

Neighborhood/Community Affairs Committee Meeting
May 22, 2012

DISCUSSION REGARDING THE 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, TO BE LOCATED AT THE COLLINS PARK SPOIL AREA, BETWEEN 21ST AND 22ND STREETS.

*Commission Item C4A, May 9, 2012
(Requested by Administration)*

Max Sklar, Cultural Affairs and Tourism Development Director

ITEM #8



MIAMI BEACH

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

COMMISSION MEMORANDUM

TO: Neighborhoods and Community Affairs Committee

FROM: *Jorge M. Gonzalez*
Jorge M. Gonzalez, City Manager

DATE: May 22, 2012

SUBJECT: **A DISCUSSION ON A PROPOSAL BY 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, AT A VENUE TO BE LOCATED AT THE COLLINS PARK SPOIL AREA, BETWEEN 21ST AND 22ND STREETS.**

BACKGROUND:

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. Temporary Entertainment's "Orchid" and its Spiegel tents provides programming that would help the City achieve that goal, and is seeking direction 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.

ANALYSIS

"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 will also be 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.

Temporary Entertainment has made arrangements to bring entertainment to Miami Beach with its new show, "Orchid." Where possible, Temporary Entertainment will source some of the cast of "Orchid" in Miami. Additionally, Temporary Entertainment aims to showcase other local Miami talent by working with local presenters for other possible events in the Spiegel tents. Temporary Entertainment will also work with the City of Miami Beach to offer a selection of free children's programming on select weekend days. 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. In addition, Mr. LaSalle and Mr. Schwarz have engaged leading management and creative talent for this project, including:

- Steve Dixon, Creative Producer: Mr. Dixon has overseen the production and operations of many large scale entertainment events, such as two of Britney Spears' most recent tours, as well as the tours of Kylie Minogue, Justin Timberlake, etc.
- William Baker, Director: Mr. Baker is a renowned fashion designer, stylist, director and author. He has been the creative director for multiple Kylie Minogue concerts and has worked with many

- other popular music stars. He also directed the West End production of the "Hurly Burly Show."
- Wayne Cilento, Associate Director and Choreographer: One of Broadway's most successful and prolific choreographers, Mr. Cilento originated the role "Mike" in the show Chorus Line and has choreographed, among many others, Wicked, Aida, and Sweet Charity.
 - Robert Airhart, Tent Sourcing and Installation: Mr. Airhart runs the performing arts center at Bard College in New York, and has operated numerous Spiegel Tent shows in the past five (5) years.
 - Union Square Events, Food and Beverage Development and Operations: As noted below, Union Square Events, Danny Meyer's Company, is a premier food and beverage service provider based in NYC.

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.

The Show:

As noted above, "Orchid" is a new circus-themed cabaret show that will feature circus, variety, music and dance. The show would include two lead cabaret/burlesque roles (one female, one male) that will be supported by a 'chorus' of four (4) female dancers and singers. This portion of the cast will weave the show together with comedy vignettes, production numbers, song and dance and elaborate couture costumes. These numbers will be a combination of the old and the new, taking inspiration from traditional burlesque, vaudevillian, Berlin cabaret, the original Betty Page, and Gypsy Rose to Madonna, Lady Gaga, and other popular music stars.

In addition to these lead and supporting roles, "Orchid" would include five (5) circus/variety acts that will be integrated throughout the show, each with a distinct orchid theme (from the dark and mysterious, to the rare and beautiful, to the light and colorful). Although the specific acts are still to be confirmed, the acts will likely include a duo acrobatic hand balancing act, a duo aerial act, a physical comedy number, a contortion act, and a variety act such as roller-skating or some other unusual amazing feat. These acts will do a stand-alone number but will also be integrated into the rest of the show with choreography and staging throughout the tent. The show will be enhanced by a live band of three - five musicians.

As a whole, the show will draw on inspiration from the likes of Moulin Rouge and other European Variety traditions, the films of Fellini, Cirque du Soleil and many elements of popular culture. The 'in-the-round' performance setting permits the experience to be highly interactive and intimate, encouraging participation with both the performers and other audience members.

Proposed Schedule

The Show Schedule for "Orchid" (although subject to change) is proposed to run from November 2012 – March 2013, or approximately twenty-two (22) weeks. Temporary Entertainment has indicated they would vacate the site sooner if required by the City. For reference purposes, the last Spiegel Tent show (Absinthe) had an eleven (11) week run. Staff is still discussing the use of that location with the Winter Music Conference, who used an adjoining space this year and whose dates coincide with the proposed Orchid.

The following generally describes their desired weekly schedule:

Tuesday: 8PM
Wednesday: 8PM
Thursday: 8PM and 10PM
Friday: 8PM and 10PM (with a possible midnight show)
Saturday: 8PM and 10PM (with a possible midnight show)
Sunday: 6PM

The schedule for other shows and events, including free family-friendly children's programming, may be

presented in the venue and will be determined at a future date.

Hours of Operation

Proposed Hours of Operation are 12 Noon to 4am, 7 days per week. Temporary Entertainment, LLC does not currently have plans to program the early morning hours except for a midnight show on Fridays and Saturdays. However, they would like the flexibility to do so during the weekends. This is a subject the Administration is seeking direction on from the NCAC Committee.

Sound

The tent is soundly constructed with teak walls and floors. Temporary Entertainment LLC will test the sound equipment to be sure there will be no issues with sound bleed to neighborhoods. They will also have a certified sound engineer who will conduct tests during opening week both on site and at a variety of locations in the neighborhood to ensure they are within acceptable sound levels.

Parking & Traffic Flow

In an attempt to minimize car traffic, their marketing and advertising campaign will promote public transportation, walking or biking. They are also investigating the possibility of providing valet services. Patrons who wish to drive will have access to public parking adjacent to the site.

Positive Impact on the Collins Beach Neighborhood

It is anticipated that "Orchid" and the Spiegel tents themselves will have a very positive effect on the Collins Park area and the City of Miami Beach as a whole.

Economic Benefits

- **Rent** – Traditionally, special events are charged a one-time square footage fee or a concession fee (percentage of gross revenue). The choice of which to charge is typically the one that is expected to generate the most income of the two for the City. Typically for first-time or one-time events, the City will charge the square footage fee, since the potential revenue of a first-time or one-time event is unknown for purposes of a concession agreement. As a first-time event, and one that is also new to our area, the City determined it to be in the City's best interest to charge per square foot rent instead of sharing in gross concession revenue, as Miami Beach is a new market for "Orchid" and the success of the show remains unknown. As noted, this event is also for a twenty-two-week period of duration, longer than our typical special events. In an effort to attract this programming to the city and minimize the potential risks for the City, as well as the event organizers, a rental inducement is recommended to obtain a commitment from Temporary Entertainment LLC to bring their programming to Miami Beach. Preliminary discussions with them have focused on a weekly fee of \$3,000 dollars, or collect a total of \$66,000 for the run. This represents additional revenues of more than \$59,000 over the typical one-time payment of square footage fees for this location (approximately \$6,800). In addition, Temporary Entertainment LLC will also pay for utility usage. The City will review the results of the run at the end of the use period, and will consider the concession revenues and other factors in determining use rates to be paid by Temporary Entertainment LLC in any future years. This agreement in no way limits the ability of the City to modify any future agreements relating to fees for use of the property, while providing a fee structure that generates revenues for the City while attracting new and unique cultural programming for our residents.
- **Use of Local Services** – Temporary Entertainment LLC will contract the services of many local service providers including: Marketing and Publicity Firms, Lighting, Sound and Staging Rental Companies, Apartment Rentals, Security, Waste Management and an events logistics firm. Temporary Entertainment will also source a large portion of its on-site staff locally; this includes ushers, stage and production management team, box office staff, walk-around entertainment, etc.
- **Food & Beverage** – Temporary Entertainment's food and beverage partner is Danny Meyer's Company, Union Square Events. Union Square Events is part of Union Square Hospitality Group, owner and operator of New York's Union Square Café and Shake Shack (among many others.). The development and operations of Temporary Entertainment's F&B program will be managed by Ron

Parker, Managing Director of Union Square Events. Union Square Events will engage local staff for the majority of its F&B operations.

The Administration recommends restricting food and beverage service when there are no performances or events scheduled, and limit sales to one and one-half hours prior to the start of the first show, and one hour after the last show, daily.

Public Benefits

- *Children's Programming* – Temporary Entertainment LLC is working with the Miami Beach Tourism and Cultural Development Department to create a free children's entertainment program.
- *Resident Ticket Program* – Spiegelworld has agreed to provide residents of Miami Beach with access to reduced price tickets (15%) during the performances occurring within the first four (4) weeks of the event. Residents will be provided the ability to pre-purchase tickets before the rest of general public.
- *Senior Ticket Program* - Spiegelworld has agreed to provide senior residents of Miami Beach with access to reduced price tickets (15%) during the season.

CONCLUSION

The Administration requests direction from the Committee on whether to proceed with negotiating an agreement with Temporary Entertainment LLC, including the proposed terms as it relates to the duration of the show run.

JMG/HMF/MAS/GF

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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 it's 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.

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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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Agenda Item C4A

Date 5-9-12