

# MIAMI BEACH

## COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Rickelle Williams, Interim City Manager

DATE: July 26, 2024

TITLE: **EXPLORE CREATION OF AN EMPTY SPACE RE-UTILIZATION INITIATIVE TO SET UP AS PHOTO SHOOT STUDIOS FOR ASPIRING ARTISTS/PHOTOGRAPHERS (ON CITY-OWNED PROPERTY).**

### **BACKGROUND/HISTORY**

At the June 26, 2024, City Commission meeting, the Mayor and Commission adopted a referral by Commissioner Joseph Magazine (item C4 K) to the Finance and Economic Resiliency Committee (FERC) to explore the creation of an empty space re-utilization initiative to establish temporary photo shoot studios for aspiring artists/ photographers, on City-owned property.

The intention behind this initiative is to promote vacant retail spaces within the City's municipal portfolio as well as highlight work of aspiring artists and photographers in the community.

### **ANALYSIS**

The Asset and Facilities Management Divisions have explored vacant retail spaces within the City's municipal portfolio that may be suitable for potential reutilization as creative spaces. Currently, the following City-owned retail spaces are available and provided their readiness, size and location are recommended:

#### Anchor Shops and Garage 100 16th Street

- **Units 1-4** –2,884 SF<sup>1</sup>
- **Unit 5** - 721 SF

Given their location on the north side of the Anchor Garage (1666 Collins Avenue), immediately adjacent to heavily transited 16th Street, these retail spaces offer their tenants substantial visibility. Each unit features approximately 21 linear foot (or approximately 320 SF) of storefront, allowing for both great natural light and considerable visibility by pedestrians and motorists.

The Asset and Facilities Management Divisions recommend structuring a Lease Fee Waiver or Lease Fee Subsidy Agreement for qualifying photographers and /or artists for lease periods not to exceed ninety (90) days, in order to afford more artists, the opportunity to participate in the program. The Facilities Management Division recommends allocating an additional 15% to 20% of the base rent to cover utilities and janitorial fees for the space.

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<sup>1</sup> Units 1-4 are currently available as one cohesive space. In September 2024, Unit 4 will be renovated as a single unit totaling approximately 728 SF. The total available square footage for Units 1-3 will be approximately 2,156 SF.

Additionally, the Tourism and Culture Department can assist in determining the eligibility criteria for potential tenants and assist with the permitting of the activation through the Pop-Up Venue permitting process. Pop-Up Venue permits are issued for temporary retail spaces, to promote and sell products of all types, ranging from food and beverage, clothing, or unique gifts. The Pop-Up permit is valid for a maximum of ninety (90) days of activation. Any activation beyond the 90 days must be pursued through a Business Tax Receipt (BTR).

The creative space program may be promoted through the Communications Department, which can assist with design and fabrication of uniform signage (or window decals) for the program.

### **FISCAL IMPACT STATEMENT**

To be determined based upon the length of the program. If all five units are utilized based upon rental rates of \$55 per square foot in the area and the 20% maintenance and utilities the fiscal impact would be approximately \$20,000 a month.

### **CONCLUSION**

The foregoing information has been provided for review and consideration by the Finance and Economic Resiliency Committee. The Administration recommends the FERC discuss and provide direction on the proposed vacant space reutilization initiative.

### **Applicable Area**

South Beach

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?**

Yes

**Is this item related to a G.O. Bond Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

### **Department**

Facilities and Fleet Management / Tourism and Culture

### **Sponsor(s)**

Commissioner Joseph Magazine

### **Co-sponsor(s)**

### **Condensed Title**

Vacant Space Reutilization Initiative