

18. DISCUSSION REGARDING FACILITATING POP-UPS FOR LOCAL CULTURAL INSTITUTIONS AND LOCAL START-UPS IN VACANT RETAIL COMMERCIAL SPACES

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Alex Fernandez
DATE: May 15, 2024

SUBJECT: REFERRAL TO THE LAND USE AND SUSTAINABILITY COMMITTEE - DISCUSSION REGARDING FACILITATING POP-UPS FOR LOCAL CULTURAL INSTITUTIONS AND LOCAL START-UPS IN VACANT RETAIL COMMERCIAL SPACES.

RECOMMENDATION

Please place on the May 15, 2024 agenda a referral to the Land Use and Sustainability Committee (“LUSC”) to discuss working with property owners with vacant retail commercial spaces to facilitate pop-ups for local cultural institutions and local start-up businesses.

We have a vast number of vacant retail commercial spaces in the City. This initiative aims to revitalize underutilized properties, support small businesses, and enrich the cultural landscape of our community. By partnering with property owners to facilitate pop-ups, we can transform these empty storefronts into dynamic hubs of activity. Pop-up events not only activate these spaces but also attract foot traffic, which may benefit adjacent businesses.

Furthermore, utilizing vacant retail spaces for temporary pop-ups aligns with principles of sustainable urban development. Rather than allowing these properties to remain vacant, we can maximize their utility by creating opportunities for temporary use. This approach promotes adaptive reuse and contributes to the overall resilience of our built environment.

I urge the Committee to discuss my proposal and direct the Administration to collaborate with property owners to identify suitable spaces, and provide support for marketing and logistics. By fostering partnerships between stakeholders, we can ensure the success and sustainability of pop-up events for local cultural institutions.

SUPPORTING SURVEY DATA

na

FINANCIAL INFORMATION

na

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

Yes

Does this item utilize G.O. Bond Funds?

No

Legislative Tracking

Commissioner Alex Fernandez

Sponsor

Co-sponsored by Commissioner Tanya K. Bhatt

ATTACHMENTS:

Description

- ▢ [Memo](#)

RESOLUTION NO. 2020-31450

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ESTABLISHING THE ARTS RESIDENCY AND CULTURAL PROGRAM TO BE KNOWN AS "OPEN HOUSE, MIAMI BEACH," AS SET FORTH IN EXHIBIT "A" TO THIS RESOLUTION, A PUBLIC/PRIVATE PROGRAM FOR THE SELECTION AND PLACEMENT OF ARTISTS AND NON-PROFIT CULTURAL ORGANIZATIONS (THE "ARTISTS") TO EXHIBIT THEIR WORKS OR CREATE AN ARTISTIC/CULTURAL ACTIVATION, ON A TEMPORARY BASIS, IN COMMERCIAL CORRIDORS OF THE CITY, WITHIN PRIVATELY-OWNED PROPERTIES PARTICIPATING IN THE PROGRAM; FURTHER, APPROVING THE CALL FOR PROJECTS AS SET FORTH IN EXHIBIT "1" TO THIS RESOLUTION, INCLUDING THE SELECTION CRITERIA AND TERMS OF THE PROGRAM WHICH, AMONG OTHER REQUIREMENTS, PROVIDE THAT EACH PLACEMENT IS SUBJECT TO PRIVATE AGREEMENT BETWEEN THE ARTIST AND THE PARTICIPATING PROPERTY OWNER OR DESIGNEE THEREOF; AND FURTHER, APPROVING AND AUTHORIZING THE SELECTION OF ARTISTS AND AWARDS OF INDIVIDUAL STIPENDS OF \$2,500, TO FACILITATE EACH ARTIST'S ACTIVATION AS PART OF THE PROGRAM, WITH THE FINAL AWARDS TO BE MADE BY A CURATORIAL COMMITTEE COMPRISED OF THREE (3) MEMBERS OF THE CITY'S ART IN PUBLIC PLACES COMMITTEE AND TWO (2) MEMBERS OF THE CITY'S CULTURAL ARTS COUNCIL, AS IDENTIFIED IN THE COMMISSION MEMORANDUM ACCOMPANYING THIS RESOLUTION.

WHEREAS, the Miami Beach Cultural Arts Program is essential to the City's mission to develop, coordinate, and promote arts and culture within Miami Beach; and

WHEREAS, as part of the City's efforts to promote arts and culture within the City of Miami Beach, the Mayor and City Commission desire to create an Arts Residency and Cultural Program in the City of Miami Beach, to be known as "Open House, Miami Beach" (the "Program"); and

WHEREAS, the Program is a public/private initiative for the selection and placement of artists and non-profit cultural organizations (the "Artists") to exhibit their works or create an artistic/cultural activation, on a temporary basis, within commercial corridors of the City, within vacant privately-owned properties participating in the Program; and

WHEREAS, a summary of the terms for the proposed Program, selection criteria, award process and related Program requirements, is incorporated as Exhibit "1" to the Commission Memorandum accompanying this Resolution; and

WHEREAS, the Call for Projects is incorporated as Exhibit "2" to the Commission Memorandum accompanying this Resolution; and

WHEREAS, up to seventy-five (75) Artists will be selected by a Curatorial

Committee, consisting of three (3) members of the City's AIPP Committee (Maria Elena Ortiz , Michael McManus and Yolanda Sanchez) and two (2) members of the Cultural Arts Council (Dawn McCall and Laurence Moser); and

WHEREAS, the Program terms provide that selected Artists shall receive a stipend of \$2,500 each, to support a cultural activation in a vacant space offered by a participating property owner, provided, however, that the final placement is subject to a private agreement between the Artist and the property owner or designee; and

WHEREAS, participating Artists will activate the vacant spaces, which shall be open to the general public, for a period of at least thirty (30) days, including during City's scheduled "Culture Crawl" events; and

WHEREAS, as part of the FY20/21 budget, the Mayor and City Commission appropriated \$200,000 to fund the Program, subject to approval of the Program terms set forth in this Resolution.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby establish the Arts Residency and Cultural Program to be known as "Open House, Miami Beach," as set forth in Exhibit "1" to this Resolution (the "Program"), a public/private program for the selection and placement of artists and non-profit cultural organizations (the "Artists") to exhibit their works or create an artistic/cultural activation, on a temporary basis, in commercial corridors of the City, within privately-owned properties participating in the Program; further, approve the Call for Projects as set forth in Exhibit "2" to this Resolution, including the selection criteria and terms of the Program which, among other requirements, provide that each placement is subject to private agreement between the Artist and the participating property owner or designee thereof; and further, approve and authorize the selection of Artists and awards of individual stipends of \$2,500, to facilitate each Artist's activation as part of the Program, with the final awards to be made by a curatorial committee comprised of three (3) members of the City's Art in Public Places Committee and two (2) members of the City's Cultural Arts Council, as identified in the Commission Memorandum accompanying this Resolution.

PASSED and ADOPTED this 14 day of October, 2020.



Dan Gelber, Mayor

ATTEST:


Rafael E. Granado, City Clerk

**APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION**




City Attorney Date
RAP

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Jimmy L. Morales, City Manager
DATE: October 14, 2020

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ESTABLISHING THE ARTS RESIDENCY AND CULTURAL PROGRAM TO BE KNOWN AS "OPEN HOUSE, MIAMI BEACH," AS SET FORTH IN EXHIBIT "A" TO THIS RESOLUTION, A PUBLIC/PRIVATE PROGRAM FOR THE SELECTION AND PLACEMENT OF ARTISTS AND NON-PROFIT CULTURAL ORGANIZATIONS (THE "ARTISTS") TO EXHIBIT THEIR WORKS OR CREATE AN ARTISTIC/CULTURAL ACTIVATION, ON A TEMPORARY BASIS, IN COMMERCIAL CORRIDORS OF THE CITY, WITHIN PRIVATELY-OWNED PROPERTIES PARTICIPATING IN THE PROGRAM; FURTHER, APPROVING THE CALL FOR PROJECTS AS SET FORTH IN EXHIBIT "1" TO THIS RESOLUTION, INCLUDING THE SELECTION CRITERIA AND TERMS OF THE PROGRAM WHICH, AMONG OTHER REQUIREMENTS, PROVIDE THAT EACH PLACEMENT IS SUBJECT TO PRIVATE AGREEMENT BETWEEN THE ARTIST AND THE PARTICIPATING PROPERTY OWNER OR DESIGNEE THEREOF; AND FURTHER, APPROVING AND AUTHORIZING THE SELECTION OF ARTISTS AND AWARDS OF INDIVIDUAL STIPENDS OF \$2,500, TO FACILITATE EACH ARTIST'S ACTIVATION AS PART OF THE PROGRAM, WITH THE FINAL AWARDS TO BE MADE BY A CURATORIAL COMMITTEE COMPRISED OF THREE (3) MEMBERS OF THE CITY'S ART IN PUBLIC PLACES COMMITTEE AND TWO (2) MEMBERS OF THE CITY'S CULTURAL ARTS COUNCIL, AS IDENTIFIED IN THE COMMISSION MEMORANDUM ACCOMPANYING THIS RESOLUTION.

RECOMMENDATION

Adopt this resolution.

BACKGROUND/HISTORY

The City of Miami Beach is investing in the revitalization of Miami Beach commercial corridors with an experiential cultural artist residency within vacant spaces. Open House Miami Beach will activate empty spaces in Miami Beach commercial districts by attracting, retaining and supporting the revitalization of our artistic community. Privately owned vacant spaces will serve as free work spaces, studios, exhibition space and communal areas that encourage dialogue

and collaboration. In collaboration with participating property owners, Open House will provide the space and support necessary for peer to peer collaborations to emerge and breed new art forms that benefit the City's entire artistic community.

The goal of Open House Miami Beach is to entice artists to Miami Beach and unite residents and businesses through art. The project is geared toward stimulating Miami Beach commercial corridors by providing a place of connection, forging a point of interest, and allowing artists to fabricate a space for exchange among a cross section of creatives and the community. We encourage artists to sell work, increase their network, collaborate with Miami Beach institutions and exhibit their artistic creativity. We encourage property owners to bring innovative cultural business to Miami Beach, through this project, and create a place for cultural tourism.

Open House Miami Beach will provide free space and financial support to qualifying artists and non-profit cultural organizations. A stipend of \$2,500 will accompany each occupancy to cover anticipated costs, which may include:

- Moving expenses;
- Insurance, supplies, parking and utilities; and
- Marketing and publicity

The stipend will be awarded with the understanding that the Project will enhance and develop the City's cultural community. To demonstrate that the stipend is fulfilling, or has fulfilled, its purpose, the recipient must supply a written Final Report, which shall document the grant recipient's satisfaction of all requirements.

ANALYSIS

PROJECT DETAILS

Open House Miami Beach is an open call to artists and invites artists of all disciplines and non-profit cultural organizations to participate.

Any performance or visual artist working in any medium can submit credentials. Any non-profit cultural organization can submit credentials. A curatorial advisory committee will select a pool of up to fifty (50) artists and non-profit cultural organizations for participating property owners to consider. Cultural Affairs staff will work with the participating property owners to match the artist or organization and location. The selected artist/organization and property owner will work collaboratively on all other aspects of occupying the space.

Total Project Budget: \$200,000.00 USD (\$2,500 USD per selected artist or non-profit organization)

The selected artists and non-profit organizations are responsible for any additional costs, above \$2,500, associated with the implementation of the work.

Open House Miami Beach is committed to providing art experiences that are accessible to everyone, free and open to the public, and is committed to re-inventing Miami Beach's commercial corridors.

During the residency, participating artists and non-profit organizations are encouraged to be open and accessible to the public for at least the minimum requested hours listed below -

spaces are welcome to stay open beyond the suggested hours. Determination of extended hours will be the responsibility of the occupant and property owners. If the artwork is located outdoors or the exhibit can be experienced as intended from the outside, space does not need to be kept open to the public, but it must be accessible and viewable.

Suggested Hours of Operation

Monday – Sunday: 12:00 p.m. – 9:00 p.m.

The hours of operation may vary and will be mutually agreed upon by the artist and City and will include Culture Crawl, a citywide Miami Beach program which takes place on the third Thursday of each month, 6:00 p.m. – 9:00 p.m.

Location

Commercial corridors of Miami Beach, FL, including, but not limited to, Washington Avenue, Lincoln Road, 41st Street, and North Beach. The selected artist/organization will work collaboratively with Cultural Affairs staff and participating property owners to determine specific locations.

Anticipated Project Schedule:

Opportunity Announced & Promoted –October 15, 2020

Application Deadline – November 13,, 2020

Selection of Finalists– November 16-20, 2020

Open House Begins- December 2020

FOR ARTISTS AND NON-PROFIT CULTURAL ORGANIZATIONS

Open to professional artists in all disciplines and non-profit cultural organizations. Artists who demonstrate innovative, contemporary and creative approaches to their work are encouraged to apply. The quality of the work, strength of the concept, design capabilities and established track record of successful project implementation will be considered of highest priority. All mediums will be considered.

Non-profit, 501(c)(3) cultural organizations and cultural departments within an institution of higher learning (college or university) with tax-exempt status under other subsections of 501(c)(3) wishing to present or produce cultural and artistic events in the City of Miami Beach are eligible to apply.

APPLICATION PROCESS

Submissions must be received as a complete application on the Submittable website by no later than the advertised deadline. All materials will be submitted online, via Submittable. There is NO application fee to apply or to use the Submittable online application system. For general information, artists will be directed to create or use a Submittable account, visit <http://help.submittable.com/knowledgebase/articles/225218-how-do-i-submit>.

Artists/Non-profits must submit:

1. No less than ten (10) images/videos/links of previously completed work. Please accurately identify medium, dimensions, date, location, client/agency, size, budget, completion date, and a brief written description. The Submittable system will prompt you to enter this information with each uploaded image. NOTE: Artists must submit a complete application to Submittable.
2. Project Statement Detailing Initial Approach to Project

3. Artist Statement or Mission Statement for Non-profit organizations
4. CV (For professional artists only)
5. 501 (c) (3) tax-exempt status letter (For Non-profit organizations only)

SELECTION PROCESS and CURATORIAL ADVISORY COMMITTEE

A curatorial advisory committee will be comprised of three (3) members from the City of Miami Beach Art in Public Places Committee (AiPP) - Maria Elena Ortiz, Michael McManus and Yolanda Sanchez - and two (2) representative(s) from the City of Miami Beach Cultural Arts Council (CAC) - Dawn McCall and Laurence Moser - (the "Open House Selection Committee"). The Committee will evaluate all submissions and will select a pool of applicants based on the quality of previously completed projects, artistic accomplishments, and cultural impact. The primary evaluation criteria will be previous artistic accomplishment as demonstrated in images/video of completed work samples, diversity of programming, experience, and/or initial approach to the project as demonstrated in the preliminary project statement. If appropriate, the City reserves the right to recommend an artist or non-profit organization directly from initially submitted applications.

Additional terms include:

Liability - The City of Miami Beach is not responsible for any damages that could occur to the property during the event. The City of Miami Beach is not responsible for installing artwork or for artwork left in the property after the event. Participating properties are required to be open and accessible to the public unless the artwork can be experienced as intended from the outside.

Insurance - The property owner and artist are responsible for insuring the artwork. Given the limited budget, it typically makes the most sense for a property owner to insure the artwork as an additional rider to the existing policy.

Length of residency- Participating property owners are encouraged to allow occupancy of no less than 60 days. The exact term of lease will be negotiated between the property owner and selected artists/non-profit organization. The City is not involved in lease negotiations.

Marketing - The City will develop marketing initiatives to further promote and publicize Open House including, but not limited to, traditional marketing and communication tactics on all City channels and developing signage and other collateral to further encourage public engagement.

Stipend restriction -Only artists and organizations selected through the Open House process and operating in an recognized participating Miami Beach storefront are eligible for the \$2,500 stipend.

This activation is subject to the City of Miami Beach POP-UP permit process. Please visit the City's website for more information. <https://www.miamibeachfl.gov/city-hall/tourism-culture-and-economic-development/special-events/apply-for-a-permit/>

FINANCIAL INFORMATION

Funding for Open House, Miami Beach was approved as part of the City's FY 20-21 budget process.

CONCLUSION

For years, Miami Beach has been a source of inspiration for artists. But while Miami Beach's sensory stimulation might fuel the creative soul, the art deco and cultural highs are sobered by the lack of affordable studio spaces.

Open House Miami Beach will address the artistic need for space by activating empty storefronts in Miami Beach commercial districts and attract, retain, support the revitalization of our artistic community.

Residencies can serve as incubators for productivity, funding, forging relationships and finding inspiration. Likewise, the City gains new knowledge, ideas, products, and audiences, the artist-in-residence gets access to affordable space and the community can enjoy the new displays, experiences, and approaches that are produced by the artist-in-residence.

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

No

Does this item utilize G.O. Bond Funds?

No

Strategic Connection

Prosperity - Market and promote Miami Beach as a world class arts, culture, and quality entertainment destination.

Legislative Tracking

Tourism and Culture

ATTACHMENTS:

Description

- Call to Artists

Call to Artists

Open House, Miami Beach

Open House, Miami Beach

Artist and Cultural Residencies in Miami Beach Commercial Districts

Launching: Fall 2020 (Dated TBD)

The City of Miami Beach is investing in the revitalization of Miami Beach commercial corridors with an experiential cultural artist residency within vacant spaces. **Open House** will activate empty spaces in Miami Beach commercial districts by attracting, retaining and supporting the revitalization of our artistic community. Privately owned vacant spaces will serve as free workspaces, studios, exhibition space and communal areas that encourage dialogue and collaboration. In collaboration with participating property owners, **Open House** will provide the space and support necessary for peer to peer collaborations to emerge and breed new art forms that benefit the City's entire artistic community.

The goal of **Open House** is to entice artists to Miami Beach and unite residents and businesses through art. The project is geared toward stimulating Miami Beach commercial corridors by providing a place of connection, forging a point of interest, and allowing artists to fabricate a space for exchange among a cross section of creative influencers and the community. We encourage artists to sell work, increase their network, collaborate with Miami Beach institutions and exhibit their work. We encourage property owners to bring innovative cultural business to Miami Beach, through this project, and create a place for cultural tourism.

Open House will provide free space and financial support to qualifying artists and non-profit cultural organizations. A stipend of \$2,500 will accompany each occupancy to cover anticipated costs, which may include:

- Moving expenses;
- Insurance, supplies, parking and utilities; and
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PROJECT DETAILS

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Total Project Budget: \$200,000.00 USD

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During the residency, participating arts and non-profit organizations are required to be open and accessible to the public for at least the minimum required hours listed below - spaces are welcome to stay open beyond the required hours. Determination of extended hours will be the responsibility of the occupant and property owners. If the artwork is located outdoors or the exhibit can be experienced as intended from the outside, space does not need to be kept open to the public, but it must be accessible and viewable during the minimum 'Hours of Operation'.

Suggested Hours of Operation

Monday – Sunday: 12:00 p.m. – 9:00 p.m.

The hours of operation may vary and will be mutually agreed upon by the artist and City and will include *Culture Crawl*, a citywide Miami Beach program which takes place on the third Thursday of each month, 6:00 p.m. – 9:00 p.m.

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Non-profit, 501 (c)(3) cultural organizations and cultural departments within an institution of higher learning (college or university) with tax-exempt status under other subsections of 501 (c)(3) wishing to present or produce cultural and artistic events in the City of Miami Beach are eligible to apply.

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II. Project Statement Detailing Initial Approach to Project

III. Artist Statement or Mission Statement for Non-profit organizations

IV. CV (For professional artists only)

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and cultural impact. The primary evaluation criteria will be previous artistic accomplishment as demonstrated in images of completed work samples, diversity of programming, experience, and/or initial approach to the project as demonstrated in the preliminary project statement. If appropriate, the City reserves the right to recommend an artist or non-profit organization directly from initially submitted applications.

FREQUENTLY ASKED QUESTIONS

LIABILITY

The City of Miami Beach is not responsible for any damages that could occur to the property during the event. The City of Miami Beach is not responsible for installing artwork or for artwork left in the property after the event. Participating properties are required to be open and accessible to the public unless the artwork can be experienced as intended from the outside.

INSURANCE

The property owner and artist are responsible for insuring the artwork. Given the limited budget, it typically makes the most sense for a property owner to insure the artwork as an additional rider to the existing policy.

LENGTH OF RESIDENCY

Participating property owners are encouraged to allow occupancy of no less than 60 days. The exact term of lease will be negotiated between the property owner and selected artists/non-profit organization. The City is not involved in lease negotiations.

MARKETING – the City will develop marketing initiatives to further promote and publicize Open House including, but not limited to, traditional marketing and communication tactics on all City channels and developing signage and other collateral to further encourage public engagement.

STIPEND RESTRICTION – only artists and organizations selected by the Open House process and operating in an recognized Miami Beach storefront are eligible for the \$2,500 stipend.

POP-UP PERMIT – this activation is subject to the City of Miami Beach POP-UP permit process. For more information, see [pop-up link].