


MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Alina T. Hudak, City Manager 

DATE: April 28, 2023

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE ADDITIONAL PUBLIC BENEFIT PROFFERED BY EACH OF THE CULTURAL ARTS ORGANIZATIONS OR ENTITIES THAT WILL RECEIVE ARTS & CULTURE GENERAL OBLIGATION BOND FUNDS OR THAT WILL DIRECTLY BENEFIT FROM CAPITAL PROJECTS PAID FOR WITH ARTS & CULTURE GENERAL OBLIGATION BOND FUNDING.**

BACKGROUND

On November 8, 2022, the voters of the City of Miami Beach approved the issuance of a general obligation bond in the amount of \$159,000,000, to improve facilities for resiliency of arts and cultural institutions throughout the City, including museums, performance venues, artistic playgrounds, senior/cultural centers, botanical garden, aquatic sculpture park, and related artist/workforce housing (Arts & Culture General Obligation Bond or GOBAC).

On November 16, 2022, at the request of Commissioner Alex Fernandez, the Mayor and City Commission approved Resolution No. 2022-32405, relating to the Arts & Culture General Obligation Bond, directing the City Administration and City Attorney's Office to negotiate and secure public benefits as part of the City's grant agreements with each cultural arts organizations that will receive GOBAC funds (**Exhibit A**).

ANALYSIS

At the time Resolution No. 2022-32405 was adopted, delivery of the projects by City forces or through a grant was not determined and it is our understanding that additional public benefits would be required from all institutions that benefit from Arts and Culture General Obligation Bond funding.

Furthermore, at the time the GOBAC had been conceived most of the cultural institutions already offered public benefits through their management or lease agreements with the City. The public benefits being secured would be in addition to those previously provided.

Consequently, the Administration reached out to the target cultural organizations and entities to obtain a list of additional public benefits. Attached by way of reference as **Exhibit B**, is a summary

of supplementary public benefits that will be offered by the GOBAC funded recipients.

Based on the foregoing, the Resolution accompanying this memorandum shall memorialize the additional public benefits proffered by each of the cultural arts institutions or entities in accordance with Resolution No. 2022-32405.

CONCLUSION

The Administration recommends the Mayor and City Commission adopt the Resolution and approve the additional public benefit proffered by each of the cultural arts organizations or entities that will receive GOBAC funds or that will directly benefit from capital projects paid for with GOBAC funding.

ATTACHMENTS:

Exhibit A – Resolution No. 2022-32405

Exhibit B – Public Benefits Summary

RESOLUTION NO. 2022-32405

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, RELATING TO THE 2022 G.O. ARTS AND CULTURE BOND PROGRAM, AND PROVIDING THAT IF THE CITY'S VOTERS APPROVE THE PROPOSED G.O. BOND MEASURE ON NOVEMBER 8, 2022, THE CITY ADMINISTRATION AND CITY ATTORNEY'S OFFICE SHALL NEGOTIATE AND SECURE PUBLIC BENEFITS AS PART OF THE CITY'S GRANT AGREEMENTS WITH EACH OF THE CULTURAL ARTS ORGANIZATIONS THAT WILL RECEIVE G.O. BOND FUNDS.

WHEREAS, on November 8, 2022, the voters of the City of Miami Beach (the "City") will consider approval of a \$159 million G.O. Arts & Culture Bond, to improve the resiliency of arts and cultural facilities throughout the City; and

WHEREAS, some of the proposed projects that will be funded by the G.O. Arts and Culture Bond will require the City to enter into grant agreements with various cultural arts organizations; and

WHEREAS, the Miami-Dade County's \$2.9 billion Building Better Communities Bond Program, aimed to fund important infrastructure and quality of life improvements, awarded grants to numerous cultural organizations throughout the County, and as part of those agreements, routinely secured public benefits as part of the grants, such as commitments by the cultural organizations funded with the Bond Program monies to open their facilities to the general public for a specified term of years; and

WHEREAS, if the proposed G.O. Arts and Culture Bond is approved by the City's voters on November 8, 2022, the Mayor and City Commission direct the City Administration and the City Attorney's Office to secure public benefits for the residents of the City as part of the grant agreements with cultural arts organizations funded by the G.O. Arts & Culture Bond, which could include public access requirements, discounted tickets to residents, and free performances or other activations.

NOW THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, relating to the 2022 G.O. Arts And Culture Bond Program, and providing that if the City's voters approve the proposed G.O. Bond measure on November 8, 2022, the City Administration and City Attorney's Office shall negotiate and secure public benefits as part of the City's grant agreements with each of the cultural arts organizations that will receive G.O. Bond funds.

PASSED AND ADOPTED this 16th day of November 2022.



[Signature]

Dan Gelber, Mayor

ATTEST:

[Signature]

Rafael E. Granado, City Clerk
(sponsored by Vice-Mayor Alex J. Fernandez)

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

[Signature]

City Attorney *AF*

11-7-22
Date

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MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Rafael A. Paz, City Attorney
DATE: November 16, 2022

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, RELATING TO THE 2022 G.O. ARTS AND CULTURE BOND PROGRAM, AND PROVIDING THAT IF THE CITY'S VOTERS APPROVE THE PROPOSED G.O. BOND MEASURE ON NOVEMBER 8, 2022, THE CITY ADMINISTRATION AND CITY ATTORNEY'S OFFICE SHALL NEGOTIATE AND SECURE PUBLIC BENEFITS AS PART OF THE CITY'S GRANT AGREEMENTS WITH EACH OF THE CULTURAL ARTS ORGANIZATIONS THAT WILL RECEIVE G.O. BOND FUNDS.

ANALYSIS

Pursuant to the request of Vice-Mayor Alex Fernandez, the above-referenced Resolution is submitted for consideration by the Mayor and City Commission at the November 16, 2022 Commission meeting.

SUPPORTING SURVEY DATA

N/A

FINANCIAL INFORMATION

N/A

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

Yes

Does this item utilize G.O. Bond Funds?

No

Legislative Tracking

Office of the City Attorney

Sponsor

Vice-Mayor Alex Fernandez

ATTACHMENTS:

Description

- Resolution

1. Bass Museum of Art (Friends of The Bass)

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

1. The Bass will create a City of Miami Beach Resident special Bass Museum membership: every family in Miami Beach who enrolls in the program, will receive a membership card with special member year-round benefits
2. The Bass will host Miami Beach nonprofit community groups meetings, during regular museum hours, by waiving venue rental fees associated with the new wing
3. The Bass will expand adult educational programs by developing inclusive social spaces for regular community engagement
 - a. Adult educational programs will be free, or discounted, for Miami Beach residents and serve seniors, young professionals, and families
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
5. The museum will offer free tours twice a week to resident families to support growing connections between contemporary art and Miami Beach residents
6. The museum will offer Miami Beach residents a limited number of scholarships to summer art camp children's programs
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

CURRENT

1. Free Admission for all Miami Beach residents (includes guided tours every Saturday at 2PM)
2. Culture Crawl- Museum is open free to the public each Third Thursday, 6-9PM
3. Family Day-Free museum admission and family programming the last Sunday of every month

2. Miami City Ballet

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

1. 20% off Main Stage performances
2. Annual Popups Performance and City Stage Performance
3. Free Wolfson Theater Access for public meetings – Live Stream Available
4. Free Tours of the facility by appointment
5. Free Rehearsals attendance by appointment

CURRENT

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.
2. MCB or its school will produce at least one Young People's Program, per season, for children and families.
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.
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.
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.
6. Arts students (music, dance, visual arts, etc.) enrolled at Miami Beach High School may sign up to attend a free studio rehearsal.
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.
8. Miami Beach residents who are registered voters will receive a 10% discount in the MCB gift shop.
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.

3. Workforce Housing (Miami City Ballet)

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

The \$4 million from the Arts & Culture General Obligation (G.O.) Bond is crucial to the financial feasibility and development of the Collins Park Artist Workforce Housing Project (the "Project"), a seven-story mixed-use building on City-owned land. The Project includes student dormitory space for the Miami City Ballet, ground floor space programmed by the City of Miami Beach for cultural arts activation, and eighty (80) units of workforce housing to serve income-eligible households in the City of Miami Beach. As approved by the Miami Beach electorate, the Arts & Culture G.O. Bond funds for this Project will contribute to developing and building out the Project's second-floor ballet dormitory space.

The Miami City Ballet School is one of the largest dance training academies in the nation, featuring a robust international roster of students from all backgrounds. Each academic year, hundreds of students, including those from Miami Beach, participate in the ballet training program. Ancillary programs include summer intensive academies, choreography workshops, and community classes open to the public. The not-for-profit organization offers tuition and housing scholarships each year to students from diverse socioeconomic backgrounds. Student instruction at the Miami City Ballet School is conducted at the Ballet's headquarters facility in Miami Beach, located immediately adjacent to the Project in the Collins Park Cultural District. The Project's dormitory will accommodate student performers.

Above the dormitory, the Project's upper floors will feature 80 workforce housing apartments, ranging from studios to two-bedroom units, that prioritize artists, first responders, City employees, educators, veterans, and other Miami Beach households earning at or below 120% of Area Median Income (AMI). As required by the Project's ground lease of the site from the City of Miami Beach, throughout the term of the ground lease, these new apartment units are guaranteed to remain at designated rental rates (as established by U.S. HUD) that are attainable to Miami Beach workers.

The cultural arts space located in a portion of the Project's first floor will be leased directly to the City and is intended for cultural arts activation, likely to serve not-for-profit organizations in partnership with the City.

All residual Project income, following the payment of operational costs and debt service, insures to the City in an amount presently estimated in excess of \$40 million throughout the term of the ground lease. Project debt remains non-recourse to the City of Miami Beach throughout the current estimated 36 year-period. As the City is owner of the underlying land, following total satisfaction of Project debt obligations, the fee title and ownership of the Project improvements transfer to the City.

CURRENT

None

4. Fillmore Miami Beach (Live Nation)

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

To be determined

CURRENT

2.4 - City and Charitable Use of Facility and Ticket Programs:

- (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
- (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
- (c) Free City Parks and Recreation Summer Showcase Event Use - City shall be entitled on one (1) occasion in each full or partial Fiscal Year during the Term (for these purposes, such "one (1) occasion" shall mean a total of three (3) consecutive days and nights, inclusive of rehearsal and the Event), to make use of the Facility for hosting the Parks and Recreation Summer Showcase Event
- (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
- (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
- (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"
- (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
- (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

5. Colony Theater (Miami New Drama)

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

- 15% off all performances for Miami Beach residents
- Free daytime access to the theater and lobby areas for community and educational purposes.
- Free post-renovation tours of the Colony Theater
- Free behind the scenes tours of rehearsals

CURRENT

Miami Beach resident discounts, student and senior rates, free student performances, free family performances of our educational programming and nonprofit rental rates.

6. Miami Beach Botanical Garden

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

1. Senior Access to Garden After Dark Series

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. This benefit is a potential savings of \$35-\$45 (average ticket price for these events).

2. Free Tours for School Groups

a. Purpose: To provide educational opportunities for students to learn about and experience the beauty of nature at the Miami Beach Botanical Garden.

b. This benefit is a savings of \$3/child.

CURRENT

SECTION 4. GOALS AND PRIORITIES

The Botanical Garden shall be managed and developed as a multi-purpose community resource centered on an outstanding public botanical garden which provides:

- Enjoyment of a beautiful botanical garden
- Education for children and adults
- A unique and enjoyable venue for visual and performing arts, special events, receptions, and community meetings
- A catalyst for community promotion of beautification and ecological improvement of the City
- A popular and memorable tourist destination

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.

SECTION 5. OPERATION AND MANAGEMENT OF THE BOTANICAL GARDEN

5.1 All activities undertaken at the Botanical Garden shall be to advance the goals and priorities set forth in Section 4. 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:

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.

SECTION 13. USE OF THE BOTANICAL GARDEN IS PRIMARY

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.

7. Art Deco Welcome Center (MDPL)

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

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.

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.

CURRENT

Section 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.

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 free admission to the Museum during such hours of operation.

4.2.2.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.

8. New World Symphony

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

Our newest program is the mobile WALLCAST® series, free. The Mobile WALLCAST® will foster long-term, collaborative relationships with a broad representation of arts, culture, education, and community centers that serve the residents of diverse communities. Currently the largest mobile wall in South Florida, the 23x13 screen consists of state-of-the-art LED panels and a sound system. This program will serve SoundScape Park and neighborhoods across Miami Beach and Miami-Dade County with WALLCAST® concert content. Four to six annual activations are planned, with more possible depending on site, partner and deployment team availability.

New World Symphony (NWS) reserves the right to add, delete or modify any of these programs based on success, viability, sponsorships, and resource availability.

CURRENT

NWS currently has no contractual obligation to provide public benefits. Nevertheless, New World provides a long and deep slate of public benefits as part of its core mission. To name a few:

Continuing

- The hugely successful, expensive to produce, and still unequalled anywhere WALLCAST® concerts, all free to the public, 9-12 per season.
- A free December holiday concert for city residents, which is also streamed on Miami Beach TV.
- At least 15 free concerts annually, an average of 30% of NWS concerts
 - o Pre-season concerts
 - o Musician Forums
 - o Inside the Music series
 - o Solo Spotlight series
 - o Sounds of the Season concert
- Education concerts, free.
- School and other community visits, free.
- Community center visits, free.
- Rehearsal observations, free.
- MusicLab every May with Miami Beach Senior High and other Miami-Dade schools, free.
- The annual spring Side-by-Side concert with many Miami Beach student participants, free.
- Yoga mornings, free.
- Participation in Culture Crawl, free.
- Soundscape Cinema Series, free, generally October to June.
- Brass quintet in Soundscape Park for the Miami Marathon, free.
- Musicians on Golf Carts with the Lincoln Road BID, free.
- Letting small community groups and organizations use space in New World Center for minimal labor costs and no or highly discounted rental fees.

NWS reserves the right to add, delete or modify any of these programs based on success, viability, sponsorships, and resource availability.

9. Holocaust Memorial Miami Beach

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

No charge to attend any programs for Miami Beach residents.

CURRENT

No charge to attend any programs for Miami Beach residents.

10. Byron Carlyle Theater

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

To be determined when an operator or lessee is selected.

CURRENT

None

11. North Beach Oceanfront Center (UNIDAD of Miami Beach)

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

All of the programming of the North Beach Oceanfront Center is 100% free and open to the public, including all cultural enrichment programming which includes painting classes, the Miami Beach Senior Choir, dance classes, music recitals and periodic special events with music, dance and senior performances.

CURRENT

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 acknowledge the vital need for a comprehensive senior activity and community center, particularly within the North Beach community.

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.

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:

- Enhanced access to employment training and placement opportunities for seniors who want and need to work.
- Enhanced access to counseling, to support groups for health issues and nutrition awareness.
- Improved mental and physical health for regular participants in Center programs.
- Enhanced access to social services for low-income seniors, particularly in the North Beach community, including services to victims of discrimination, abuse and neglect.
- 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.

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:

- Operation of an elderly community service program to provide job placement for seniors;
- Operation of senior employment training programs;
- Senior meals center for the North Beach area elderly community (subject to funding availability)

12. MB Hispanic Community Center c/o UNIDAD (Coral Rock House)

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

Funding will allow the Center to re-open and resume cultural programming showcasing Hispanic music, art, literature and culture. All of the programming of the Miami Beach Hispanic Community Center is 100% free and open to the public.

CURRENT

Facility is currently closed.

13. Collins Park Cultural Center (Miami New Drama)

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

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:

- 1) 125 cultural or community activations per year
- 2) 25,000 patrons per year (inclusive of virtual patrons for hybrid events)
- 3) 150 students per year
- 4) 75 seniors per year
- 5) 50 pro bono nonprofit/community rental hours per year
- 6) 500 discounted tickets provided per year

Benchmarks shall increase during the Initial Term as follows:

- 1) Lease Year 2: 150 events, 30,000 patrons, 175 students, 80 seniors, 50 pro bono nonprofit/community rental hours
- 2) Lease Year 3: 175 events 35,000 people, 200 students, 85 seniors, 55 pro bono nonprofit/community rental hours
- 3) Lease Year 4: 200 events 40,000 people, 225 students, 90 seniors, 55 pro bono nonprofit/community rental hours
- 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

Prior to any renewal periods, performance benchmarks may be adjusted as mutually agreed to by the parties.

Miami New Drama (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.

Additionally, 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.

CURRENT

None

14. Miami Beach Bandshell (The Rhythm Foundation)

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

The expansion of production support facilities at the back of house will allow us to increase the services we provide to the public and performing arts organizations and artists in a number of ways. Our technical capabilities will be able to grow alongside the quality of productions we can offer. Our sustainable practices in concessions management will be enhanced. Our capabilities for media content creation “Live From The Bandshell, The Music That Makes Miami Beach” will flourish to become as essential to our City’s identity as the “Grand Old Opry” is to Nashville.

Our capacity to offer more free admission programs will be enhanced. This important plank of our programming has been key to the Rhythm Foundation management since the beginning. At least 20% of our offerings are provided without charge to residents and visitors. Our early free shows with Dance Band Night and Food Trucks and Music Festival paved the way for recurring free programs including the North Beach Social, Arts in the Park Performance Series, Miami Beach Youth Music Festival, Fête de la Musique, Hit Week Italian Music Showcase, Miami Beach Salsa Festival, Hispanic Heritage Celebration, Juneteenth Celebration and others.

Education program offerings will be able to grow as well. Our collaboration with the Dade County School System hosting students at the Bandshell and sending video live-stream lecture demonstrations from the Nu Deco Ensemble and South Florida Symphony Orchestra, along with student oriented programs with The Miami Music Project, The Children’s Voice, Cuban Classical Ballet, Miami Beach Rock Ensemble, Nautilus Middle School, Allison Academy and others.

To summarize, the GO bond will support expanded Free Programs, Educational Programs and Media Programs offered by the Rhythm Foundation at the Miami Beach Bandshell.

CURRENT

5.2.1.1 - The Rhythm Foundation (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.

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.

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.

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.

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:

- i. The number of Events hosted during the previous Quarter, including the charge to the public for the event, if any.
- ii. The number in attendance at the Event.
- iii. The number of Facility Rentals and the charge for said Facility Rentals.
- iv. A detailed plan and budget illustrating the marketing efforts.
- v. The Events scheduled or anticipated for the upcoming Quarter.

15. The Wolfsonian (FIU)

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

The Wolfsonian will launch a new museum membership program (equivalent to our \$75 dual/family membership) for City of Miami Beach residents with the following benefits:

- Unlimited free admission for you and a guest
- Invitations to exhibition VIP Preview Parties
- Invitations to members-only tours and special events
- A 10% discount at The Wolfsonian Design Store + Coffee Bar
- 5 complimentary guest passes, with additional passes available upon request
- Access to the SEMC reciprocal membership program
- Priority first-chance access to public programming

This FREE membership will be for families 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.

Our goal to launch will be within the next six months.

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.

CURRENT

- Free General Admission for all Florida Residents
- Free Friday Evening admission for all visitors
- Free K-12 programs and tours
- Free Family Programs
- Almost all of our public programs are scheduled on Friday evenings and therefore are free for all

16. The Jewish Museum of Florida (FIU)

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

JMOF-FIU will launch a new museum membership program (equivalent to our \$75 family membership) for City of Miami Beach residents with the following benefits:

- Unlimited free admission for you and a guest
- Invitations to exhibition VIP Preview Parties
- Invitations to members-only tours and special events
- A 10% discount in the Orovitz Museum Store
- 5 complimentary guest passes, with additional passes available upon request
- Access to the SEMC reciprocal membership program
- Priority first-chance access to public programming

This FREE membership will be for families 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.

Our goal to launch will be within the next six months.

Of course, even if residents do not join the membership program, they will receive free admission to the museum and our programs on Saturday.

CURRENT

- Free General Admission for all Members
- Free Saturday admission for all visitors
- Free K-12 programs
- Free Family Programs
- Many of our public programs are free for all

17. Artistic Playgrounds

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

N/A

CURRENT

N/A

18. Aquatic Sculpture Park

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

This grant is creating a revolutionary public art artificial reef. It's a public underwater park. Anyone from the public will have free access.

CURRENT

N/A

19. Collins Park Rotunda

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

To be determined when an operator or lessee is selected.

CURRENT

None

20. MB Classical Music Festival

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

To be determined under future Management/Operating Agreement.

CURRENT

None

21. Workforce Housing for Cultural Institutions

PUBLIC BENEFITS

ADDITIONAL/PROPOSED

None

CURRENT

None