

Exhibit F

Resident Feedback on proposed options for the Fillmore Jackie Gleason Project, collected after the listening session held on August 22, 2024. Open comment period August 22, 2024 through September 6, 2024.

**From: di rad**

**Date: Thursday, August 22, 2024 at 17:59**

**Subject: Gleason Theater**

Renovation only, the rendering of a new building is hideous!

I have been to a few concerts over my 30 years in CMB, the sound quality was fine and I loved the intimacy of the theater. I also greatly appreciate the history of it.

Thank you,

Diane Radovich

**From: Patricia Agnello**

**Date: Thursday, August 22, 2024 at 18:17**

**Subject: Fillmore**

Thank you for the presentation on the recommendations for the Fillmore. I believe that instead of building a new facility, renovating the existing building will be equally effective in attracting a wider range of entertainment and boosting revenue.

We need to preserve the warmth and character of our current venue while expanding the variety of entertainment options available, all without placing an excessive financial burden on our residents for the benefit of LiveNation.

Regards,

Patricia

**From: Gary Martinez**

**Date: Friday, August 23, 2024 at 09:52**

**Subject: The Fillmore**

I'd like to thank you for hosting last night's discussion on the future of the Fillmore. After hearing the presentation and the feedback and having overnight to consider them, I'd like to offer some more ideas. As I mentioned, I've worked at the Fillmore for five years, and I'm very well familiar with Natalie, other Live Nation personnel, as well as the venue.

## Exhibit F

- First of all, the presentation on the history of the building was very helpful. It's informative to know its current Faux-Deco appearance dates back only to 1988 when we consider what we're trying to preserve.
- Most of the people who commented seemed to be content with the current appearance and atmosphere. That concords with my own perception from speaking with attendees. They like the informal, lived-in, cozy aspect it currently offers. I was encouraged, however, that none of the options being considered contemplates a massive expansion beyond its current capacity. I feel it's important to preserve the intimacy of being up close and personal with the star performers (I have seen Madonna, Rod Stewart, Gloria Estefan, and look forward to Sting in October) when they choose to "under-play" as Nat phrased it. I think therefore it's important to know more about the effect of a new building or gut renovation would have on the ability to attract those performers. Would it make a difference to them?
- Frankly, I was offended by the comment about not wanting to attract "unruly visitors." I love the variety of artists and attendees who appear at our events. It makes me feel good to see long lines of folks who look like America. That being said, we do need to ensure the safety of the performers and the public. The design should consider features to make it more difficult to clog the aisles or rush the stage. It is impossible to keep people seated for some kinds of music and we need to look at ways to safely allow attendees to dance. It pains me we do not have the ability to offer restroom and other services to people who often line up hours in advance of a show.
- I was also skeptical of the comment about "highest and best" use which often means "densest and most profitable for a few." Moving a new structure onto the beautiful space in front of the building needs to be justified by some kind of essential public benefit, not just selling off the land. We would need to hear a lot more about the future of the old building or the space it occupies in terms of a trade-off.
- It was good to hear about what goes into determining the price of a ticket. I did feel, however, we could have heard more about what Live Nation could and does offer the community of Miami Beach. In addition to live performances and events for all age-groups, it provides a venue for meeting spaces, spill-over from Convention Center events, weddings, graduations, and religious gatherings. It has also hosted dance parties in the lobby at no cost to attendees. There have been free tickets offered for some events for seniors and others. I believe it is also an equal opportunity employer. I have watched many people looking for a career in the entertainment industry be able to move up the ladder.

I thought Natalie did a good job of describing the options without appearing to be pushing any of them. Thank you for supporting her.

Thanks again,

Gary

**From: Sharon Weiss**

**Date: Friday, August 23, 2024 at 09:55**

**Subject: Fillmore Miami Beach Proposal**

## Exhibit F

Thanks for the very informative presentation on the options for renovating the Fillmore.

My feedback is that the City should only spend the amount allocated in the GO Bond to upgrade the infrastructure (I believe this amount is \$29M).

There are several reasons why I think the City and Live Nation should stick to what is in the budget:

### 1. Cosmetic Upgrades are Not Needed:

I have been to the Fillmore many, many times over the years. The interior is fine! 85% of the time spent in the building is with the lights low / off for the performance. Cosmetic upgrades are unnecessary. People are there to see the performance, not enjoy the atmosphere or marvel at the finishes in the auditorium.

### 2. Some of the Proposed Upgrades will Only Benefit Live Nation:

I think adding an upscale lounge and dining element is also unnecessary - people are coming to the Fillmore for a performance, not to hang out and socialize with friends. The main point is to see the performance.

In addition, adding a lounge will benefit Live Nation and take business away from local bars and restaurants. I have often met up with friends on Lincoln Road or elsewhere in the city for a drink or a bite before going to a show at the Fillmore.

Natalie Burns (the Live Nation manager) mentioned that Lincoln Road is a vibrant part of the area, but that is currently FALSE! Lincoln Road has been dying a slow and painful death. Providing a place to eat and drink before a show AT the Fillmore for the BENEFIT of Live Nation will directly HARM the businesses on Lincoln Road who need all of the help they can get right now to stay afloat.

Why are WE paying for upgrades so that Live Nation can squeeze more profit out of the audience?

### 3. Ticket Pricing and Our Contract with Live Nation:

Several callers expressed concern about the cost of renovations causing ticket prices to go even higher, and I share that concern, especially vis a vis the City's contract with Live Nation. I obviously don't have specifics of the arrangement that the City has with Live Nation, but NOW, when the City is contemplating upgrades, seems like an excellent time for the City to review the contract and perhaps renegotiate more preferential terms in exchange for the upgrades we are paying for.

### 4. Programming Concerns:

Natalie also mentioned that it can be difficult to get performers to come all the way down to South Florida, but upgrades to the building are not going to change geography. If performers don't want to go out of the way to come to South Florida, having a nicer facility isn't going to change that.

If Live Nation has trouble booking acts to come to the Fillmore, perhaps an arrangement can be made so that the Rhythm Foundation can program some vacant spots? Doing so would increase utilization of the building and provide the Rhythm Foundation with a larger venue to work with. They do an excellent job of programming at the Bandshell, but the capacity there is limited and they can be hampered by the weather.

## Exhibit F

### 5. General Budget Concerns:

The voters passed a GO Bond in 2022 specifically related to the arts. If the City agrees to provide Live Nation with the upgrades beyond what was budgeted in the GO Bond, where is that money coming from?

It seems foolish to spend money on cosmetic upgrades and "nice to haves" - especially for the benefit of a corporation - when there are urgent and pressing needs in the community to address high levels of bacteria in the water, ageing infrastructure, concerns related to sea level rise, issues that HOAs are having with complying with new regulations to proactively maintain their buildings, etc, etc. We don't have unlimited funds and some of our tax money needs to be spent on basics that benefit everyone in the community.

Thank you for your time, and if there is somewhere else I should be directing my comments, please let me know.

Thanks,

Sharon Weiss

**From: "C CS"**

**On 9/1/24, 12:13,**

As a lifelong lover of Miami Beach and the Fillmore please do a total renovation so many next generations can enjoy and love this theater as much as we have.

Thank you very much,

**From: "Marlene Pross"**

**On 9/5/24, 11:41,**

Save the Fillmore at the Jackie Gleason theater.

There is too much erosion of Miami Beach history and this theater is a vital part of it. We need to re-store/renovate the existing building not just because it's the perfect size, largest stage in the area and a grand building but because famous architects and builders were involved in its conception. Old Mi-ami Beach history.

Again, we do not need another concrete box three years from now.

Marlene wood-Pross