

NB 21. A DISCUSSION TO CONSIDER A PROPOSED NEW MANAGEMENT AGREEMENT FOR THE USE OF THE CITY-OWNED PROPERTY LOCATED AT 1001 OCEAN DRIVE (MIAMI BEACH OCEAN FRONT AUDITORIUM) WITH THE MIAMI DESIGN PRESERVATION LEAGUE (MDPL) FOR A TERM OF FIVE (5) YEARS AND ONE (1) RENEWAL OPTION OF FOUR (4) YEARS AND THREE HUNDRED AND SIXTY-FOUR (364) DAYS.

Applicable Area:

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Eric Carpenter, City Manager

DATE: June 11, 2025

TITLE: A DISCUSSION TO CONSIDER A PROPOSED NEW MANAGEMENT AGREEMENT FOR THE USE OF THE CITY-OWNED PROPERTY LOCATED AT 1001 OCEAN DRIVE (MIAMI BEACH OCEAN FRONT AUDITORIUM) WITH THE MIAMI DESIGN PRESERVATION LEAGUE (MDPL) FOR A TERM OF FIVE (5) YEARS AND ONE (1) RENEWAL OPTION OF FOUR (4) YEARS AND THREE HUNDRED AND SIXTY-FOUR (364) DAYS.

RECOMMENDATION

The Administration recommends that the Finance and Economic Resiliency Committee (“FERC” or the “Committee”) discuss this item and 1) approve a six (6) month extension of the current Agreement with MDPL; and 2) direct Staff to negotiate a new management agreement with Miami Design Preservation League, Inc. (“MDPL”).

BACKGROUND/HISTORY

The Miami Beach Ocean Front Auditorium (also known as the 10th Street Auditorium), located at 1001 Ocean Drive, is a City-owned historic facility and serves as a cultural and educational hub in the heart of the Art Deco Historic District. Since 1993, the Miami Design Preservation League, Inc. a Florida not-for-profit organization, has been responsible for operating and programming the facility, and has done so under a Management Agreement with the City since 2010.

The current agreement between the City and MDPL originated with a formal Management Agreement executed on January 1, 2010, which provided an initial five-year term ending December 31, 2014, along with two optional five-year renewal periods (the “Agreement”). The first renewal was exercised in 2014, extending the term through December 31, 2019. To allow time for continued evaluation, the City authorized a month-to-month extension via Amendment No. 1 through June 30, 2020, followed by Amendment No. 2, which extended the term through August 31, 2020. The Agreement was ultimately extended through December 31, 2025, via Amendment No. 3, which activated the second and final renewal term.

Over the years, MDPL has delivered a broad range of cultural and educational programming that supports the City’s values of historic preservation and civic enrichment. These efforts include the Art Deco Museum, Visitor Center, public lectures, archives, guided tours, and a gift shop, all of which enhance the area’s cultural vitality and tourism appeal.

ANALYSIS

The current Agreement set to expire on December 31, 2025, the City must evaluate the terms under which to proceed with a new agreement with the Miami Design Preservation League, Inc. If the Committee wishes to proceed with MDPL, it is important to note, the Deputy Director of MDPL (Mark Gordon) submitted a formal request (**Exhibit A**) to amend the current and future Agreement to remove the requirement for MDPL to complete the Core Verification Accreditation from the American Alliance of Museums, which was due March 31, 2024.

The proposed agreement with MDPL would include a five (5) year term beginning January 1, 2026, with one (1) renewal option of four (4) years and 364 days. Under this structure, MDPL would continue to assume full responsibility for programming, staffing, utilities, maintenance, and insurance relieving the City of operational costs while maintaining year-round cultural programming and public access.

MDPL has been a longtime partner, despite several leadership transitions it consistently seeks to align its activities with the City's objectives in historic preservation, cultural tourism, and community engagement. Renewing this relationship would ensure continuity and operational stability of MDPL.

At the March 26, 2025 FERC meeting, the Committee instructed MDPL to return in three (3) months with an update on their organizational reform.

FISCAL IMPACT STATEMENT

N/A

Does this Ordinance require a Business Impact Estimate?

(FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on .

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

FINANCIAL INFORMATION

CONCLUSION

The Administration recommends that the Finance and Economic Resiliency Committee ("FERC" or the "Committee") discuss this item and 1) approve a six (6) month extension of the current Agreement with MDPL; and 2) direct Staff to negotiate a new management agreement with Miami Design Preservation League, Inc. ("MDPL").

Applicable Area

South Beach

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

No

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

Sponsor(s)

Co-sponsor(s)

Condensed Title

New Management Agreement for The Miami Beach Ocean Front Auditorium

Exhibit A



MIAMI DESIGN PRESERVATION LEAGUE

1001 Ocean Drive, Miami Beach, FL 33139

P.O. Box 190180, Miami Beach, FL 33119-0180

Phone 305-672-2014 www.mdpl.org

May 14, 2025

Ozzie

Per your request

Originally, under a former MDPL Chair of the Board, Chales Urstadt, going back to about 2012, a clause was inserted into the management agreement contract regarding getting certified as an accredited museum. This was based on the then-vision for the future growth of the organization and turning the Art Deco Welcome Center into a full-fledged museum. Since that time, however, the vision for the future of the organization and the facility has evolved into more of a community space, exhibition hall, and welcome center launching thousands of tourists on walking tours. The accreditation process stipulated in the contract is an onerous and expensive undertaking, more appropriate for facilities like the Wolfsonian and the Bass, rather than the Art Deco Welcome Center. It takes years and can be up to \$100,000 and is wholly inconsistent (and overkill) for the usage and mission of the space as it stands now, and for how it's envisioned to be used in the future. Therefore, we feel it is a vestigial clause which harkens back to a usage that is no longer contemplated by the leadership of MDPL, and should therefore be removed.

Best regards,

Mark Gordon

Deputy Director