



# 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: April 22, 2009

SUBJECT: **REFERRAL TO THE FINANCE AND CITYWIDE PROJECTS COMMITTEE - DISCUSSION REGARDING PROPOSED CHANGES TO THE RENTAL RATES AT THE BYRON-CARLYLE AND COLONY THEATERS.**

### ADMINISTRATION RECOMMENDATION

Refer discussion to Finance/Citywide Projects Committee as recommended by staff.

### BACKGROUND

In July of 2004, with direction from the City Administration, the Mayor and City Commission adopted Resolution No. 2004-25646 establishing rental rates for the Byron Carlyle, Colony and Little Stage theaters. These rates were determined after a detailed examination of rates charged by similar venues in South Florida and elsewhere, and included fee schedules for non-profit organizations as well as for commercial users. There were, however, no provisions made for extended-run bookings, nor for off-season rate reductions, and the Administration was not granted the ability to adjust rates when necessary under certain circumstances to maximize theater use. On July 11, 2007, the Mayor and City Commission passed Resolution No. 2007-26594, which established rental rates for extended-run and off-season bookings at the theaters.

As you know, Global Spectrum took over management of the theaters October 1, 2008. Since that time, they have made improvements to operations, marketing, customer service, and capital. They also began a review of the current rate structure at the facilities and recommended a number of changes. The most significant change is in the area of House Fees. House Fees include the personnel for the Box Office, Custodial, Front of House Manager, Ticket Taker and Ushers. The current House Fee at each theater is \$350; however this fee does not cover our costs which are \$459 and \$415 for the Colony and Byron-Carlyle respectively. Global Spectrum and City Staff recommend increasing the House Fees to \$475 and \$425 for the Colony and Byron-Carlyle respectively.

The balance of recommended changes, which are attached for your reference, propose a modest increase to the rental rates for non-profit and commercial producers. However, this increased rate also includes a change to the definition of a performance day, which is beneficial to the event producer. Currently, a performance day includes only five (5) hours of use. The suggested rate change includes changing a performance day to eight (8) hours. The additional hours for performance days makes each theater more user friendly, as many users have to pay overtime for short rehearsals prior to performance or the last performance when they have to tear down and load-out the theater. This one flat rate covers the eight

Agenda Item   C4C    
Date   4-22-09

hours users generally need. The eight hours are also more economical for major film festivals, as they can show more than one or two screenings a day for one rate. In fact, when you look at the minimum increase in the rental rate, on a per hour basis it is less than the current rate.

Additionally, the proposal includes changes to the extended run and mid-week rates, and adds economical rates for organizations who wish to rehearse or hold auditions in the theaters.

These changes were reviewed by the Cultural Arts Council (CAC) and the Council's Facilities Task Force who both unanimously recommended in favor of the proposed changes. Additionally, there are a number of users who have support these changes, including Tigertail, Miami Contemporary Dance Company, and Florida Dance Association.

Finally, the CAC also unanimously recommended that the City make periodic CPI adjustments to the House Fees to keep up with associated costs. The Administration recommends an automatic review of house fees whenever the change in the Consumer Price Index (CPI) between the latest CPI and the date of the CPI used for the last rate adjustment is 5% or greater.

### **CONCLUSION**

The Administration recommends referral to the Finance/Citywide Projects Committee.



JMG/HMF/MAS/gf

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House Fee Expenses  
Ushers, BO, Custodial

| <b>Colony Theatre</b> | <b>Per show</b> |               |
|-----------------------|-----------------|---------------|
| Ushers Colony         | \$              | 203.36        |
| Box Office            | \$              | 50.00         |
| Custodial             | \$              | 85.00         |
| FOH Manager           | \$              | 70.00         |
| Sub total             | \$              | 408.36        |
| Fica @ 12.5 %         | \$              | 51.04         |
| <b>Total</b>          | <b>\$</b>       | <b>459.40</b> |

To justify \$475.00 House Fee Colony Theatre

**Byron Carlyle Theatre**

|               |           |               |
|---------------|-----------|---------------|
| Ushers Colony | \$        | 164.13        |
| Box Office    | \$        | 50.00         |
| Custodial     | \$        | 85.00         |
| FOH Manager   | \$        | 70.00         |
| Sub total     | \$        | 369.13        |
| Fica @ 12.5 % | \$        | 46.14         |
| <b>Total</b>  | <b>\$</b> | <b>415.27</b> |

To Justify \$425.00 House Fee Byron Carlyle

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