

G.O. BOND FOR ARTS and CULTURE

DRAFT

Public Benefits		
Cultural Institution	Current	Additional / Proposed
Miami City Ballet	<p>Commencing with the 2006-2007 season, and for each successive season thereafter throughout the term of the Lease, Miami City Ballet ("MCB") will organize and administer the following programs exclusively for the residents of Miami Beach:</p> <p>1. Provided that the new Contemporary Dance Series is financially self-sustaining during the 2005-2006 season, MCB will continue to produce this series each season. The series will include a minimum of 2 programs each season, with 3 performances of each program.</p> <p>2. MCB or its school will produce at least one Young People's Program, per season, for children and families.</p> <p>3. MB (My Beach/My Ballet) Days at MCB: For each month that the dancers are on contract, MCB will designate a special day, for Miami Beach residents only, to attend a rehearsal in its studios. Miami Beach ID and advance reservation will be required.</p> <p>4. Free attendance at a rehearsal for the Miami City Ballet School's annual Student Showcase program. Miami Beach ID and advance reservation will be required.</p> <p>5. The Miami City Ballet School will award at least ten (10) financial scholarships each season to talented children with financial need who are residents of Miami Beach.</p> <p>6. Arts students (music, dance, visual arts, etc.) enrolled at Miami Beach High School may sign up to attend a free studio rehearsal.</p> <p>7. MCB will give a minimum of 100 free tickets to each of its performance series (Programs 1 through 4 and The Nutcracker) at Miami Performing Arts Center (MP AC), or in the event MCB is no longer performing at MP AC, at the nearest successor South Florida venue, to Miami Beach-based charitable organizations that serve children and seniors.</p> <p>8. Miami Beach residents who are registered voters will receive a 10% discount in the MCB gift shop.</p> <p>9. MCB will provide the following number of complimentary tickets to the City of Miami Beach each annual performance season: 26 tickets per program at Jackie Gleason Theater of the Performing Arts (TOPA) or MP AC; 18 tickets per program at the Byron-Carlyle Theater, Colony Theater, or at MCB's in-house performance facility.</p>	Pending
UNIDAD of Miami Beach	<p>4.1 - In keeping with the high priority cited in the City of Miami Beach Five-Year Consolidated Plan (2003-2007), for the need in the City for senior services and senior centers, the parties hereto recognize and aclmowledge the vital need for a comprehensive senior activity and community center, particularly within the North Beach community.</p> <p>4.2 - The Senior Center will offer an attractive facility and program where seniors will want to come for its variety of social, recreational, and cultural activities. While at the Senior Center, seniors will discover a range of services - counseling, employment, nutrition, and health support services -- which will address the issues most frequently faced by seniors. UNIDAD and the City have identified that the need is particularly acute for a Center which is not exclusively a feeding center nor a day care center for seniors, but rather a magnet center which will attract seniors through wholesome activities who would otherwise not connect with the services which should be available to them.</p> <p>4.3 - The parties hereto have determined that it is in the City's best interest to bring together the City's resources, together with UNIDAD's proven track record in operating senior employment, cultural enrichment, and related senior services, as well as UNIDAD's intended funding contributions (to supplement the City's proposed funding contribution) and UNIDAD's commitment to manage and operate the Premises, at its sole cost and expense; all toward the development and management of a comprehensive senior center. The goal and priorities which the Senior Center's programs will attain include the following:</p> <ul style="list-style-type: none"><li>• Enhanced access to employment training and placement opportunities for seniors who want and need to work.</li><li>• Enhanced access to counseling, to support groups for health issues and nutrition awareness.</li><li>• Improved mental and physical health for regular participants in Center programs.</li><li>• Enhanced access to social services for low-income seniors, particularly in the North Beach community, including services to victims of discrimination, abuse and neglect.</li><li>• A greater range of cultural offerings, particularly those of interest to seniors, which will serve not only North Beach seniors, but also the entire community.</li></ul> <p>4.4 - The Senior Center shall be managed and developed as a multi-purpose community resource, centered on the provision of services and programs and the improvement of the quality of life for senior citizens, and which is intended to include, the following programs, services, activities, and uses:</p> <ul style="list-style-type: none"><li>• Operation of an elderly community service program to provide job placement for seniors;</li><li>• Operation of senior employment training programs;</li><li>• Senior meals center for the North Beach area elderly community (subject to funding availability)</li></ul>	Pending
MB Hispanic Community Center c/o UNIDAD (Coral Rock House)	<p>Victor Diaz's 03/09 email: All of the programming of the Miami Beach Hispanic Community Center is free and open to the public. 100%.</p>	

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Live Nation	<p>2.4 - City and Charitable Use of Facility and Ticket Programs</p> <p>(a) Free City Use - City shall be entitled on two (2) occasions in each full Fiscal Year (and proportionately for any partial Fiscal Year) during the Term and any Renewal Term, subject to the terms and conditions hereof to make use of the Facility for hosting an Event of one (1) day or one (1) evening</p> <p>(b) Free Charitable Use - City shall be entitled on two (2) occasions in each full Fiscal Year (and proportionately for any partial Fiscal Year) during the Term and any Renewal Term, to allow the Facility to be used for the Facility's ordinary purposes by a duly qualified charitable organization</p> <p>(c) Free City Parks and Recreation Summer Showcase Event Use (currently referred to as the "Playground Review").</p> <p>(d) Free Complimentary Tickets - City shall be entitled to receive twenty-six (26) complimentary tickets for each Event at the Facility that is open to the general public, including those presented or promoted by Live Nation and including third party rentals but which is not a City Playground Review Use Event or a Charitable Use Event</p> <p>(e) Free School Complimentary Tickets. - City shall be entitled to receive up to twenty-eight (28) complimentary tickets (if and as available and without an obligation to reserve seating to make them available) for each Event that is open to the general public</p> <p>(f) Community Needs Auction - Net Proceeds Donation - City shall be entitled to receive net proceeds resulting from each Community Needs Auction Live Nation agrees to request of each act headlining any Event at the Facility that is promoted or presented by Live Nation that one or more of its stars autograph two (2) pieces of "memorabilia".</p> <p>(g) Community Benefit Fund - Pursuant to Resolutions 83-17447, 84-17882, 12-20545, 93-20871, 97-22543, 2004-25583 (collectively, the "Resolutions"), City imposes a surcharge on all tickets sold at Events in the Facility and uses the proceeds thereof to fund the Community Benefit Fund. City uses funds in the Community Benefit Fund to subsidize the price of tickets made available to senior citizens and students and to pay for the rental of the Facility for twelve (12) Events per calendar year.</p> <p>(h) Resident Ticket Program - Live Nation agrees to operate a ticket program available only to City of Miami Beach residents, by which a limited number of tickets (no fewer than 100 tickets for each Event) shall be made available at full face value pricing and charges, fees and taxes as applicable, including surcharges and commissions, to such City of Miami Beach residents ("Resident Tickets") in advance of ticket sales to the general public.</p>	Pending
Miami New Drama (MND)	<p>On February 10, 2016, the City Commission adopted Resolution No. 2016-29287, which created a rent waiver grant program for the Colony Theatre through the use of the Community Benefit Fund. The rental fee waiver grant program for the Colony Theatre was created to incentivize live theater in Miami Beach. Grants will cover not-for-profit theater rental fees for up to four days per week, and are available only for live dramatic productions. Dance, music, stand-up comedy, cabaret, burlesque and film screenings are not eligible for this grant. Grants will be administered by the Tourism Culture and Economic Development Department following review and recommendation by the Miami Beach Cultural Arts Council.</p> <p>a. MIND agrees to continue to honor the Community Benefit Fund rent waiver grant program for twelve (12) Events per Contract Year. MIND agrees that the rental charge for each of the 12 rentals paid by the City under this program shall be fixed at for the entire Term. The City reserves the right to discontinue such rent waiver grant program in the event that revenues become inadequate to subsidize the program, or for any reason in the City's sole and absolute discretion.</p>	<p><b>The Colony we currently offer Miami Beach resident discounts, student and senior rates, free student performances, free family performances of our educational programming and nonprofit rental rates. There are not additional public benefits planned at this time.</b></p>
The Rhythm Foundation	<p>5.2.1.1 - TRF shall operate a minimum of 35 new Events per year at the Facility These 35 new Events shall take precedence over any private rentals of the Facility.</p> <p>5.2.1.2 - In addition to its own produced Events, TRF shall collaborate with other cultural and quality presenting organizations to develop consistent Events at the Facility.</p> <p>5.2.1.3 - TRF shall create and implement consistent marketing materials, including, but not limited to, public relations, social media campaigns, and paid marketing outreach, to ensure that both the North Beach community and South Florida residents in general are aware of programs taking place at the Facility. A detailed plan and budget illustration marketing efforts will be submitted Quarterly, within fifteen ( 15) days from the end of each Quarter, with the first report due ( for the January, 2020 Quarter) on or before April 15, 2020.</p> <p>5.2.1.4 - TRF shall survey Event goers and community businesses to ensure that TRF' s programming at the Facility continues to benefit North Beach residents and businesses, as well as Miami Beach residents as a whole. The overall satisfaction target shall be 90%. Surveys must be conducted in a format which is auditable.</p> <p>5.2.1.5 - TRF shall submit to the City, every Quarter, within fifteen( 15) days from the end of each Quarter, commencing with the January, 2020 Quarter, a detailed report (" Programmatic Quarterly Report") setting forth the following information:</p> <p>i. The number of Events hosted during the previous Quarter, including the charge to the public for the event, if any.</p> <p>ii. The number in attendance at the Event.</p> <p>iii.The number of Facility Rentals and the charge for said Facility Rentals.</p> <p>iv. A detailed plan and budget illustrating the marketing efforts.</p> <p>v. The Events scheduled or anticipated for the upcoming Quarter.</p>	Pending

Public Benefits		
Cultural Institution	Current	Additional / Proposed
Art Deco Welcome Center (Miami Dade Preservation League)	<p>Section 3. Educational Programming.</p> <p>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.</p> <p>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 11.1ith the general public with free admission to the Museum during such hours of operation. 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.</p>	<p>Daniel Ciraldo's 03/09 email: The GO Bond funding will provide expanded programming space, offering additional opportunities for special events and exhibitions at the Art Deco Welcome Center and Museum, which is a free cultural amenity for residents of Miami Beach and Miami-Dade County.</p> <p>Our exhibitions continue to improve as we work towards American Alliance of Museums Core Documents Verification. Our current special exhibition is entitled "Radio Waves: Miami Beach and the Golden Age of Radio." Through enhanced programming space, we will be able to further increase the number of cultural performances and special events and exhibits presented at the facility, which will help enhance the arts and culture profile of the Art Deco District. In addition, the increased space will allow for more efficient use of the facility by the City of Miami Beach and Goodwill Ambassadors during high-impact events such as Spring Break.</p>
MND at Collins Parking Garage	<p>During the first twelve (12) months following Commencement Date (such period constituting "Lease Year 1", with each successive twelve (12) month period thereafter constituting another "Lease Year"), Tenant shall cause the Facility to host at least:</p> <ol style="list-style-type: none"><li>1) 125 cultural or community activations per year</li><li>2) 25,000 patrons per year (inclusive of virtual patrons for hybrid events)</li><li>3) 150 students per year</li><li>4) 75 seniors per year</li><li>5) 50 pro bono nonprofit/community rental hours per year</li><li>6) 500 discounted tickets provided per year</li></ol> <p>Benchmarks shall increase during the Initial Term as follows:</p> <ol style="list-style-type: none"><li>1) Lease Year 2: 150 events, 30,000 patrons, 175 students, 80 seniors, 50 pro bono nonprofit/community rental hours</li><li>2) Lease Year 3: 175 events 35,000 people, 200 students, 85 seniors, 55 pro bono nonprofit/community rental hours</li><li>3) Lease Year 4: 200 events 40,000 people, 225 students, 90 seniors, 55 pro bono nonprofit/community rental hours</li><li>4) Lease Year 5 (and thereafter including Renewal Terms): 220 events 45,000 people, 250 students, 95 seniors, 60 pro bono nonprofit/community benefit rental hours</li></ol> <p>Prior to any renewal periods, performance benchmarks may be adjusted as mutually agreed to by the parties.</p> <p>_____</p> <p>MIND has agreed to make the Facility available for use in the City's Community Benefit Fund program, which provides subsidized rental waivers for nonprofit groups, and the City will also have the right to use the Facility (excluding the restaurant) up to four (4) times per Lease Year, subject to availability and reasonable notice, for public purposes (e.g., recreational programs, public meetings, trainings, City-sponsored special events, receptions), without payment of any rental or use fee, except reimbursement of Tenant's direct out-of-pocket expenses reasonably incurred.</p> <p>Additionally, as discussed more below, MIND will provide several unique Community Benefits for the benefit of the general public, delineated in Lease Exhibit D, including contributing a portion of each ticket sale to contribute to the Community Benefit Fund.</p>	

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Cultural Institution	Current	Additional / Proposed
Wolfsonian (FIU)	<p>Casey Steadman's 03/14 email: The Wolfsonian will launch a new museum membership program for City of Miami Beach residents with the following benefits:</p> <ul style="list-style-type: none"><li>•Unlimited free admission for you and a guest</li><li>•Invitations to exhibition VIP Preview Parties</li><li>•Invitations to members-only tours and special events</li><li>•A 10% discount at The Wolfsonian Design Store + Coffee Bar</li><li>•5 complimentary guest passes, with additional passes available upon request</li><li>•Access to the SEMC reciprocal membership program</li><li>•Priority first-chance access to public programming</li></ul> <p>This FREE membership will be for up to two people at the same residential address. We still need to work out all the details, but there would be an initial application, annual renewal, and residency verification (similar to CMB Resident Parking requirements). We will ensure the program enrollment and renewal is available in person and online.</p> <p>Our goal to launch will be within the next six months.</p> <p>Of course, even if residents do not join the membership program, they will receive free admission to the museum and our programs as Florida residents.</p>	
Bass Museum	<p>1.Free Admission for all Miami Beach residents (includes guided tours every Saturday at 2PM)</p> <p>2.Culture Crawl- Museum is open free to the public each Third Thursday, 6-9PM</p> <p>3.Family Day-Free museum admission and family programming the last Sunday of every month</p>	<p>1.The Bass will create a City of Miami Beach Resident special Bass Museum membership: every family in Miami Beach will receive a membership card with special member year round benefits</p> <p>2.The Bass will offer free of cost spaces in the new wing including versatile community engagement space for public use/free event space for Miami Beach community group gatherings and events.</p> <p>3.The Bass will expand adult educational programs by developing inclusive social spaces for regular community engagement.</p> <p>1.Adult educational programs will be free for Miami Beach residents and serve seniors, young professionals, and families.</p> <p>2.Special programs for seniors will be developed to provide programs for elderly residents.</p> <p>4.The Bass will offer free weekly adult programming for Miami Beach residents. Programs will include lectures, films and concerts that explore intersections with contemporary art.</p> <p>5.The museum will offer free tours twice a week to resident families to support growing connections between contemporary art and Miami Beach residents.</p> <p>6.The museum will offer Miami Beach residents scholarships to summer art camp children's programs.</p> <p>7.The Museum will present new media work screenings on the façade of the museum to be viewed and enjoyed from Collins Park and other indoor/outdoor spaces.</p>

Public Benefits		
Cultural Institution	Current	Additional / Proposed
New World Symphony	Pending	Pending
Jewish Museum	Pending	Pending
Holocaust Memorial	No charge to attend any of our programs for Miami Beach residents.	Pending
Miami Beach Botanical Garden	<p>The Botanical Garden shall be managed and developed as a multi-purpose community resource centered on an outstanding public botanical garden which provides:</p> <ul style="list-style-type: none"><li>- Enjoyment of a beautiful botanical garden</li><li>- Education for children and adults</li><li>- A unique and enjoyable venue for visual and performing arts, special events, receptions, and community meetings</li><li>- A catalyst for community promotion of beautification and ecological improvement of the City</li><li>- A popular and memorable tourist destination</li></ul> <p>The City and the Conservancy intend that the activities programmed in and pertaining to the Botanical Garden continuously increase in scope and number so that the Garden favorably impacts an increasing number of residents and visitors."</p> <p>"SECTION 5. OPERATION AND MANAGEMENT OF THE BOTANICAL GARDEN.</p> <p>5.1 All activities undertaken at the Botanical Garden shall be to advance the goals and priorities set forth in Section 4 above. Subject to the terms, limitations, and required approvals contained in this Agreement, the Conservancy is authorized and required, and shall have the exclusive right to:</p> <p>e. Schedule public use of the Premises pursuant to policies and procedures consistent with the goals and priorities set forth in Section 4 and fees reflecting the reasonable expense of allowing such use, as approved by the City Commission. The City shall have the right to use the Premises, including the meeting room facilities, on a space available basis, at no charge. Duly constituted garden clubs with membership primarily situated in the City shall have the right to hold their regular meetings at the Botanical Garden at no charge."</p> <p>"SECTION 13. USE OF THE BOTANICAL GARDEN IS PRIMARY.</p> <p>The Botanical Garden is for the use of the public for purposes consistent with Section 4 and the public's right to such use shall not be infringed upon by any act of the Conservancy. The Conservancy shall use reasonable efforts to assure that activities conducted by the Conservancy on the Premises shall not unduly interfere with the solemnity and respectful atmosphere of the adjacent Holocaust Memorial."</p>	<p><b>1.Senior Access to Garden After Dark Series</b> <b>a.Purpose: The Miami Beach Botanical Garden is dedicated to providing educational and cultural experiences to all members of the community. As part of this commitment, the Garden is proud to offer free admission to seniors 65 and older to all "Garden After Dark" series events.</b></p> <p><b>2.Free Tours for School Groups</b> <b>a.Purpose: To provide educational opportunities for students to learn about and experience the beauty of nature at the Miami Beach Botanical Garden.</b></p>