

MIAMI BEACH

OFFICE OF THE CITY MANAGER

LTC # 106-2023

LETTER TO COMMISSION

TO: Honorable Mayor Dan Gelber and Members of the City Commission

FROM: Alina T. Hudak, City Manager

DATE: March 3, 2023

SUBJECT: **Byron Carlyle Request for Letters of Interest and Next Steps**

The purpose of this Letter to Commission (LTC) is to update the Mayor and City Commission on the letters of interest received for the Byron Carlyle Theater (Byron Carlyle).

On November 8, 2022, the City's voters approved a \$159 million General Obligation Bond (GOB) for Arts and Culture that included \$30,570,000 for the redevelopment of the Byron Carlyle Theater. On December 14, 2022, in response to item R7 E, the Mayor and City Commission directed the Administration to seek expressions of interest from cultural institutions to occupy and/or activate the Byron Carlyle venue.

Consequently, on January 25, 2023, the Administration issued Request for Letters of Interest (RFLI) 2023-261-KB for Cultural Partners for Byron Carlyle Theater. The RFLI (**Exhibit B**) was developed with input gathered from the Cultural Arts Council, the North Beach CRA Advisory Committee, and Michael Spring, Director of Miami-Dade County Department of Cultural Affairs.

On February 22, 2023, responses to the RFLI were received. Attached hereto as **Exhibit A**, is a list of the cultural institutions and operators that have expressed interest in activating the Byron Carlyle. The Administration is in the process of vetting the proposals. Additionally, pursuant to the direction issued by the Finance and Economic Resiliency Committee (FERC) at the January 27, 2023 meeting, and since this is within the City Manager's purview, the Administration will be engaging with cultural and art consulting firm(s) to provide additional input on the best and viable candidates to promote the arts in this venue.

This information, along with other information gathered from public charettes will assist in envisioning and developing the design and construction of the Byron Carlyle.

For questions on the foregoing, contact Adrian Morales, Facilities and Fleet Management Director at adrianmorales@miamibeachfl.gov or Maria Hernandez, GOB Program Director, at mariahernandez@miamibeachfl.gov.

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Exhibit D
Exhibit A

RFLI 2023-261-KB Cultural Partners for Byron Carlyle Theater
Responses

- 1 Area Stage Co. & Theatre
- 2 Campbell Construction Management
- 3 Fantasy Theatre Factory
- 4 Florida Opera Prima, Inc.
- 5 Loud and Live
- 6 Miami Jewish Film Festival
- 7 Miami Music Festival
- 8 Nu Deco
- 9 O Cinema
- 10 Rhythm Foundation
- 11 Sanctuary of the Arts
- 12 Sterling Bilder LLC

Exhibit B

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RFLI 2023-261-KB CULTURAL PARTNERS FOR
BYRON CARLYLE THEATER

MIAMI BEACH

Procurement Department
1755 Meridian Ave., 3rd Floor
Miami Beach, Florida 33139

**REQUEST FOR LETTERS OF
INTEREST
RFLI 2023-261-KB
CULTURAL PARTNERS FOR
BYRON CARLYLE THEATER**

- 1. Introduction.** The City is significantly invested in promoting arts and culture through its partner organizations who manage and operate various City-owned facilities. This portfolio currently includes, but is not limited to, the Colony Theatre, the Bass Museum of Art, the Miami Beach Bandshell, and the Fillmore at Jackie Gleason Theater. The City of Miami Beach ("City") is seeking letters of interest from cultural organizations that may have an interest in managing and programming -in whole or in part- the redeveloped City-owned property located at 500 71st Street (the Byron Carlyle Theater). It is the City's intention to establish a long-term relationship for the management of this facility.

Through this RFLI, the City is not seeking and will not consider specific proposals or offers to manage or program the referenced property. If market interest in managing and programming the property exists, through the City's receipt of expressions of interest, the City may issue a future Request for Proposals (RFP) seeking formal detailed proposals from interested parties. Interested parties are expressly requested not to submit proposals at this time, rather expressions of interest only.

- 2. Background.** Managing and programming a municipal cultural facility is a significant undertaking and the City may consider a long-term operating and management agreement with a partner organization to provide the assurance that investments in this collaboration are lasting and meaningfully beneficial to the community. In addition, the City may consider offering other ongoing in kind or financial support to ensure that a partner organization has the resources necessary to be viable and successful.

The Byron Carlyle Theater was originally developed in 1968 in Miami Beach's North Beach area at 500 71st Street. In 2001, the City purchased the Byron Carlyle Theater from the WBC Broadcasting Corporation. In 2004, the City executed an operating agreement with the Stage Door Theater Company and later executed an operating agreement with O Cinema in 2014. In 2019, the City closed the theater and advertised a RFP to redevelop the site. Following the RFP process, on February 24, 2021, the Mayor and City Commission rejected a proposal to sell the theater and redevelop the parcel. On April 21, 2021, the Mayor and City Commission referred an item to the City's Neighborhood and Quality of Life Committee requesting the City Administration to present short and long-term alternatives and recommendations for the Byron Carlyle Theater.

Subsequently, the City's Facilities and Fleet Management Department retained the firm of M.C. Harry & Associates (the Consultant) to prepare a Conditions Assessment and Recommendations report. The Consultant's Architect/Engineer team reviewed all available as-built documentation and visited the site to observe the current conditions of each building system. The Consultant's report included two (2) renovation options working within the existing building shell and a third option for new construction using the entire parcel.

Exhibit B

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RFLI 2023-261-KB CULTURAL PARTNERS FOR BYRON CARLYLE THEATER

On September 30, 2021, the Mayor and City Commission allocated up to \$400,000 from the City's FY 2022 Budget to be used by the Administration to develop conceptual design options for renovation of the Byron Carlyle Theater, to be informed by community outreach, survey data, and input from industry professionals, with the final approach and design concept to be subsequently presented for approval by the Mayor and City Commission. To this end, the Administration retained Shulman + Associates (Shulman) to provide some background on the site and help gather feedback from the community.

Shulman hosted two (2) publicly-noticed community input sessions on April 27, 2022, and April 28, 2022 (virtually) to gather feedback from the community. Shulman prepared a conceptual master plan for review and comment by the community during a final community input session which has not yet been scheduled.

On November 8, 2022, the City's voters approved a \$159 million General Obligation (G.O.) Bond for Arts and Culture that included \$30,570,000 for the redevelopment of the Byron Carlyle Theater.

On December 14, 2022, the Mayor and City Commission directed the Administration to seek expressions of interest from cultural institutions to occupy and/or activate the venue. Thus, the City is seeking one or more potential cultural partners, which may include, but is not limited to, theater companies, small independent cinema operators, and visual and performing arts organizations to manage and program the redeveloped Byron Carlyle Theater.

Figure 1 – Site Location Sketch



Exhibit B

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RFLI 2023-261-KB CULTURAL PARTNERS FOR
BYRON CARLYLE THEATER

Byron Carlyle Theater (500 71st Street)**Folio: 02-3211-002-1070**

The building sits on a single parcel 250 feet wide by 101 feet deep for a total of 25,250 SF. The building spans almost the entire footprint of the site. According to Surveys received, there is a utility easement along the north edge of the site for an overhead electrical line. In the existing condition, the building is situated within the utility easement by approximately five (5) feet. If the site is developed as new construction, it is assumed that the overhead line and the associated easement could be eliminated, as demonstrated by adjacent in-progress development projects. Per the latest zoning requirements, there are 10-foot setbacks on the three street sides of the site, and the theater could not be re-built with the same footprint it has today.

Folio: 02-3211-002-1090

Immediately to the south and toward the west half of the building site, the City owns a surface parking lot 50 feet wide by 125 feet deep for a total of 6,250 SF. The lot is currently configured with thirteen (13) standard parking spaces, one (1) accessible space, one (1) motorcycle space, and a turnaround and building loading area servicing the theater. Across Byron Avenue toward the east, the City owns a surface parking lot (Folio: 02-3211-002-1050) with 28 standard parking spaces and two (2) accessible spaces. This lot is only considered in this description for its potential future use as parking for the building.

3. **Questions.** The deadline for questions is **February 8, 2023, at 3:00 pm Eastern Time (ET)**. Any questions concerning this RFLI shall be submitted to the Procurement Contact noted below:

Procurement Contact:

Kristy Bada

Telephone:

305-673-7490 ext. 26218

Email:kristybada@miamibeachfl.gov

All responses to questions/clarifications will be sent to all prospective Proposers in the form of an addendum.

4. **Submittal Format.** Responses should be in letter form and include the following:
- a. **Respondent Information.** Information regarding the respondent and its team, including but not limited to organization name, years in business/operation, principals, headquarter, and local office details, and the primary contact for any matters relating to the RFLI, including name, position, and contact information.
 - b. **Previous Experience.** Information regarding the organization's track record, including a description of the programs and activities currently being offered (e.g., exhibitions, performances, arts education activities, community outreach, etc.). Organizations should limit their response to no more than five (5) typewritten letter-sized pages and consider the following criteria in describing previous work experience and potential future programming:
 1. **Cultural Impact**
 - A description of the arts and/or cultural programs and services that would be offered with an overview of the organization's track record of success with an emphasis on how the nature and quality of the activities would contribute to Miami Beach's portfolio of cultural offerings and reputation for artistic innovation and excellence; and
 - A brief overview describing the type of cultural facility and spaces that would enable the organization to optimally present its programs and activities.
 2. **Social and Community Impact**

Exhibit B

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RFLI 2023-261-KB CULTURAL PARTNERS FOR
BYRON CARLYLE THEATER

- Experience and effectiveness with offering arts educational and outreach programs;
- Summary of past experience and present interest in collaborating with other not-for-profit arts and cultural organizations and in making the facility available for programs presented by others;
- Interest in complementary building uses to support arts and cultural programming, activation, and community engagement;
- Description of efforts and in audience development and engagement; and
- Links to media coverage regarding the organization's work.

3. Management and Administration

- Experience with managing a cultural facility, if applicable;
- Summary of existing partnerships and grant relationships (including duration and structure), and funding sources; and
- Evidence of sound fiscal management.

- c. **Expression of Interest.** A statement of interest in occupying and/or activating the redeveloped City-owned property at 500 71st Street (the Byron Carlyle Theater). A statement of interest is not binding on either party.

5. **Submittal Due Date and Requirements.** The deadline for letters of interest is **February 22, 2023, at 03:00 pm, Eastern Time (ET)** in accordance with Section 4 of this RFLI. Electronic responses to this RFLI are to be submitted via email no later than the date and time indicated above. Responses shall be emailed to Kristy Bada at kristybada@miamibeachfl.gov.

It is the sole responsibility of the respondent to ensure its letter of interest is received before the RFLI closing date and time.

6. **Industry Meetings.** Following the receipt of an expression of interest, the City may schedule mutually agreeable industry meetings with the respondent(s) to clarify any questions that either the City or the respondent(s) may have.

7. **Result of RFLI.** The City is not required to act upon any information obtained through this RFLI.

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