

Condensed Title:

A Resolution of the Mayor and City Commission of the City of Miami Beach, Florida, appropriating thirty-four thousand three hundred seventy-five dollars (\$34,375.00) and approving technical improvements, specifically equipment upgrades for the Colony and Byron-Carlyle theaters.

Key Intended Outcome Supported:

Increase community rating of cultural activity

Supporting Data (Surveys, Environmental Scan, etc.): 44% and 35% of City residents attend events once a month or less at the Colony and Byron Carlyle respectively. 66% of residents say the City has the right amount of cultural activities and 30% say there are too few cultural activities.

Issue:

Shall the City Commission adopt the Resolution?

Item Summary/Recommendation:

In 2006, the Colony emerged from a dramatic three-year, nearly \$8 million renovation/restoration to reclaim its place as the region's premiere mid-sized performance space. The completely refurbished auditorium has a seating capacity of 440, which includes disabled-accessible seating. One of South Florida's most popular entertainment venues, the Colony hosts a wide variety of programs, including music, dance, theater, opera, comedy, performance art and film.

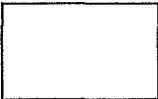
The Byron Carlyle Theater Complex, located at 500 71st Street, between Byron Avenue and Carlyle Avenue, was purchased by the City of Miami Beach in 2001, for \$1.7 million. Phase I of the renovation of the Theater (\$1.7 million) was completed by the City's Property Management Division during approximately 16 months of design and construction for the Theater on the eastern portion of the complex. The total seating capacity for the renovated Theater is 304, with 158 seats in the orchestra level, and 138 seats in the mezzanine level.

Global Spectrum, which took over management of the Miami Beach Convention Center, Colony and Byron-Carlyle theaters October 1, 2008, has assessed the technical needs of each of the facilities and recommended technical improvements, which are listed in the attached memorandum.

Advisory Board Recommendation:

N/A

Financial Information:

Source of Funds:	Amount	Account
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	2	
	3	
	Total	34,375.00

Financial Impact Summary:

The digital projector is required by all film festivals and major film distribution companies require. Clients will be able to rent directly from the Theatre for \$500 per day and it's estimated that the City will recoup its capital investment in one full year (approximately 40 – 45 rentals) of use. Afterwards, rental of this equipment will generate additional revenue for the Theatre.

City Clerk's Office Legislative Tracking:

Max A. Sklar, Ext. 6116

Sign-Offs:

Department Director	Assistant City Manager	City Manager
MAS 	HMF 	JMG 

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Agenda Item C7L
Date 2-25-09



MIAMI BEACH

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

COMMISSION MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: February 25, 2009

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROPRIATING THIRTY-FOUR THOUSAND THREE HUNDRED SEVENTY-FIVE DOLLARS (\$34,375.00) AND APPROVING TECHNICAL IMPROVEMENTS, SPECIFICALLY EQUIPMENT UPGRADES FOR THE COLONY AND BYRON-CARLYLE THEATERS.**

Administration Recommendation

Adopt the Resolution

Funding

Funding for this project will be appropriated from capital contributions made by SMG during their former management agreement from budget account 601-7000-229019.

Analysis

The beautiful Art Deco-style Colony Theatre, located at 1040 Lincoln Road, first opened in 1934 as part of Paramount Pictures movie theater chain. Its original entrance was moved to the Lenox Avenue corner in 1960, when Lincoln Road was closed to traffic to become the pedestrian mall designed by Morris Lapidus. The Colony was transformed into a performing arts theater in 1986, and later added a new lobby and a café.

Now owned by the City of Miami Beach, in 2006 the Colony emerged from a dramatic three-year, nearly \$8 million renovation/restoration to reclaim its place as the region's premiere mid-sized performance space. The entrance, facade and lobby were returned to their original Art Deco grandeur, and the interior features a new, larger stage house, additional lighting, and state-of-the-art theatrical rigging and sound systems. The completely refurbished auditorium has a seating capacity of 440, which includes disabled-accessible seating. One of South Florida's most popular entertainment venues, the Colony hosts a wide variety of programs, including music, dance, theater, opera, comedy, performance art and film.

The Byron Carlyle Theater Complex, located at 500 71st Street, between Byron Avenue and Carlyle Avenue, originally opened in December 1968 as twin cinemas hosting first-run movies in the heart of North Beach. A total of 994 seats were originally built, with the large auditorium having a capacity of 590 seats. In the mid-1970s, the Theater was re-developed into a multiplex cinema; the larger auditorium to the west was subdivided into five (5) smaller theaters. The Theater continued to operate until it was sold by its owner, Wometco Enterprises, when the City of Miami Beach purchased it in 2001, for \$1.7 million.

Phase I of the renovation of the Theater (\$1.7 million) was completed by the City's Property Management Division during approximately 16 months of design and construction for the

Theater on the eastern portion of the complex. The total seating capacity for the renovated Theater is 304, with 158 seats in the orchestra level, and 138 seats in the mezzanine level, in addition to 8 ADA seats.

This fiscal year, Global Spectrum currently projects the Colony Theatre to be booked 182 days or 49%. The Byron-Carlyle Theater is projected to have 55 days booked or 15%. Global Spectrum, which took over management of the Miami Beach Convention Center, Colony and Byron-Carlyle theaters October 1, 2008, has assessed the technical needs of each of the facilities. The following is a detailed list of capital equipment or repairs needed at the Colony and Byron-Carlyle theaters:

Colony Theatre

Digital Projector – State of the Art High Definition projector: \$18,299.00

This is the state of the art projector that film festivals and major film distribution companies require. The Theatre has very few clients who have a need for the current 35mm film projector. Currently, clients have to rent this digital equipment from an outside source, along with a person to run the equipment. If purchased, clients will be able to rent the equipment directly from the Theatre. It's estimated that the City will recoup its capital investment in one full year (approximately 40 – 45 rentals) of use. Afterwards, rental of this equipment will generate additional revenue for the Theatre.

Digital Audio Adapter for High Definition Film projection: \$1,749.00

This adapter allows the digital projector to play the sound tracks on High Definition digital film. This equipment works with the aforementioned projector. This would be included in the \$500 day rate for rental of the HD projector.

Digital Effects Processor: \$999.00

The digital effects processor allows the sound engineer to manipulate the quality of sound during live performance. This is a piece of standard equipment used for mixing live sound that the Theatre does not currently have.

Clear Com System: \$1,012.95

This allows the technicians to talk and listen to one another during rehearsals and performances. It is a necessary piece of equipment that will have six different stations and locations. The current system is in very poor condition and must be replaced as soon as possible.

Safety inspection of Counter Weight Arbor System/Upgrades: \$2,040.00

The counter weight system allows us to fly scenery and lights in and out above the stage. Industry standard requires the system to be inspected and upgraded every three years. The system is currently in its fourth year and inspection is necessary to ensure proper safety standards are met. Inspections and upgrades would be scheduled during the summer.

Safety Inspection - five overhead stage electrical cable systems/upgrades: \$2,040.00

The electrical cable systems need to be balanced and chains holding the conduit must be replaced to insure the chain can hold the required weight of the system. Industry standard requires the system to be inspected and upgraded every three years. The system is currently in its fourth year. Inspections and upgrades would be scheduled during the summer.

Miscellaneous repairs: \$4,547.00

Throughout the course of the year a number of unexpected needs arise. These funds will

be used for unexpected repairs and use of the funds reported to the Tourism and Cultural Development Department.

Byron-Carlyle Theater

Repair Cable Retractors: \$2,488.00

The Byron Carlyle has six electrical conduits installed with electric motors that allow the conduit to go up and down. It is an essential mechanism for the stage as it allows the technicians to hang and cable all lights while standing on the stage. This makes hanging and cabling lights faster and safer. It is also cost effective for the user as it takes far less time to do all changes to the light plot. Every performance adapts the light plot at the Byron Carlyle. Currently, the mechanisms are not working properly.

Colony Theatre and Byron-Carlyle Theater

CD Players/ Recorders –Colony and Byron Carlyle: \$1,200.00

Both facilities currently have old CD players that are beginning to lose their consistency. The current players will remain in the inventory and used as back up. Many users of the facilities require two CD players as it enables them to mix live during the performance. This capability is not currently provided at either facility, but will make the facilities more attractive to potential clients.

TOTAL: \$34,375.00

Conclusion

The City Administration recommends appropriating these funds and approving the aforementioned capital improvements to the Colony Theatre and Byron Carlyle Theater.

JMG/HMF/MAS

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RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROPRIATING THIRTY-FOUR THOUSAND THREE HUNDRED SEVENTY-FIVE DOLLARS (\$34,375.00) AND APPROVING TECHNICAL IMPROVEMENTS, SPECIFICALLY EQUIPMENT UPGRADES FOR THE COLONY AND BYRON-CARLYLE THEATERS.

WHEREAS, Global Spectrum, which took over management of the Miami Beach Convention Center, Colony and Byron-Carlyle theaters October 1, 2008, has assessed the technical needs of each of the facilities; and

WHEREAS, Global Spectrum and the City Administration recommend the list of repairs and upgrades included in the Commission Memorandum; and

WHEREAS, approving these upgrades and repairs is in the best interest of the Colony Theatre and Byron-Carlyle Theater.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA appropriating thirty-four thousand three hundred seventy-five dollars (\$34,375.00) and approving technical improvements, specifically equipment upgrades for the Colony and Byron-Carlyle Theaters.

PASSED and ADOPTED THIS 25th day of February, 2009

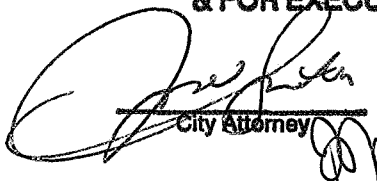
ATTEST:

City Clerk

Mayor Matti Herrera Bower

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



City Attorney

2/19/09

Date