours - Education	Private guided walking tours for educational groups and schools. (x7)	MDPL trained guides	Local area	MDPL	25 middle sch, 16 TGAcademy, 164 adult edu, 25 Park/Rec camp
	Tours - Travel Industry/Media	Private guided walking tours for Travel Industry. (x2)	MDPL trained guides	Local area	MDPL	22 travel industry / media
	Tours - Private (other)	Private guided walking tours. (x9)	MDPL trained guides	Local area	MDPL	141 guests
Ongoing	Exhibits	All temporary and permanent exhibits	Permanent exhibit, <i>If Seats could Talk- Marine Stadium, Scarfig Lights</i>	Art Deco Museum	MDPL	all museum guests
7/9/19	Education	MDPL Camp Deco	MDPL staff and trained guides	Art Deco Museum and local area	MDPL	35 Students age 7 - 11
7/13/19	Tour - Specialty	Miami Beach Scandals tour.	MDPL trained guide	Local Area	MDPL	1 adult

7/14/19	Tour - Specialty	Guided walk of the Art Deco Historic District at sunrise.	MDPL trained guide	Local Area	MDPL	17 adults
7/20/19	Tour - Specialty	Miami Beach Scandals tour.	MDPL trained guide	Local Area	MDPL	0
7/30/19	Education	MDPL Camp Deco	MDPL staff and trained guides	Art Deco Museum and local area	MDPL	20 Students age 7 - 11
7/31/19	Special Event	Art Deco Dance Party	Shack Daddy's Band, Miami Marine Stadium exhibition artists	Art Deco Museum	MDPL	200 Guests
8/5/19	Tour - Education	Private tour of the Art Deco Museum for Instituto Superiore Dell'Acqua, Milan Italy	MDPL Program Coordinator	Art Deco Museum	MDPL	10 secondary students, 4 teachers and the Directing Principal
8/6/2019	Education	MDPL Camp Deco	MDPL staff and trained guides	Art Deco Museum and local area	MDPL	10 students age 12-13
9/12/2019	Fall Lecture Series (lecture #1)	<i>The Dawning of Deco</i>	George Neary, Barbara Hulanicki, Merle Weiss, Diane Camber	TBD	MDPL	73
9/19/2019	Special Event	Opening Reception new exhibition	Andres Conde, Barbara Hulanicki	Art Deco Museum	MDPL	150
9/22/2019	Tour - private	Private guided walk for AYUDA Miami charity event.	MDPL trained guides	North Beach Historic District	MDPL	40 adults
Ongoing	Exhibits	All temporary and permanent exhibits	Permanent exhibit, <i>If Seats could Talk</i> - Marine Stadium, Scarfig " <i>Lights</i> "	Art Deco Museum	MDPL	4466 guests including : 711 students & teachers, 13 military, 5 journalists
7/2019 - 9/2019	Tours - Gen Public	<i>Original Ocean Dr. Walking Tour</i> for the Gen Public (x37)	MDPL trained guides	Local Area	MDPL	763 including : 75 Students, 61 Seniors
	Tours - Gen Public Specialty	Themed guided walking tours of the Art Deco Historic District for the General Public (3x)	MDPL trained guides	Local Area	MDPL	18
	Tours - Education	Private guided walking tours for educational groups and schools. (4x)	MDPL trained guides	Local Area	MDPL	55 students
	Tours - Private	Private guided walking tours.	MDPL trained guides	Local Area	MDPL	
	Tours - Travel Industry/Media	Private guided walking tours for Travel Industry.	MDPL trained guides	Local Area	MDPL	
10/10/2019	Fall Lecture	The Unsung Women of Art Deco (Part 2: Arts & Culture)	Nina Weber Worth, Hannah Baumgarten, Sandy Shapiro, Jo Manning, George Neary	Miami Beach Botanical Garden	MDPL	152
10/17/2019	Special Event & Tour	Culture Crawl	Barbara Hulanicki, Andres Conde, DJ Owani, MDPL trained guides	Art Deco Museum	MDPL	112
10/24/2019	Fall Lecture	the Unsung Women of Art Deco (Part 3: Deco Business)	Tanya Bhatt, Claire Tomlin, Christine Guerro & John Stuart	The Art Deco Wing of the Betsy Hottel	MDPL	49
11/5/2019	Tour - Private	Braddock Sr. H.S. - Art Deco Tour	MDPL trained guides	Local Area	MDPL	32 students
11/5/2019	Tour - Private	O'Reilly Tour - Art Deco Tour	MDPL trained guides	Local Area	MDPL	8
11/7/2019	Tour - Private	GMCVB Press Tour	MDPL trained guides	Local Area	MDPL	9 press
11/14/2019	Tour - Private	Abenet.org Tour	MDPL trained guides	Local Area	MDPL	8
11/17/2019	Tour - Private	Norwegian Press	MDPL trained guides	Local Area	MDPL	8 press

11/20/2019	Tour - Private	GMCVB Tour	MDPL trained guides	Local Area focused on Latin America history	MDPL	5
11/20/2019	Tour - Private	APT Field Sessions	MDPL trained guides	Local Area	MDPL	20
11/21/2019	Tour - Private	APT Field Sessions	MDPL trained guides	Local Area	MDPL	25
11/21/2019	Special Event & Tour	Culture Crawl	Sara Schroeder, DJ Owani, MDPL trained guides	Art Deco Museum	MDPL	145
12/03/2019	Tour - Private	Road Scholars	MDPL trained guides	Local Area	MDPL	25
12/06/2019	Tour - Private	Roberto Curra	MDPL trained guides	Local Area	MDPL	16
12/07/2019	Special Event	VIP Preview for Miami Beach Antique Show & Art Deco Weekend 2020	OMBAS, MDPL Staff	Art Deco Museum	MDPL	2572
12/08/2019	Special Event	Workshop at the Department of Reflection	Misael Soto	Department of Reflection in the Art Deco Museum	Misael Soto, MDPL	10
12/19/2019	Special Event & Tour	Culture Crawl	Marian Del Vecchio, DJ Owani	Art Deco Museum	MDPL	188
10/1 to 12/31/19	Visitor Center			MDPL	MDPL	
10/1 to 12/31/19	Art Deco Gift Shop			MDPL	MDPL	
10/1 to 12/31/19	Art Deco Museum			MDPL	MDPL	5,411 guests including : 452 students & teachers, 31 military, 8 journalists
10/1 to 12/31/19	Daily Walking Tours			MDPL	MDPL	1,479 guests including : 47 students, 16 military, 322 seniors, 47 children
2020						
Date	Category	Program Title	Participating Artist(s)	Venue	Presenting Organization(s)	Guest Total
1/7/20	Tour - Private	Capital One	MDPL trained guides	Local Area	MDPL	10
1/8/20	Special Event	Opening Reception for Unfinished Business	Lynette Long PH. D.	Art Deco Museum 1001 Ocean Drive	MDPL	101
1/8/20 - 3/31/20	Art Deco Musum - Exhibit	Unfinished Business: The Fight for Women's Suffrage and Beyond	Lynette Long	Art Deco Museum 1001 Ocean Drive	MDPL	
1/1/20 - 3/31/20	Art Deco Musum - Exhibit	Department of Reflection: Misael Soto	Misael Soto	Art Deco Museum 1001 Ocean Drive	MDPL	
1/1/20 - 2/13/20	Art Deco Musum - Exhibit	Featured Local Artist: Sara Schroeder	Sara Schroeder	Art Deco Museum 1001 Ocean Drive	MDPL	
2/17/20 - 3/31/20	Art Deco Musum - Exhibit	Featured Local Artist: Urban Sketchers	Urban Sketchers	Art Deco Museum 1001 Ocean Drive	MDPL	
1/17/20 - 1/19/20	ADW - Shopping	Antique & Design Promenade	MDPL	11th and Ocean Drive	MDPL's ADW	
1/17/20	ADW - Tours	Ocean Drive Architectural Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	42
1/17/20	ADW - arts	Urban Sketchers - Sketchwalk	Urban Sketchers	Usk designated tent - Between 10th & 11th	MDPL's ADW	48
1/17/20	ADW - Tours	Ocean Drive Architectural Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	5
1/17/20	ADW - Tours	South Beach Scandals Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	6

1/17/20 - 1/19/20	ADW - Arts	UrbanSketchers Demonstrations x 14	Urban Sketchers	Usk designated tent - Between 10th & 11th	MDPL's ADW	171
1/17/20	ADW - Tours	Ocean Drive Architectural Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	7
1/17/20	ADW - Arts	Urban Sketchers - Sketchwalk in Spanish	Federico Giraldo & Gaston McKenzie	Usk designated tent - Between 10th & 11th	MDPL's ADW	12
1/17/20	ADW - tours	Ocean Drive Architectural Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	11
1/17/20	ADW - entertainment	Live Jazz Music	James McCoy	Lummus Park & 11th Street	MDPL's ADW	68
1/17/20	ADW - Arts	Official ADW Poster signing	Sergey Serebrennikov	Ocean Dr. at 11th St.	MDPL's ADW	
1/17/20	ADW - tours	Ocean Drive Architectural Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	10
1/17/20	ADW - Arts	Drink & Draw - English & Spanish	Urban Sketchers	Fairwind Hotel 1000 Collins Ave	MDPL's ADW	17
1/17/20	ADW - entertainment	Opening Night Soiree	Michael Arenella & His Dreamland Orchestra, All Swing Productions	Lummus Park & 11th Street	MDPL's ADW	137
1/17/20	ADW - entertainment	Movie	Film - City Dreamers	O Cinema South Beach	MDPL's ADW	44
1/17/20	ADW - entertainment	Music	Cortadito	13th Street & Ocean Drive	MDPL's ADW	75
1/18/20	ADW - tours	Ocean Drive Sunrise Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	1
1/18/20	ADW - Health and Wellness	Power Yoga	Greenmonkey	Muscle Beach area	MDPL's ADW	103
1/18/20	ADW - Health and Wellness	Info & Giveaways	Baptist Health	Baptist Health Tent - 9th St & Ocean Drive	MDPL's ADW	12
1/18/20	ADW - Health and Wellness	Screenings - BMI & Waist Circumference	Baptist Health	Baptist Health Tent - 9th St & Ocean Drive	MDPL's ADW	10
1/18/20	ADW - Health and Wellness	Beat the Gym	Tony Thomas & PJ Venturino	Muscle Beach area	MDPL's ADW	39
1/18/20	ADW - entertainment	Classic Car Show	Antique Automobile Club of America - South Florida Region	Ocean Drive 5th - 10th Streets	MDPL's ADW	
1/18/20	ADW - entertainment	ADW opening ceremony	Mayor and Commission, League of Women Voters Miami-Dade County, and other dignataries & MDPL	Lummus Park & 11th Street	MDPL's ADW	60
1/18/20	ADW - Arts	Urban Sketchers - Sketchwalk	Urban Sketchers	Usk designated tent - Between 10th & 11th	MDPL's ADW	58
1/18/20	ADW - entertainment	Women's Suffrage Centennial Parade	MDPL	Ocean Dr. from 11th to 13th Streets	MDPL's ADW	274
1/18/20	ADW - Tours	Ocean Drive Architecture Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	56
1/18/20	ADW - Lectures	Lecture : Cover Girls	Alison Fraunhar, Ph.D.	Wolfsonian - 1001 Washington Ave	MDPL's ADW	81
1/18/20	ADW - tours	South Beach Scandals Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	16
1/18/20	ADW - Health and Wellness	BodGuru Boxing	Luis Del Valle	Muscle Beach area	MDPL's ADW	84
1/18/20	ADW - tours	Ocean Drive Architecture Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	26

1/18/20	ADW - Arts	Official ADW Poster signing	Sergey Serebrennikov	Ocean Dr. at 11th St.	MDPL's ADW	
1/18/20	ADW - tours	SHEROES: Remarkable Women of Miami Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	4
1/18/20	ADW - tours	Ocean Drive Architecture Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	10
1/18/20	ADW - tours	Flamingo Park Neighborhood Association Home Tour	Self guided	Flamingo Park Neighborhood	MDPL's ADW	54
1/18/20	ADW - tours	Jewish Miami Beach Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	11
1/18/20	ADW - Health and Wellness	Zumba	Crunch Fitness	Muscle Beach area	MDPL's ADW	38
1/18/20	ADW - Lectures	On the cutting Edge	Kathleen Murphy Skolnik	Wolfsonian - 1001 Washington Ave	MDPL's ADW	61
1/18/20	ADW - entertainment	Swing Dance Lesson	All Swing Productions	Lummas Park & 11th Street	MDPL's ADW	146
1/18/20	ADW - tours	Ocean Drive Architecture Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	7
1/18/20	ADW - entertainment	Music	Troy Anderson	Lummas Park & 11th Street	MDPL's ADW	161
1/18/20	ADW - Health and Wellness	Spot Check Screenings	Dr Naiara Fraga Braghiroli - Baptist Health	Baptist Health Tent	MDPL's ADW	5
1/18/20	ADW - Health and Wellness	Bellatone	Crunch Fitness	Muscle Beach area	MDPL's ADW	15
1/18/20	ADW - tours	Movie Lover's Guide to South Beach	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	11
1/18/20	ADW - tours	Ocean Drive Architecture Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	15
1/18/20	ADW - Health and Wellness	Mindful Eating	Baptist Health	Baptist Health Tent - 9th St & Ocean Drive	MDPL's ADW	19
1/18/20	ADW - tours	Ocean Drive en Espanol Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	0
1/18/20	ADW - Lectures	Sky High	Lea Nickless	Wolfsonian - 1001 Washington Ave	MDPL's ADW	41
1/18/20	ADW - Arts	Urban Sketchers - Sketchwalk	Urban Sketchers	Usk designated tent - Between 10th & 11th	MDPL's ADW	40
1/18/20	ADW - tours	Mediterranean Architecture Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	7
1/18/20	ADW - tours	Ocean Drive Architecture Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	11
1/18/20	ADW - Health and Wellness	Mindful Eating	Baptist Health	Baptist Health Tent - 9th St & Ocean Drive	MDPL's ADW	19
1/18/20	ADW - tours	The "Miami Vice" Effect Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	14
1/18/20	ADW - Health and Wellness	Yoga	Synergy	Muscle Beach area	MDPL's ADW	50
1/18/20	ADW - tours	Ocean Drive Architecture Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	12
1/18/20	ADW - Health and Wellness	Power Rythm	Crunch Fitness	Muscle Beach Area	MDPL's ADW	6

1/18/20	ADW - Tours	Deco Nights and Neon Lights Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	7
1/18/20	ADW - Lectures	Building Women	Silvia Barisione and Shoshana Resnikoff	Wolfsonian - 1001 Washington Ave	MDPL's ADW	105
1/18/20	ADW - entertainment	Music	Michael Arenella & His Dreamland Orchestra	Lummus Park & 11th Street	MDPL's ADW	410
1/18/20	ADW - Arts	Drink & Draw - English & Spanish	Urban Sketchers	Fairwind Hotel 1000 Collins Ave	MDPL's ADW	51
1/18/20	ADW - entertainment	Music	Jose Fajardo Jr. Orch	13th Street & Ocean Drive	MDPL's ADW	20
1/19/20	ADW - Tours	Ocean Drive Sunrise Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	9
1/19/20	ADW - Health and Wellness	Yoga	Synergy yoga	Muscle Beach Area	MDPL's ADW	68
1/19/20	ADW - Health and Wellness	Acro Yoga	Pablo and Cristina	Muscle Beach Area	MDPL's ADW	60
1/19/20	ADW - Entertainment	Chess Tournament	Mark Samuelian	Lummus Park	MDPL's ADW	35
1/19/20	ADW - entertainment	Classic Car Show	Antique Automobile Club of America - South Florida Region	Ocean Drive 5th - 10th Streets	MDPL's ADW	
1/19/20	ADW - Arts	Sketchwalk # 5	Urban Sketchers	Usk designated tent - Between 10th & 11th	MDPL's ADW	11
1/19/20	ADW - Tours	Ocean Drive Architecture Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	47
1/19/20	ADW - Health and Wellness	Info & Giveaways	Baptist Health	Baptist Health Tent - 9th St & Ocean Drive	MDPL's ADW	7
1/19/20	ADW - Tours	South Beach Scandals Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	13
1/19/20	ADW - Lectures	The Early Days of the Art Deco District	Andrew Capitman	Wolfsonian - 1001 Washington Ave	MDPL's ADW	150
1/19/20	ADW - Entertainment	Poster Signing	Sergey Serebrennikov	Ocean Dr. at 11th St.	MDPL's ADW	
1/19/20	ADW - Health and Wellness	The Compound by Deron Del Valle & Dizzy	Deron Del Valle & Dizzy	Muscle Beach Area	MDPL's ADW	37
1/19/20	ADW - Tours	Ocean Drive Architecture Tour	All Swing Productions	Lummus Park & 11th Street	MDPL's ADW	11
1/19/20	ADW - Tours	SHEROES: Remarkable Women of Miami Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	7
1/19/20	ADW - Lectures	Lecture : The Fight for Women's Suffrage and Beyond	Lynette Long PH. D.	Wolfsonian - 1001 Washington Ave	MDPL's ADW	102
1/19/20	ADW - Entertainment	Arf Deco Dog Walk	George Neary	Barbara Baer Capitman Memorial, 13th Street and Ocean Drive	MDPL's ADW	126
1/19/20	ADW - Health and Wellness	Dance de La Soul	Crunch Fitness	Muscle Beach Area	MDPL's ADW	31
1/19/20	ADW - Entertainment	Music	FIU Big Band	Lummus Park & 11th Street	MDPL's ADW	70

1/19/20	ADW - Tours	Jewish Miami Beach Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	3
1/19/20	ADW - Health and Wellness	MBSB CALISTHENICS MEET-UP	Fabian Benavides	Muscle Beach Area	MDPL's ADW	120
1/19/20	ADW - Tours	Ocean Drive Architecture Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	18
1/19/20	ADW - Health and Wellness	Pilates Mat	Crunch Fitness	Muscle Beach Area	MDPL's ADW	31
1/19/20	ADW - Lectures	Lecture : Shero of Miami Beach: the Jane Fisher Story	Paula Fletcher	Wolfsonian - 1001 Washington Ave	MDPL's ADW	96
1/19/20	ADW - Tours	Ocean Drive Architecture Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	8
1/19/20	ADW - Tours	Ocean Drive en Espanol	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	0
1/19/20	ADW - Entertainment	Music	Michael Arenella & His Dreamland Orchestra	Lummus Park & 11th Street	MDPL's ADW	267
1/19/20	ADW - Health and Wellness	Cardio Dance Blast	Crunch Fitness	Muscle Beach Area	MDPL's ADW	35
1/19/20	ADW - Tours	The "Miami Vice" Effect Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	5
1/19/20	ADW - Entertainment	Dance Performance	Liony Garcia	Wolfsonian - 1001 Washington Ave	MDPL's ADW	150
1/19/20	ADW - Tours	Ocean Drive Architecture Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	3
1/19/20	ADW - Tours	Deco Nights and Neon Lights Tour	MDPL trained guide	1001 Ocean Drive	MDPL's ADW	15
1/19/20	ADW - Entertainment	Movie	Film - The Last Resort	O Cinema South Beach	MDPL's ADW	49
1/19/20	ADW - Entertainment	Music	Frost UM Art Deco Ensemble	Lummus Park & 11th Street	MDPL's ADW	
1/19/20	ADW - Entertainment	Movie	Film - Citizen Jane	O Cinema South Beach	MDPL's ADW	32
2/1/20	Tour - Private	CBS	MDPL trained guides	Local Area	MDPL	7
2/5/20	Tour - Private	Roads Scholars	MDPL trained guides	Local Area	MDPL	27
2/18/20	Spring Bus Tour	Rediscover South Dade	Nancy Liebman	outside of Miami Beach City Hall	MDPL	17
2/19/20	Tour - Private	Richard Davis	MDPL trained guide	Local Area	MDPL	17
2/23/20	Tour - Private	Destinations and Tours	MDPL trained guide	Local Area	MDPL	19
2/25/20	Tour - Private	Roads Scholars	MDPL trained guides	Local Area	MDPL	23
3/3/20	Spring Bus Tour	Historic Treasures of North Dade	Nancy Liebman	outside of Miami Beach City Hall	MDPL	25
3/3/20	Tour - Private	Zendes	MDPL trained guide	Local Area	MDPL	40
3/7/20	Tour - Private	Rabbi Bergman	MDPL trained guide	Local Area	MDPL	16
3/7/20	Tour - Private	Yale	MDPL trained guide	Local Area	MDPL	35 students
3/10/20	Tour - Private	Roads Scholars	MDPL trained guides	Local Area	MDPL	29
3/19/20	Special Event	Culture Crawl	MDPL Staff, All Swing Miami, Urban Sketchers	Art Deco Museum 1001 Ocean Drive	MDPL	POSTPONED
1/1 to 3/31/20	Visitor Center			MDPL	MDPL	

1/1 to 3/31/20	Art Deco Gift Shop			MDPL	MDPL	
1/1 to 3/31/20	Art Deco Museum			MDPL	MDPL	7,355 guests including : 487 students & teachers, 24 military, 13 journalists
1/1 to 3/31/20	Daily Walking Tours			MDPL	MDPL	2613 guests



Art Deco Museum – Master Plan
Miami Design Preservation League

brillhart
architecture
50
+ Jean-Francois Lejeune

proposed concept

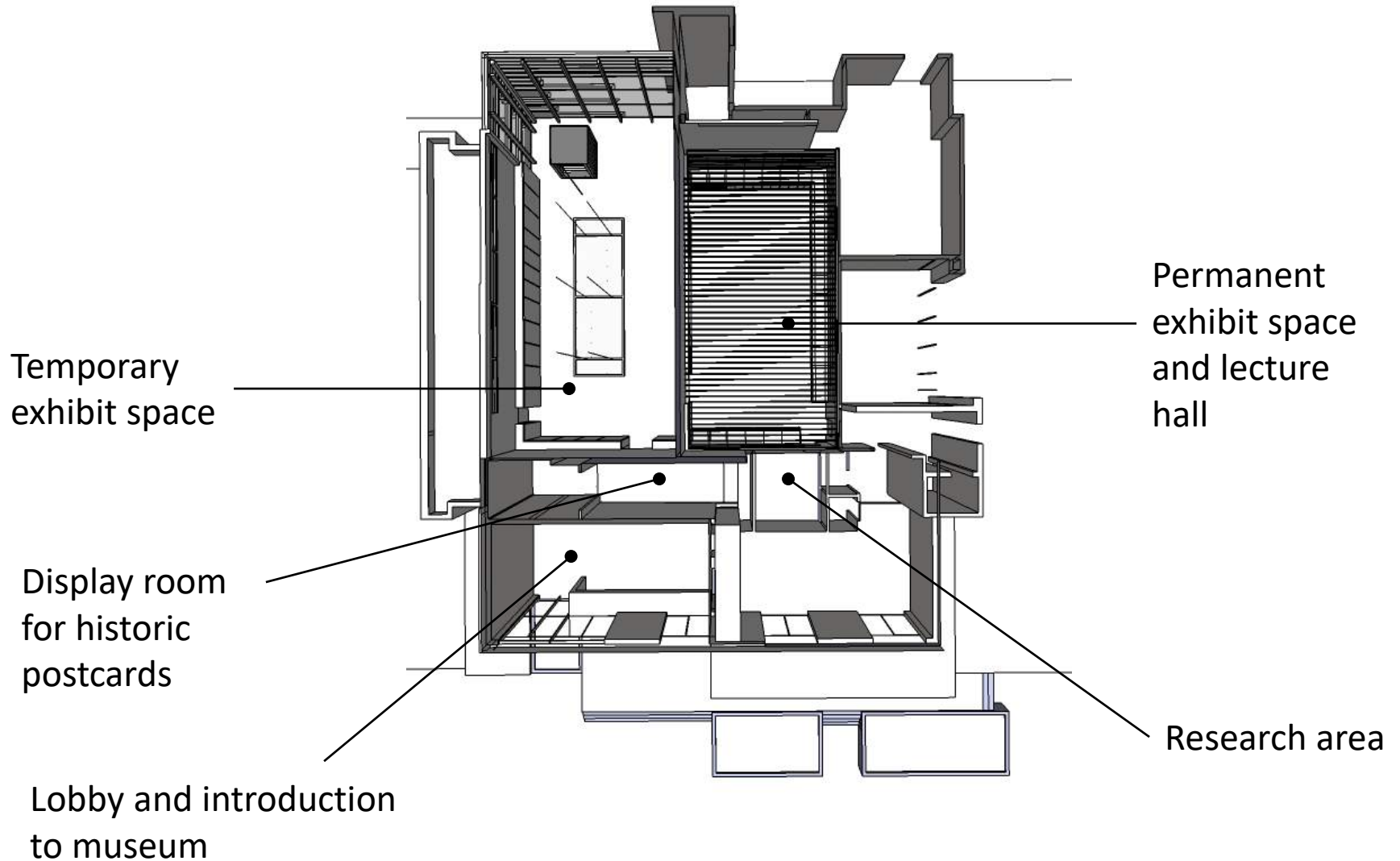
History-based museums are, in their traditional sense and setting, more or less rigid concepts because the concept of history is static or petrified. In the case of Miami Beach, we aspire to a new definition for what a historical museum can or should be.

In our mind, it should be an active, vibrant, and dynamic environment whose very architectural and curatorial concepts reflect the ever-changing character of a city in constant adjustment.

We propose to build and curate a flexible and dynamic space that it is capable of accommodating different configurations - as requested by the needs and evolution of the permanent collection as well as of temporary exhibits that are needed to make the Museum a new space on the Miami cultural scene.

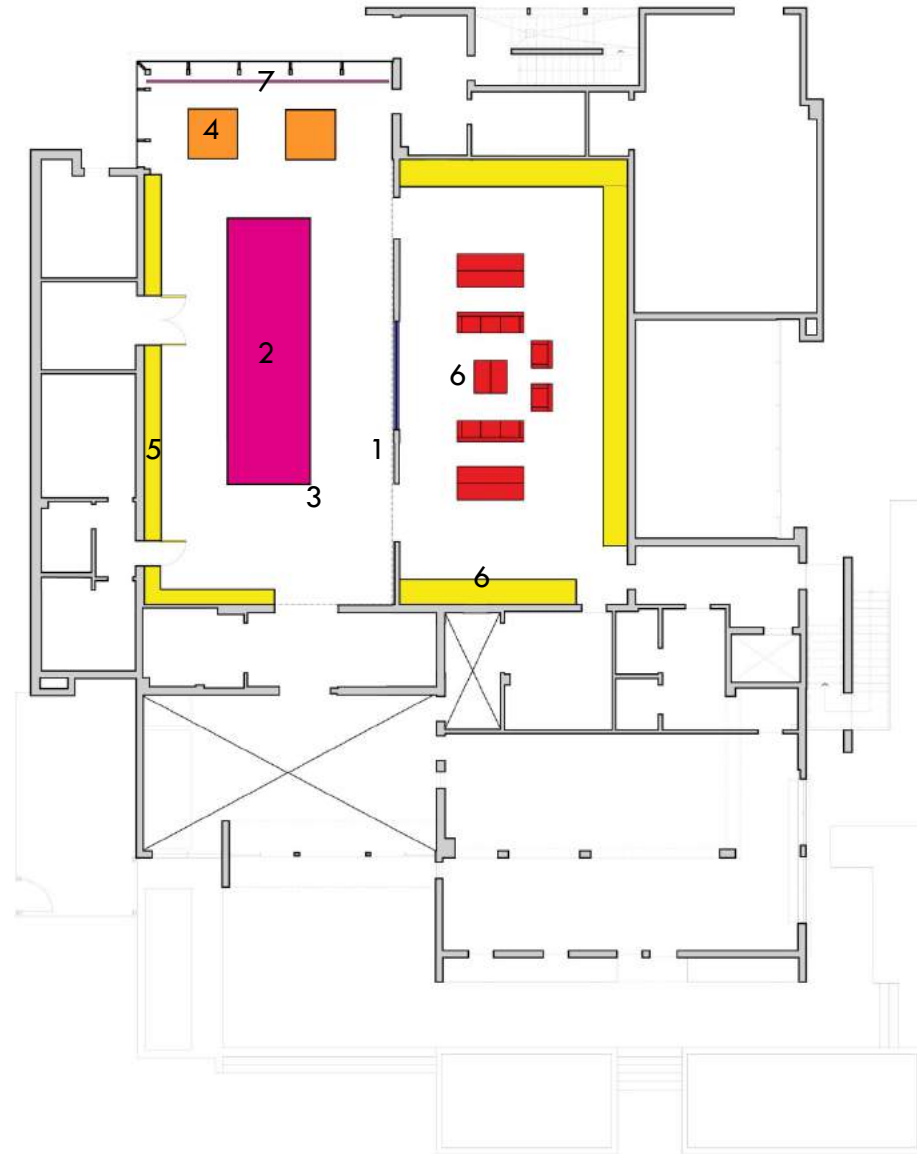
This will ultimately play an important role in signifying that all parts of the project are a reflection of a city in transformation.

proposed exhibit spaces



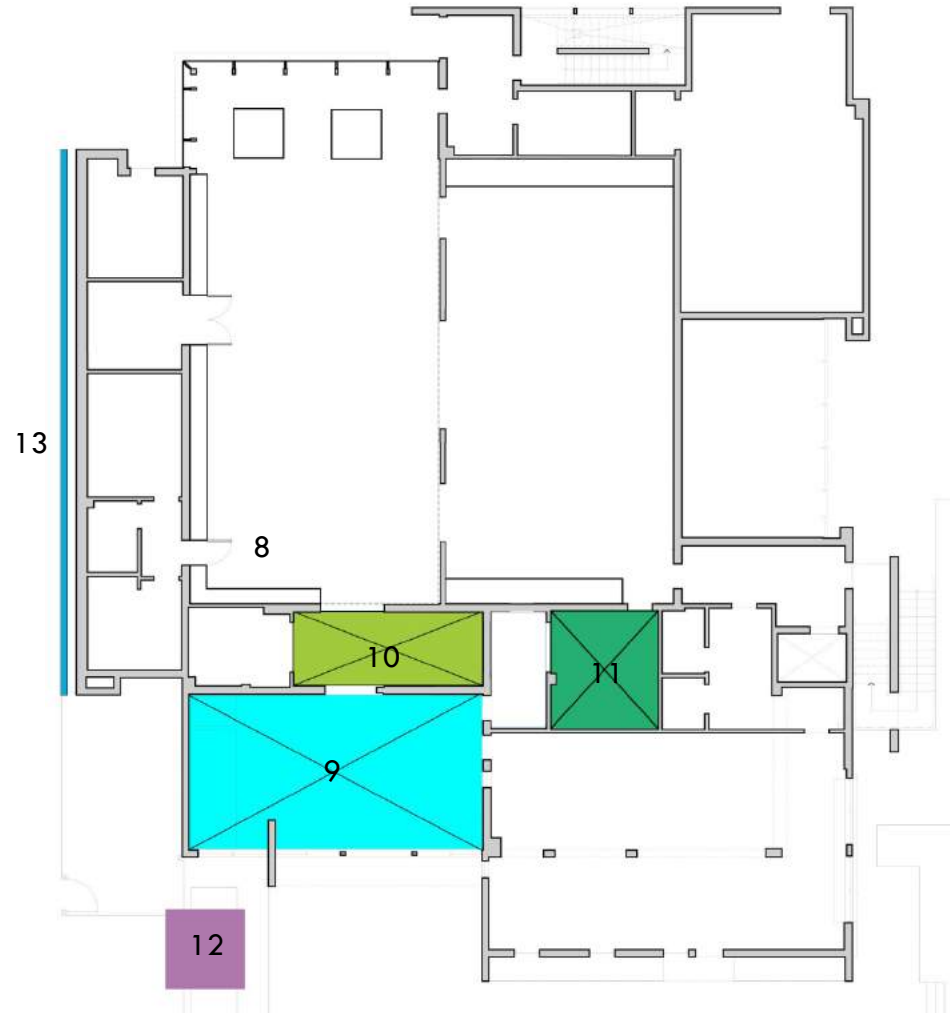
proposed infrastructure

1. Narrow openings between the two rooms to better define the two spaces, while also creating additional wall space for displays.
2. Create one large movable display platform (with mechanical lift) within the larger gallery
3. Incorporate a flexible hanging panel system (to be hung from the raised platform) that creates new and varied spatial configurations/display surfaces for temporary exhibits
4. Build inhabitable, movable boxes for interior displays/films
5. Build a thick “poché” wall along exterior wall in large gallery to provide display space, added storage room, and visual unity
6. Transform the experience of the smaller gallery: re-clad the ceiling, reprogram the space with a movable “living room”; re-orient placement of AV equipment and chairs, and add countertop and flat-file storage
7. Attach light scrim screen in front of tall windows in main gallery to filter/reduce the light



proposed transformation of ancillary spaces

8. Install a projector in the corner of the main gallery to cast shadows on upper walls (optional)
9. Re-imagine the lobby with contemporary signage, possible model or map, and well-designed storage
10. Transform the threshold between the lobby and the main gallery into a room covered in postcards
11. Re-purpose current storage space into a research area
12. Insert an art installation in the front plaza to signify what is inside/hide unsightly equipment (optional)
13. Create opportunities for the northern outdoor wall to be used for public art (optional)





View of large gallery, showing floating platform table, poché wall storage, and other display space



View of large gallery, showing floating platform table – raised for special events



View of large gallery, showing floating platform table – raised, with hanging panels attached for temporary exhibit



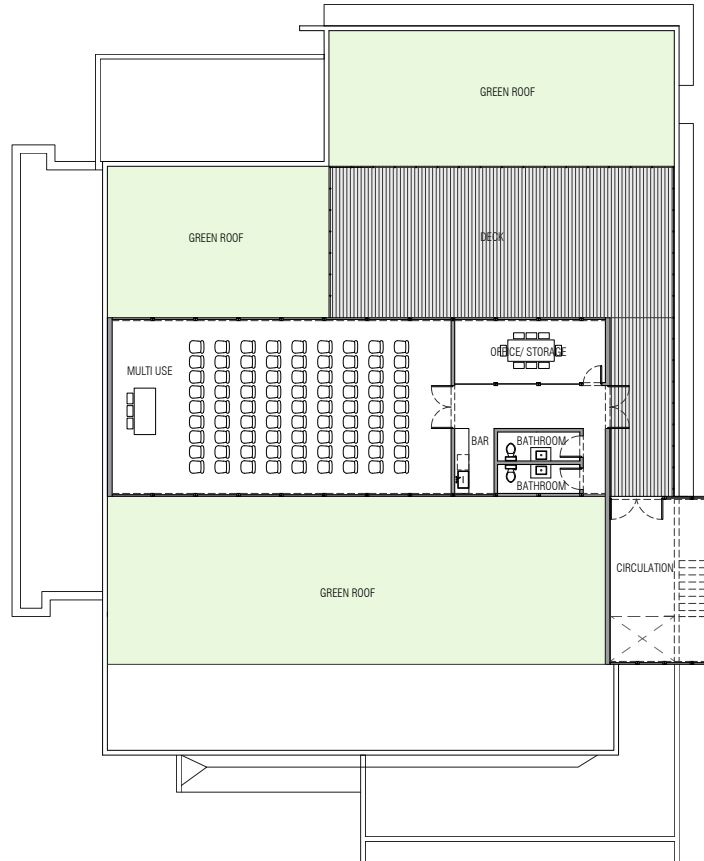
Postcard Room
with backlit panels



View of small gallery, showing video wall, louvered ceiling, timeline, base cabinets and seating

PROGRAM FOR ADDITION:

- MULTI USE SPACE FOCUSED ON EDUCATION , LECTURES AND COMMUNITY GATHERING (80-100 PERSON SEATING)
- BATHROOMS
- STORAGE/ OFFICE
- KITCHENETTE WITH SINK
- ELEVATOR AND STAIR ACCESS
- GREEN ROOF
- DECK



PROPOSED FLOOR PLAN:

ARCHITECT

Existing drawings for:

M.D.P.L

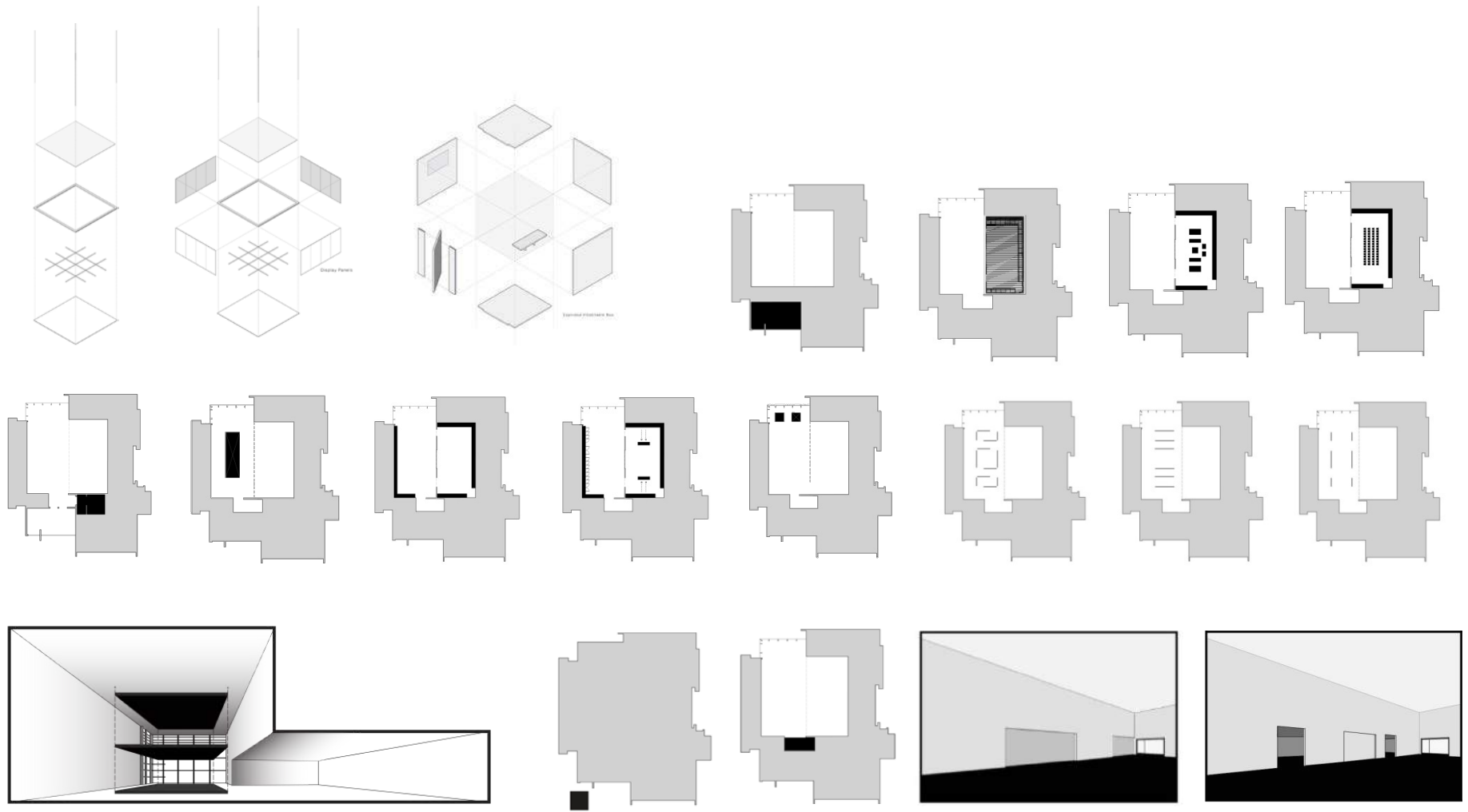
1001 OCEAN DRIVE,
MIAMI BEACH, FL 33139

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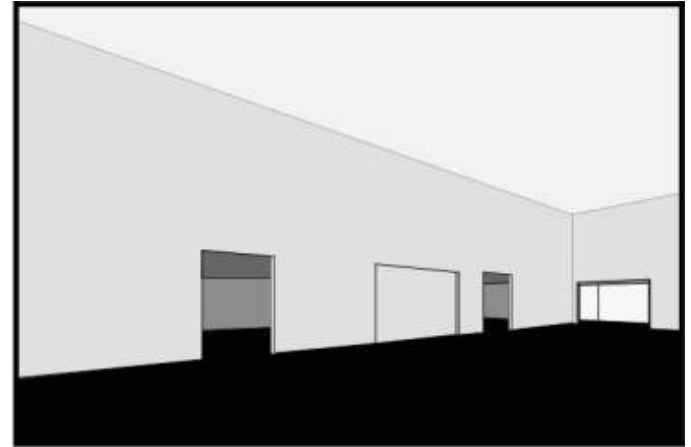
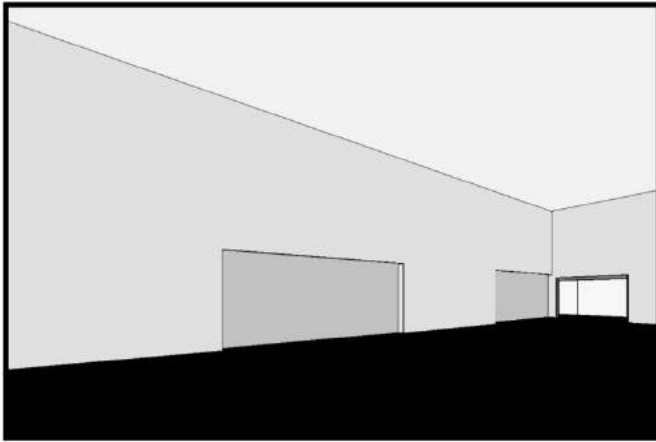


spatial and curatorial strategies



1

Narrow openings between the two rooms to better define the two spaces, while also creating additional wall space for displays.



spatial strategy:

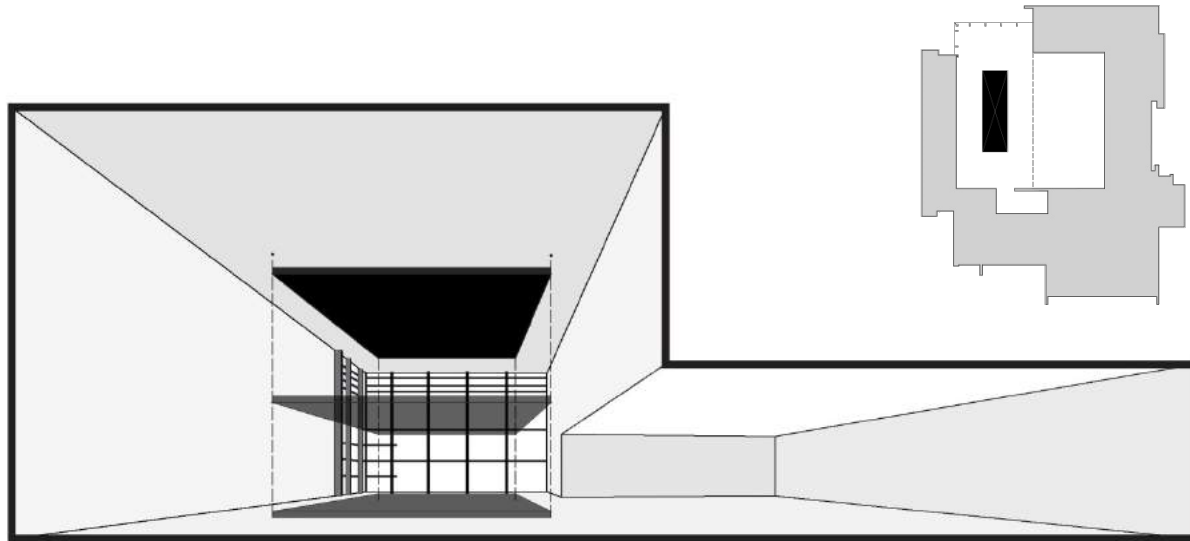
- limited construction
- better definition of space and circulation
- new and more interactive viewing opportunities

curatorial strategy:

- primary gallery to display some large-scale and permanent installations on walls and ceiling, to provide spatial and infrastructural support for temporary exhibits, and accommodate special events
- secondary gallery redesigned as the location of most permanent exhibits and artifacts (photos, postcards, memorabilia, digital reproductions of most important drawings and historic material, and videos of historic figures (Barbara Capitman). The gallery would continue to serve as the primary area for lectures and seminars

2

Create 1 large display platform that can be raised up/down
- at different heights - between floor and ceiling



spatial strategy:

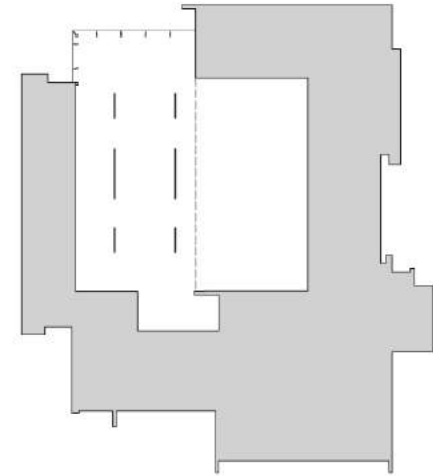
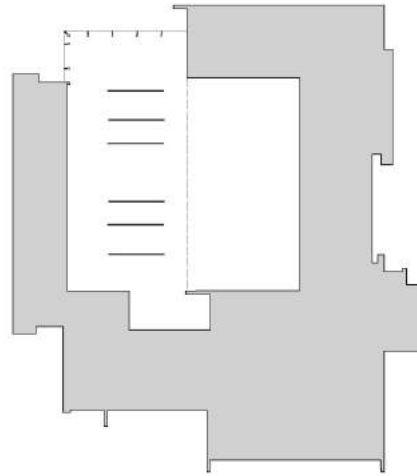
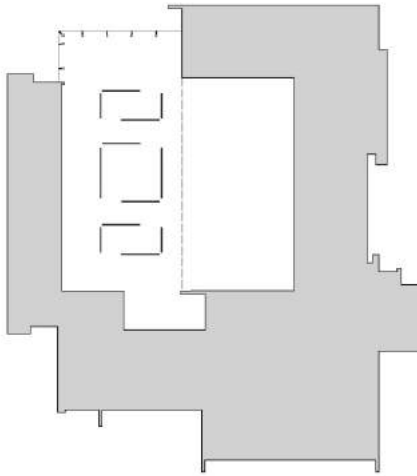
- simple and safe solution to the need of freeing up the space for special events
- suggests fluidity of space and the dynamic and constantly changing metabolism of the city
- creates infrastructure for hanging panel system

curatorial strategy:

- used for a combination of permanent and/or temporary displays that would be attached or placed on top: large drawings and photographs, small and large-scale models of the city and/or buildings (historic or new buildings), furniture, etc.

3

Incorporate a flexible hanging panel system (to be hung from the display platform when raised 8' or higher)



spatial strategy:

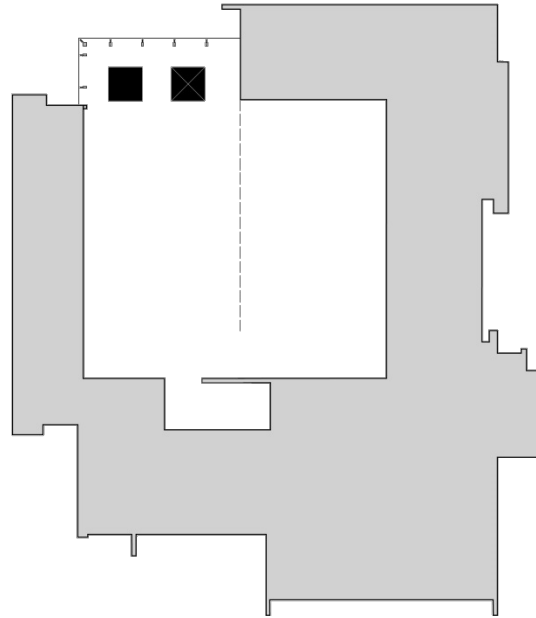
- provides additional surface area for temporary exhibits
- creates new and varied spatial configurations - including individual rooms - to accommodate outside demands/curatorial needs
- maximizes value of the display platform system
- further strengthens the idea that the space is in constant adjustment and transformation

curatorial strategy:

- Hung displays - photographs, drawings, posters, etc.
- Videos/films
- Objects within rooms

4

Build movable, self-contained, inhabitable “boxes” that could be located within the primary gallery



spatial strategy:

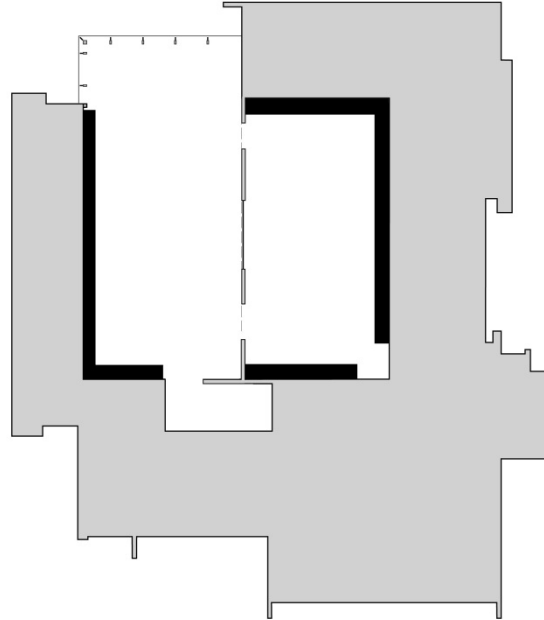
- Miami Beach Art Deco District can be abstracted as a series of geometric boxes, which contain the life of the city, its citizens and its tourists

curatorial strategy:

- Films, photos, postcards, etc. could find an appropriate place for quiet and concentrated observation.
- the outside of the boxes could also be used for display if judged adequate and/or necessary.

5

Build a thick “poché” wall along exterior wall in large gallery



spatial strategy:

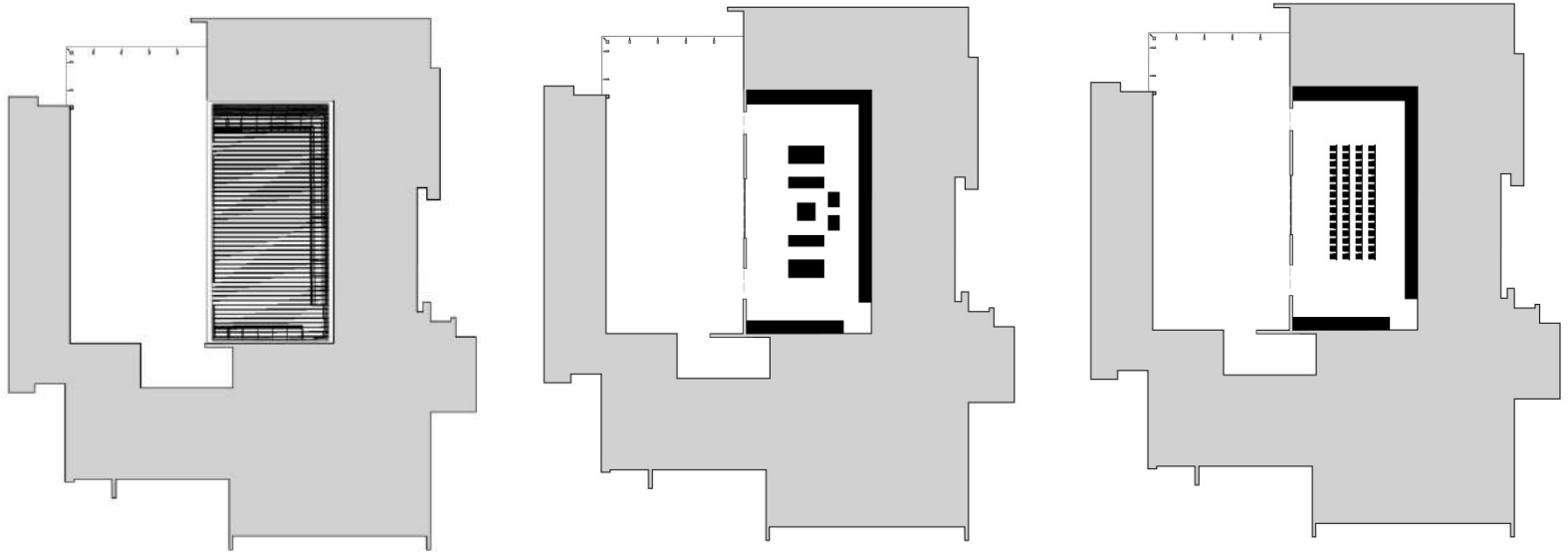
- displays could be set up permanently within the wall; displayed outward during non-event days and closed when the room is used for social functions – size and dimensions must be determined once artifacts have been selected
- provides additional storage space, including space for hanging panels when not in use
- creates nooks for movable tables in the smaller gallery
- diminishes the visual impact of the multiple doors on the northern wall

curatorial strategy:

- contain part of the permanent exhibition, as well as offer additional spaces to temporary exhibits if needed

6

Transform the experience of the smaller gallery: re-clad the ceiling; reprogram the space with a movable “living room”; and re-orient placement of AV equipment and chairs



spatial strategy:

- Ceiling material hides unsightly electrical/mechanical
- Living room concept transforms the viewing experience

curatorial strategy:

- will serve as permanent exhibit space for the Miami Beach Museum. It will feature a continuous timeline showing the history of Miami Beach, the three architectural styles common to the Art Deco District, MDPL's milestones and other information. – as well as contextual information about what was also happening in the world. Cabinets below the timeline will contain flat files, and will be used to showcase additional photographs, artifacts, models, etc.. The space will continue to be used as lecture space but will be much more than that – with inviting furniture to peruse information. A Video Wall will be used for exhibits and lecture presentations.

7

Attach a light scrim screen in front of tall windows in the main gallery (with roll-up system if necessary) to filter/reduce the light



spatial strategy:

- reduces impact of light on exhibits over time
- lessens the “blinding” effect when one enters the room

curatorial strategy:

- A historic image of the Eden Roc Swimming Pool or other pool image will highlight Miami’s pool culture.

8

Install a projector in the corner of the main gallery to cast shadows on upper walls.



Example Only

spatial strategy:

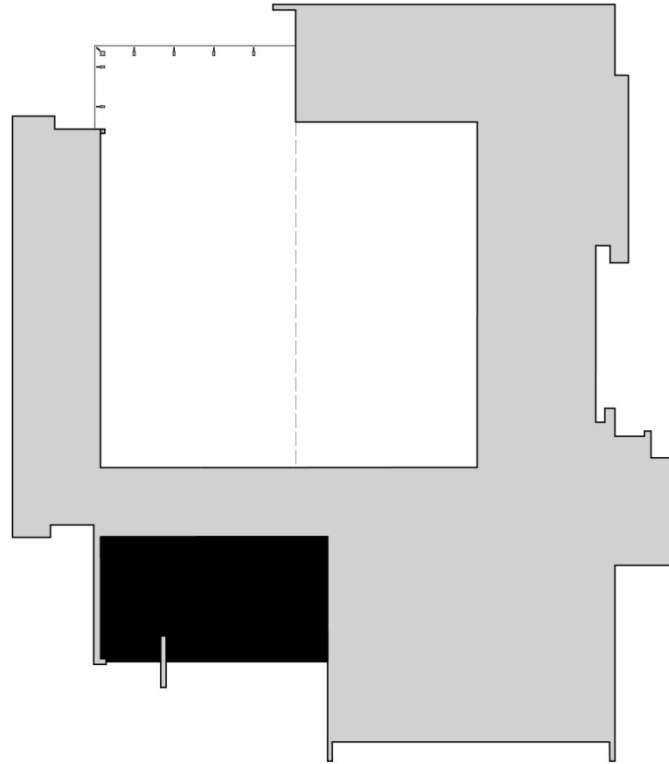
- Explores new and different multi-media opportunities
- Leverages upper walls, while also allowing for free/clear space during events

curatorial strategy:

- Speaks to the idea of memory:
 - City as it was
 - Lost/Demolished Buildings
 - Building Fragments

9

Re-imagine the lobby with oversized photographs, displays, and well-designed storage



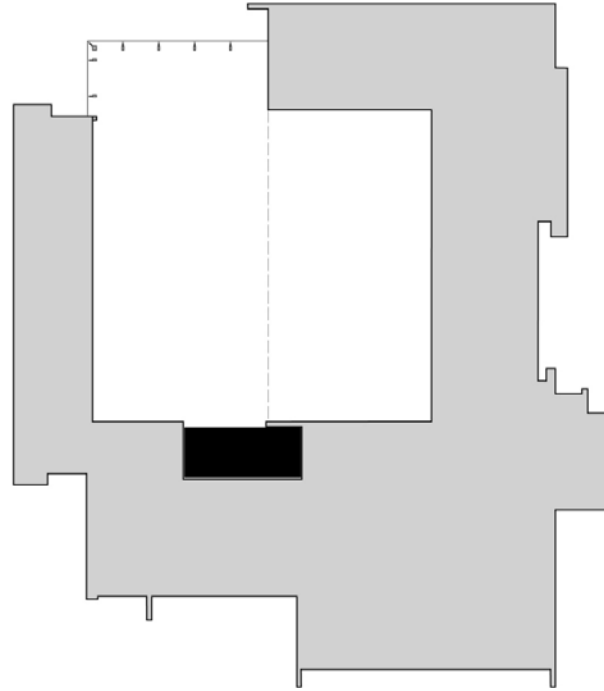
spatial strategy:

- Makes a big impact upon entrance
- Leverages existing space, calls additional interest for passers by

curatorial strategy:

- Photographs, displays, well-designed storage (in addition to existing Welcome Center Desks / Tour Info and Sales)

10 Transform the threshold between the lobby and the main gallery into a room covered in postcards



spatial strategy:

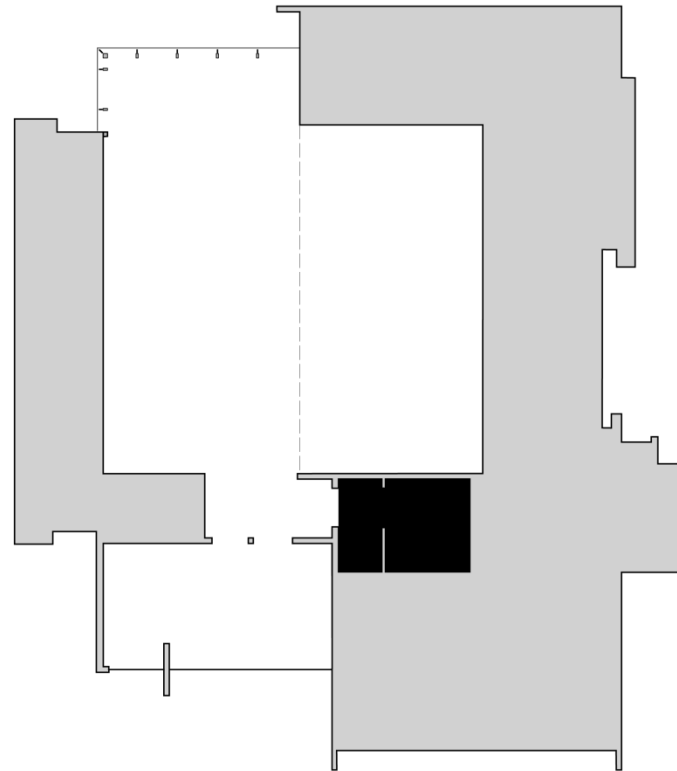
- Leverages leftover space that currently has few architectonic qualities
- Acts like a “vault”
- Bold visual impact
- Eliminates two of the four main doors and encloses a portion of the opening along the western wall of the main gallery to create a true “room”
- Postcards will be mounted a few inches off of a mirrored back wall, such that the backs of the postcards can be viewed as well as the fronts

curatorial strategy:

- Postcards – front and back

11

Transform current storage/circulation space into area for architects, students, and others to do more scholarly, detailed research



spatial strategy:

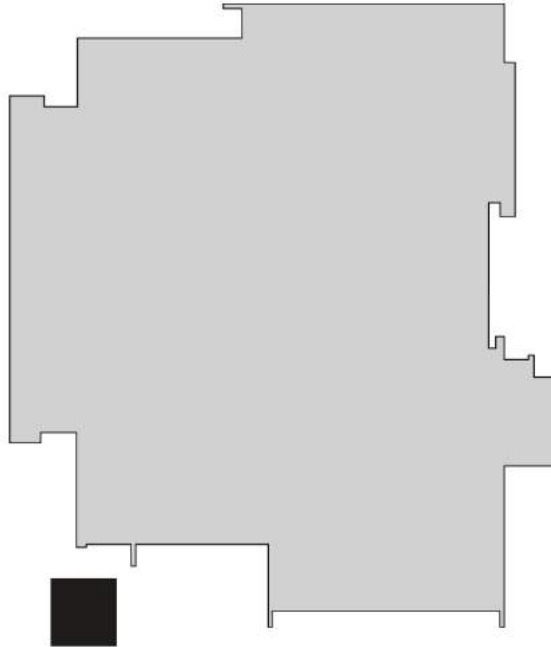
- Leverages existing space that is ideal for quiet research
- easy public access

curatorial strategy:

- database of historic buildings; visual memoirs, and other archival information

12

Insert an art installation in the front plaza



spatial strategy:

- advertises the content of the Museum
- engages local artist
- Hides unsightly equipment

curatorial strategy:

- specially designed outdoor installation or object

13

Use the northern outdoor wall as display or for installations



spatial strategy:

- activates pedestrian access to the beach
- maximizes the building's surfaces
- creates visual impact
- signifies what is inside
- provides space for local artists to exhibit their work

curatorial strategy:

- weather-resistant printed material
- installations periodically commissioned to Miami artists

existing artifacts

- Postcards and other memorabilia (objects, pamphlets, booklets, posters, glass, etc.)
 - MDPL Visual Memoir
 - University of Miami Libraries
 - The Wolfsonian-FIU
- Historic photos
 - Florida State Archives
 - City of Miami Beach
 - Gottscho-Schleisner Collection (New York Public Library, Bass Museum of Art)
 - Esro Stoller Collection (New York)
 - [see for instance *The Making of Miami Beach* (Rizzoli, 2002), *Miami Modern Metropolis* (Bass Museum of Art, 2010)]
- Contemporary photos
 - Steven Brooke
 - Other photographers (names unknown)
- Historic architectural drawings and renderings (digital copies to be made):
 - Bass Museum of Art (Dixon, Hohaus, Anis, Lapidus, etc.)
 - Syracuse University (Lapidus)
 - Private collections (hotels, etc.)
- Contemporary architectural drawings and renderings
 - Herzog & De Meuron, Robert Wennett
 - Frank Gehry, Zaha Hadid, OMA, Zapata
 - Allan Shulman, Les Beilinson
 - Other architects/developers' archives
 - Art in Public Spaces
- Films
 - Wolfson Archives
 - MDPL Visual Memoir
 - Short excerpts of feature films displaying Miami Beach (*Scarface*, *Miami Vice*, etc.)

new artifacts

(to be commissioned and produced locally)

- Model of Miami Beach (entire city): digital fabrication (wood, CNC, glass, 3-D printing)*
- Model of South Beach (selected area): digital fabrication (wood, CNC, glass, 3-D printing)*
- Small scale models of new buildings: digital fabrication or 3-D printing*
- Large scale models of important demolished building: wood*
- City maps (figure ground, etc.)
- Installations by artists with a focus on Miami Beach artists

*scale tbd

curatorial suggestions

from board members, volunteers and staff

- Primary focus should be on Art Deco, MIMO and Mediterranean Revival – on Miami Beach – as well as the MDPL History/Timeline
- Highlight the newer buildings on the beach – such as the 1111 garage, New World Symphony etc. These buildings convey the living history of design in Miami Beach, will make the museum current, and can demonstrate how newer architects also make gestures towards the past
- Highlight the architects and developers who have been involved in the restoration/renovation of Miami Beach
- Pay attention to the idea of Progression over Time – and the influences on the 3 movements themselves
- Residential Areas – experiments in how to use Courtyards, access to streets, Urban nature/walkable setting
- How Preservation has made these buildings available to future generations
- Before and After images (for example – the Colony before and after – Sam has photos? And general condition of the buildings then versus Capitan's vision)
- Culture/spirit/Playground atmosphere of the time (both when the buildings were built and when they were being saved) should also be expressed – perhaps in the form of clothes, jewelry, etc.
- Map of the District
- Video Loops Important
- Postcards/Photographs
- Highlight the Buildings that Were Torn Down
- Raised Panels; Looking at Stage Set Design

REVISED EXHIBIT "C"

Facility Rental Rates, Facility Rental Contract, and Policies and Procedures

Area	Description	Capacity	Base Rental Rate	Additional Hours
Exhibit Hall	2200 square foot exhibit hall.	280 People	\$2200.00 /6hr <i>Security Deposit \$1000.00</i>	\$350.00
Lecture Hall	1580 square feet lecture hall	208 people	\$1550.00 /6 hr <i>Security Deposit \$700.00</i>	\$250.00
Art Deco Welcome Center	Both Areas	Maximum Capacity 500 ppl	\$3700.00 /6 hr <i>Security deposit \$1500.00</i>	\$600.00

***Please Note: Additional Fees:**

*Annual Membership to Miami Design Preservation League - \$50.00

*7% Sales Tax to all rental amounts due to Miami Design Preservation League

*MDPL Facility Attendant is \$25.00 per hour

*Janitorial Fee \$250.00

*Insurance Premium(s) shall be quoted and charged based upon projected number of people in attendance and liquor sold, if any. Approximate charge is \$1.00 per guest.

Fee scale will determine rental rate discounts.

Tier I – Private Businesses & Individuals [Full facility charge, fees, and taxes]

Tier II – Private MDPL Community Partners and GMCVB Boutique Hotel Members [75% of the facility rental rate]

Tier III – All Non-Profit MDPL Community Partners [No facility rental charge, client responsible for additional fees only].

These include:

- Florida International University
- Miami-Dade College
- Miami-Dade Public Schools
- Dade Heritage Trust
- Miami Beach Chamber of Commerce
- Greater Miami Convention and Visitors Bureau
- Miami Dade Department of Cultural Affairs
- Miami Beach Visitors and Convention Authority
- Ocean Drive Association
- Gay & Lesbian Chamber of Commerce
- Miami Beach Cultural Anchors
- American Institute of Architects
- Unidad Miami
- Miami Beach Community Development Corporation
- Adrienne Arsht Center

*City of Miami Beach will have unlimited usage (based on availability) of the facility and will not be required to pay any additional fees or service charges.



Miami Design Preservation League

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PO Box 190180, Miami Beach, FL 33139-0180
Phone 305-672-2014 Fax 305-200-0195
www.mdpl.org

Art Deco Welcome Center Facility Rental Contract Policies and Procedures [updated July 2020]

The Miami Design Preservation League, Inc. (MDPL) has established policies and procedures pertaining to the rental and facility utilization of the Art Deco Welcome Center located at 1001 Ocean Drive, Miami Beach, Florida. These include, but are not necessarily limited to, the following:

AVAILABILITY: MDPL facilities may be rented only when there are no other regularly scheduled events.

FOOD SERVICE: All events taking place at the Art Deco Welcome Center involving food must be professionally catered. There is no self-catering permitted. If the proper documentation regarding catering license, insurance, and signed cater contract is not presented within 30 days of the event, MDPL has the right to terminate the contract and no refund will be provided. MDPL and the City of Miami Beach must be listed as additional insured. Special consideration will be made for Hotel Operators who can provide their own catering services.

Renters and Caterers are required to schedule a meeting at least two weeks prior to the event with a MDPL Liaison to review the use of the facility and any additional needs and/or requirements.

CANCELLATION POLICY: The MDPL Cancellation Policy requires Lessee to cancel no less than sixty (60) days from the event date. Notice of cancellation must be sent in writing through certified mail. There is a five hundred dollar (\$500) non-refundable deposit required to hold a specific date, which will be put towards the final bill. Fifty percent (50%) of the final bill is due upon receipt of the signed contract. Should Lessee cancel less than thirty (30) days from the *event date*, Lessee shall be obligated to pay 100% of the rent. Final and full payment must be made prior to or within thirty (30) days of the event, in this case, received prior to event.

LEASING HOURS: Lessee must observe the hours of the use as specified by MDPL. Space rental is valid only for the dates specified in the executed rental agreement. There will be a five hundred dollar (\$500) per day charge for any additional days used for storage, set-up, or break-down. However, this is subject to availability of staff and previous scheduled events. All music and beverage service for the event should conclude at least 15 minutes prior to event's ending.

LIABILITY/WORKMEN'S COMPENSATION : Lessee agrees to abide by all City, County, and State laws while Lessee uses all MDPL facilities: (A) Workers Compensation, per Florida Statute pertaining to same, for any employee of the Lessee that works in any capacity in the MDPL premises, and (B) Commercial General Liability in the amount of one million dollars (\$1,000,000.00) per occurrence for bodily injuries and property damage. Depending on facility usage or the event, Products Liability and/or Liquor Liability may also be required. Alternatively, to the extent available, Lessee's may obtain liability insurance through a TULIP (Tenant User Liability Insurance Program) established by the City by logging in to the following link for a quote:

<https://tulip.onebeaconentertainment.com/e/tulip/apply.aspx>. This insurance policy must name the City of Miami Beach and the Miami Design Preservation League as an "additional insured" and be issued by an insurance company acceptable to the Risk Manager for the City of Miami Beach.

ALCOHOL BEVERAGES: In cases where liquor is sold, an appropriate liquor license must be obtained by client/caterer and displayed at event. Prior to the event, client must provide the MDPL Liaison with a copy of the liquor license. Alcoholic beverages shall not be consumed by anyone less than 21 years of age as this is strictly prohibited and criminally penalized under Florida Statute 775.082-083 as a misdemeanor of the second degree. Violation of this term shall be grounds for immediate termination of this Permit.

As per Florida Statute 562.14, no alcoholic beverages may be sold or served after midnight unless a specific license to do so has been obtained. If the client wishes to sell or serve alcoholic beverages after midnight, prior to the event, client/caterer must provide the MDPL Liaison with a copy of this special license. Failure to comply is a misdemeanor of the second degree. For the safety of your guests and the protection of venue property, client is responsible for requesting that anyone serving alcoholic beverages desist from doing so to inebriated guests.

DECOR: Lessee is solely responsible for all the set-up, breakdown, and removal of decorations and all other event related items. Please note: any decor items by the Lessee that are displayed or hanged on the facility's walls must be approved by MDPL staff prior to the scheduled event. All event related items and/or items belonging to the Lessee and/or the Lessee's vendors must be removed from the premises immediately following intended usage. No storage is available before or after the event. Trash must be bagged and properly disposed of. The facilities must be left in a satisfactory manner.

PICK-UPS AND DELIVERIES: MDPL staff is not responsible for receiving shipments, vendors, or items related to the event. MDPL does not accept responsibility for pick-up\$ deliveries, equipment or installation.

SMOKING: Smoking is not permitted inside the venue (including cigars), nor is fireworks or open flames (tiki-torches) permitted on any part of property. Votive candles are allowed.

MDPL STAFF: It should be understood that the duties of MDPL staff concern only the security of the site not of the Lessee's guests or the Lessee themselves. MDPL staff shall be present to supervise the opening. One or more members of the MDPL staff must be secured for each event, depending on the size of the event. MDPL retains the authority to determine the number of employees required for the event. Client agrees to adhere to all instructions and rules of the venue, staff and/or security.

SITE LIMITATIONS: Events at the Art Deco Welcome Center are limited to within the property. Any other tents or outdoor requirements must be approved through a City of Miami Beach special events permit.

IMPOSSIBILITY OF PERFORMANCE: This Contract will terminate without liability to either party if substantial performance of either party's obligations is prevented by an unforeseeable cause reasonably beyond that party's control (force majeure), such as: acts of God that include extreme weather; such as watches; floods; explosions; war; disaster; civil disorder; or other type of emergency, making it illegal or otherwise impossible to permit use of the facilities. In these cases, any deposit received will be applied to a reasonable rescheduled date.

DAMAGES: Lessee is responsible for any damages to the facility, exhibits, furnishings and equipment.

SECURITY: At the discretion of the MDPL staff, the Lessee may be required to provide, at their own expense, one off duty officer per 100 guests.

Initial _____

PICTURES/VIDEOS: Lessee hereby authorizes MDPL to record, photograph, videotape digitally or electronically event set-up for advertising purposes (MDPL Promotional Material). MDPL shall own all MDPL Promotional Material.

FURNISHINGS AND AUDIO-VISUAL EQUIPMENT: There is a rental price associated with the use of our equipment, which includes (8) 60" round tables; eight (8) 30" cocktail (high-boys) tables; four (4) 2.5' x 8' tables; two (2) 2.5' x 6' tables; and one hundred (100) folding chairs. Audio Visual ("A/V") equipment includes the use of one (1) wireless microphone and audio system. A large pull-down screen is also available for use. The client is required to obtain additional A/V equipment. The Lessee is responsible for any damages incurred on the rental items.

SIGNAGE/MARKETING: All marketing material and/or invitations that reference Miami Design Preservation League, The Art Deco Welcome Center or our address, must be reviewed by Daniel Ciraldo, MDPL's Executive Director (daniel@mdpl.org). This is to ensure that the MDPL/Art Deco Welcome Center brand is represented properly.

ASSIGNING RIGHTS: Lessee may not assign Lessee rights under any agreement for the use of the Art Deco Welcome Center without MDPL consent, but will remain bound by all obligations herein. Lessee may not sublease without written permission from MDPL. Any purported assignment or sublease by the Lessee is void.

GENERAL PROVISIONS: This contract shall be governed by and construed in accordance with the laws of the State of Florida. In any legal proceedings of any nature involving the interpretation or enforcement of any items of this Contract, the prevailing party shall be entitled to an award for reasonable attorney's fees incurred in connection with the proceedings.

FINAL CONTRACT: Rental Contract will not be considered final and date will not be reserved until this document has been fully executed and submitted and the required deposit received. A Summary of Information and Charges is attached to this agreement and signed by all parties.

The undersigned, representing the Miami Design Preservation League and the above named Lessee, by affixing their signatures, agree to all the terms and conditions of this Contract set forth herein:

Lessee Signature

Date

Lessee Print Name

Name of Individual/Organization _____

For Miami Design Preservation League, Inc.:

MDPL Representative Signature

Date

MDPL Representative Title

Summary of Information & Charges

Renter Individual or Group Name: _____

Contact Name: _____

Phone: _____ Email: _____

Address: _____

Venue(s): _____

Event Date(s): _____ Event Hour(s): _____

Loading In: _____ Loading Out: _____

Will alcohol be served? _____ Anticipated Number of Guests _____

Description of Specifics of Event Including Catering Plans:

Possible Required documents: a. Workman's Comp _____ b. General Liability _____
 c. Liquor Liability _____ d. Liquor License _____

Facility Rental Rate		
Tables/Chairs Fee		
Audio/Visual Fee		
Subtotal		
Sales Tax (7%)		
Subtotal		
Damage Fee (refundable)		
Total Amount Due		

Reserve Date Deposit: _____ Received: _____

Total Amount Due (minus deposit received): _____

50% Balance Due at Time of Signed Contract: _____

Final Balance Due in Full (2 Weeks Before Event Date): _____

Liquor Liability Insurance Attached? _____ Yes _____ No _____ N/A

All terms and conditions are described in and subject to the Art Deco Welcome Center Facility Rental Contract, which must be signed by all parties before the rental and use of the space.

Revised Exhibit “D”

MDPL Reporting Requirements

Report / Benchmark	Description	Deadline	Agreement Section
Programs Report Q1	MDPL shall provide the City Manager or his designee with a quarterly written report of all events, scheduled in the Premises for the up-coming quarter and, with each such report, shall also report on the events which actually occurred during the previous months, and the number of persons participating in those events.	Jan 15 th	5.6 <u>Operation and Management of the Premises</u>
Programs Report Q2		April 15 th	
Programs Report Q3		July 15 th	
Programs Report Q4		October 15 th	
Annual Report	Throughout the Term, and no later than one hundred and eighty (180) days following the closing of MDPL’s fiscal year (April 1 st – March 31 st), MDPL shall provide the City Manager with an annual report of all uses, services, programs, events and activities (including, without limitation, all revenue generating activities) conducted on the premises for the prior year.	180 days after end of MDPL Fiscal Year (by Sep 30 th Annually)	6.2 <u>Financial Records and Reports</u>
Programmatic Plan	Accompanying MDPL’s proposed annual budget shall be the programmatic plan for the Premises for the upcoming MDPL fiscal year, detailing the (then-known) planned uses, services, activities, events, programs, and operations, and (if readily available or known) the estimated number of users anticipated.	180 days after end of MDPL Fiscal Year (by Sep 30 th Annually)	7.2 <u>Programmatic Plan</u>
Annual Audit	Within one hundred and eighty (180) days following the closing of MDPL’s fiscal year, MDPL shall provide the City Manager with audited financial statements. Said statements shall be certificated as true, accurate and complete by MDPL and by its certified public accountant.	180 days after end of MDPL Fiscal Year (by Sep 30 th Annually)	6.2 <u>Financial Records and Reports</u>

<p>Operating Budget for the Premises</p>	<p>Throughout the Term, MDPL shall prepare and present, by June 15th of each year, a proposed, detailed line item annual operating budget for the Premises for each MDPL fiscal year (April 1st – March 31st) during the Term hereof, for review and approval by the City Manager... [see 7.1 for full description]</p>	<p>90 days after end of MDPL Fiscal Year (by June 15th Annually)</p>	<p>7.1 <u>Budget and Funding for the Premises</u></p>
<p>Art Deco Museum: completion of MAP Program of the American Alliance of Museums <u>OR</u> Steps Program from the American Association for State and Local History</p>	<p>MAP Program Information: https://www.aam-us.org/programs/accreditation-excellence-programs/museum-assessment-program-map/ Steps Program Information: https://aaslh.org/programs/steps/</p>	<p>MAP completion no later than March 31st 2022; <u>OR</u> StEPS Program completion no later than December 31st 2021</p>	<p>4.2.2.b <u>Art Deco Museum</u></p>
<p>Completion of Core Documents Verification from the American Alliance of Museums</p>	<p>Core Documents Verification: https://www.aam-us.org/programs/accreditation-excellence-programs/core-documents-verification/</p>	<p>March 31st 2024</p>	<p>4.2.2.b <u>Art Deco Museum</u></p>
<p>Art Deco Gift Shop written plan to the City Manager</p>	<p>Summarizing MDPL’s plans to enhance merchandising within the Gift Shop, after consultation with high-quality shops including the Bass Museum of Art and the Wolfsonian-FIU</p>	<p>Within sixty (60) days of the Effective Date of the 3rd amendment of this agreement</p>	<p>4.2.2.j <u>Official Art Deco Gift Shop</u></p>