



MIAMI BEACH

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

COMMISSION MEMORANDUM

TO: Mayor Matti H. Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: May 9, 2012

SUBJECT: **REFERRAL TO THE NEIGHBORHOOD/COMMUNITY AFFAIRS COMMITTEE - CONSIDERATION OF AN AGREEMENT BETWEEN THE CITY AND TEMPORARY ENTERTAINMENT, LLC, FOR THE PRESENTATION OF "ORCHID", A LIVE THEATRICAL AND MUSICAL PERFORMANCE WITHIN A SPIEGELTENT AND THE INSTALLATION OF ANCILLARY FOOD AND BEVERAGE SERVICES AND ENTERTAINMENT AREAS. THE VENUE IS TO BE LOCATED AT THE COLLINS PARK SPOIL AREA, BETWEEN 21ST AND 22ND STREETS.**

ADMINISTRATION RECOMMENDATION

Refer the subject for discussion and consideration to the Neighborhoods and Community Affairs Committee.

ANALYSIS

As you know, the Arsht Center for the Performing Arts (Arsht Center) opened in October 2006 which resulted in the larger, more traditional performing arts groups booking their annual repertoire there. In light of this transition, the City's Tourism and Cultural Development (TCD) Department began researching a variety of cultural programs to bring to the City. The objective was to maintain the City's cultural niche while differentiating ourselves from the mainland. Additionally, the Community Satisfaction Surveys repeatedly revealed that residents desired more cultural activities. The City's TCD Department has identified Temporary Entertainment's "Orchid" and its Spiegel tents as a perfect match for the City and is seeking input from the Neighborhoods and Community Affairs Committee to determine if there is interest in negotiating a lease agreement with them for a residency this winter in Miami Beach.

Temporary Entertainment is run by Marty LaSalle, a former star of the Big Apple Circus, and noted architect David M. Schwarz (a part-time Miami Beach resident.) They bring a wide set of skills and experiences in live entertainment production and management to the company. This team had planned to present "Orchid" in New York this summer in association with Friends of the High Line, the organization that founded and operates the elevated park on Manhattan's West Side, but a Con Edison street construction project adjacent to their performance site has forced them to postpone the NYC phase of this project until next summer.

"Orchid" is a circus themed cabaret show, featuring live amplified music, acrobatics, variety performance, song, dance and comedy performed in a Spiegel tent, one of the early 20th Century portable pavilions with stained cut glass windows, velvet and brocade tapestries, mirrored columns, ornate bar, circular teak dance floor and intimate booths. A second Spiegel tent houses a food and beverage operation that will enhance and expand the experience in the performance venue. The areas between the two Spiegel tents are decorated to establish a rich and immersive entertainment experience. Both temporary structures would be erected in the spoil area east of the parking lot between 21st and 22nd Streets. You may recall that this same location was used for another Spiegel tent show in 2008.

CONCLUSION

The Administration recommends referring the subject for discussion and consideration to the Neighborhoods and Community Affairs Committee to determine if there is interest in negotiating a lease agreement with them for a residency this winter in Miami Beach.

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