

# **The Coral Gables Cinemateque:**

*An Arts Cinema in the heart of downtown Coral Gables*



**A 144-seat nonprofit cinema hosting quality film offerings,  
film festivals, lectures and community programming.**





**Aragon Avenue street view of Coral Gables Cinemateque entryway.  
(photo looking south)**



**The Coral Gables Cinemateque has its own front covered plaza as an entranceway.  
(photo looking east)**

The Proposed Coral Gables Art Cinema

## Introduction

The City of Coral Gables has constructed a 600-car public parking facility in the heart of the downtown and has dedicated a portion of the ground floor space for a (proposed) small non-profit art cinema that would also be available to small and emerging non-profit groups wanting to present their talents but unable to find or afford the appropriate venue. Located immediately across from Books & Books, close to the proposed Coral Gables Museum, down the street from Café Abbracci and next to the Colombian Consulate, this new addition to Aragon Avenue will help further transform the street into an accessible and affordable cultural enclave for the public to enjoy. Once finished, the multipurpose auditorium will seat 144 patrons, be fully handicapped accessible, and capable of serving as a venue for film screenings, boutique or niche film festivals, lectures, book readings and other cultural events.

The art cinema will have its own street level plaza space, and entrance way, and will have easy access to the adjoining public parking facility. Hurricane impact windows and a handicapped accessible elevator to the internal mezzanine are already in place. The Coral Gables City Commission has a \$250,000 line item in the Capital Improvement Budget for the Art Cinema build-out. This money was originally placed in the 2006/2007 CIP and rolled over to this year. In addition, a \$250,000 donation has been pledged through the Coral Gables Foundation (the Harry and Mary Perrin Fund, Donald D. Slesnick II as Personal Representative) subject to the renaming of the plaza immediately in front of the Art Cinema's main entrance to *Perrin Plaza*. The total amount earmarked for the City's portion of the build-out is \$250,000 (plus the Perrin money). Any fees required over this base amount will come from additional underwriting by the Tenant, or from Tenant's grant or fundraising efforts.

Following the completion of the Building Improvements, the Coral Gables Cinemateque, the non-profit entity recommended to run the facility, will be responsible for securing, funding, installing, and maintaining approximately \$400,000 in cinema-related equipment, including sound, seats, lighting, concession equipment, and projection equipment. (The equipment will be donated by International Cinema Equipment and MAGNA-TECH, leaders in the cinema equipment industry with clients that include Paramount Studios, Sony-Columbia Studios, Warner Brothers Studios, 20<sup>th</sup> Century Fox, Universal Studios, and Walt Disney Studios. Government and university clients include The National Archives, the US Navy (16 professional installations from Hawaii to Connecticut for the US Navy and the US Marine Corps), the White House Communications Agency, Columbia School of Broadcasting, State University of New York-Stony Brook, the University of Colorado Performing Arts Theater, and The National Archives, the US Navy, and the University of Wisconsin Student Union Theater.

## Proposed Lease Terms

Although originally envisioned as a management agreement, the proposed document is in the form of a lease agreement to better reflect the relationship, terms and conditions shared between the two parties. The lease agreement calls for a ten year term plus two five year options. Rental fees would be \$15,000 per year for the first ten years, with CPI increases beginning at Year 7. Two five year option periods are also available. Option 1 would commence immediately following the conclusion of the base term with rent at \$20,000/year with annual CPI increases. Option 2 would also be for a five year period, beginning at \$25,000 with annual CPI increases. Rent would be payable on the anniversary of possession date. An annual report documenting programming and marketing activities will be submitted along with the annual rent. Permit parking discounts and a validation program are also being recommended.

Cultural spaces can't compete in Market Rate World.

With no art cinemas in downtown Coral Gables and only a limited number of small cultural venues, this project addresses multiple needs in an affordable, inclusive, and sustaining way. Previous operations in Coral Gables (Astor on Laguna Street, Cinematheque on Alcazar Avenue) were constrained by private leases on private lands and were forced to close due to escalating rents, uncertain lease terms, increased taxes, competition with multiplex venues for titles, and strong land development pressures. Even though audience support and revenues remained strong, these operations could not compete economically for the control of private land against high rise condo developments and mixed use projects able to pay top dollar. With current downtown retail rents quoted at \$60 psf and land sales surpassing the \$300 psf mark, the only way this important community cultural use can be safely and viably reintroduced into the downtown streetscape is by creatively incorporating it in government projects, like the ground floor of the City's recently completed 600-space parking garage. The only Coral Gables cinema that can currently accommodate the technical requirements (Bill Cosford) has a heavily booked calendar, a hidden location, and a large capacity of 256 seats, making smaller showings look empty. The University of Miami School of Communications (Dean Sam Grogg) is in charge of the Bill Cosford and has been passionately supportive of the proposed Art Cinema believing that it does not compete but rather complements the Cosford.

Exciting Year-round programming proposed.

In addition to daily film shows of independent and Hollywood motion pictures 7 days a week (excluding holidays), a monthly Student Filmmakers Exhibition will be programmed with independent filmmakers, allowing local and emerging filmmakers to showcase their productions in a professional cinema environment at minimal expense. Conversations are under way with representatives of the University of Miami Department of Radio, TV and Film for opportunities for enrolled students to enrich their education by interning in a real organization that would be dealing with all aspects of the media. An Actors' Studio (as seen on Bravo Cable Channel), utilizing UM Film & TV school students as the production crew is also envisioned.

Special screenings for children's films scheduled to coincide with the school calendar, along with a weekly program of classic presentations of the best 100 years of the American Cinema, accompanied by observations and insights from area Film Professors are planned. A complimentary program would also be offered for screenings of classic Cuban (and/or Spanish) films. The Cinemateque also looks forward to complementary programming with the Museum— airing films that reinforce exhibits upon request.

The space would be made available to all qualified users whose purpose is to enrich the cultural and artistic experiences available to the community, including film festivals, small chamber concerts, recitals, and lectures. Because Coral Gables is home to more than 26 consular and trade offices, this would include important international educational and cultural exchanges, as many of the governments have already expressed strong support for the project as will it provide an affordable venue for the international community (including Coral Gables' 26 Consulate and Trade offices) to present their artists and tell their stories. But this access and storytelling opportunity would not be exclusive of those diplomatic interests in Coral Gables – it would be available to the more than 75 consular or trade offices positioned in the tri-county area and also to those that may not have a Florida presence. The facility will also be offered for authors, writers, and lecturers to review and showcase their work in conjunction with Books & Books and other literary organizations. (See Attachment 1)

Affordable and open access.

This project will have important local and regional benefits in addition to positive international results. The immediate community will be served with the addition of year-round cinema offerings. It will also serve existing and emerging artists wanting affordable yet professional venues to present their talent. There will be a revitalization benefit as well, as people park in the garage, enjoy an event, visit the museum, and stroll downtown for a meal or shopping before returning to their cars.

The project will benefit the education arena through programming, competitions, and internships. School-age children will enjoy coming to the cinema for age-appropriate screenings or lectures and then crossing the street for a visit to the captivating Coral Gables Museum. College students (UMiami, FIU, MDC, and Barry are all in easy access) will enjoy the internships and the many presenting or participating opportunities for young talent that will become one of the hallmarks of the facility.

The facility will be state-of-the-art in construction and access, insuring full compliance with the Americans with Disabilities goals, and a more inclusive audience. (One enthusiastic supporter who is wheelchair bound is helping with the practical applications of access to insure that we don't just meet the code, we meet the spirit.)

Strong Support from the Cultural Community.

Cultural leaders from throughout Miami-Dade have embraced this project. These include George Neary, Associate Vice President, Cultural Tourism, Greater Miami Convention and Visitors Bureau; Carol Ann Lafferty, former Managing Director Miami

international Film Festival; UM School of Communication Dean Sam Grogg [along with Professor William Rothman (Motion Picture Program) and UM School of Communication Assistant Professor Ron Van Gravite (Motion Picture Program)]; Claudio Pasteur, Italian Cultural Center (and also on behalf of Claudio DiPersia of the Italian Film Festival); Philippe Timon, Alliance Francais; Maria Dolores Ortega, Director Centro Cultural de Mexico; UM Frost School of Music Professor Paul Posnak; Mitch Kaplan, Owner of Books & Books; Barbara Stein, Actors Playhouse at the Miracle Theatre; Laura Bruney, Executive Director Arts & Business Council of Miami, Inc. Originating the request was the City's Cultural Development Board that remains steadfast in support for the project. Not surprisingly, it was also been celebrated by national travel writers including Herb Hiller ([Florida: Beyond the Blue Horizon; Highway A1A--Florida at the Edge](#)) and Mark Ellwood ([The Rough Guide to Florida 7](#), [The Rough Guide to Miami and South Florida](#)). Enthusiastic letters of support have also come from residents and local businesses.

#### Concluding Observations

The City of Coral Gables appreciates the value that the Coral Gables Arts Cinema will add in terms of increased cultural offerings and the enhancement of quality of life. The City also realizes that incorporating the cultural space at the ground level of a city-owned parking garage enhances the garage operation by providing street level interest and taking benefit of off-peak parking hours. But, as important, the City acknowledges that a cultural project like this can only be viable with artificially low rents or public ownership and significant capital underwriting due to the equally high cost of build-out. By providing tax exempt, city-owned space with a finished layout and securing the technical equipment and furnishings in advance of opening through in-kind donations, the arts cinema budget will only have to meet ongoing operating costs rather than be burdened by overwhelming capital costs, thus making it a sustainable and affordable endeavor. The "operations only" budget also insures that other non-profit cultural groups have access to the space at affordable rates, resulting in an even greater benefit for the community.

**Coral Gables Cinemateque Inc.**

A Non Profit Corporation

**5600 NW 32<sup>nd</sup> Avenue Miami Florida, 33142**

**PHONE: 305-573-7339 FAX: 305-573-8101**

**Supplemental Documentation**

**Experience/ Past Performance**

Steven Krams, President of Coral Gables Cinemateque Corp., has been in the cinema business since 1975. Coral Gables Cinemateque, (a non-profit corporation) referred to as "CGC", is related by common ownership to a group of companies whose business are all related to the entertainment, art, and motion picture business.

Steven Krams brings a unique blend of experience to the table through his affiliations in the theatrical and business.

1. President of Sunstar Theater, operator of nearly 60 motion picture theater screens at 7 locations in Florida and New York.
2. Chairman of Continental Film Laboratories in Miami and Orlando Florida
3. President of Magna-Tech Electronic Company, an Academy Award winning manufacturer and distributor of professional theater and motion picture equipment
4. President of 21<sup>st</sup> Century Cinema Inc a distributor of motion pictures.
5. President of International Equipment Service Design Consultants for the development of live, performing and motion picture theaters.

If CGC is selected to operate the venue which is the subject of this proposal, it will not only have support from all its affiliates, but will reach out to interested individuals and firms who will be willing to support the "Arts" in Coral Gables.

The affiliates and related companies employ about 200 people.

**Sunstar Theaters owns and operates Multiplex motion picture theaters in the following locations:**

1. 8 Screen Theater in Coral Springs Florida
2. 10 Screen Multiplex Theater in Sarasota Florida
3. 8 Screen Multiplex in Ft. Meyers Florida
4. Six Screen Multiplex Theater in Ocala Florida
5. Six Screen Multiplex theater in Naples Florida
6. 8 Screen Multiplex in Lockport New York

Magna-Tech Electronics, and its affiliates, have authorized agents and service organizations in the following locations:

Magna-Tech Electronic Co. Inc. Home office Miami Florida USA.  
International Cinema Eq. Co - . U.A.E. (Middle East)  
International Cinema Equipment Co. - Turkey, Izmit Turkey  
Magna-tech Electronic Co. - Katerinburg Russia  
Magna-Tech Electronic Co. - Delhi India  
Roberts Film Service - Montreal Canada  
Cinex Sales - London England  
Multirich Enterprises - Taipei Taiwan  
Hi Fidelity Services - Paris France  
C.E.C. Vacca - Buenos Aires Argentina  
Trans Asian Films - Kuala Lumpur  
International Cinema Equipment - Lima Peru

### The Companies

#### Magna-Tech Electronic Co. Inc. Inc.

Manufacturer, Distributor, and Installer of Professional 16mm, 35mm, 70mm, and Digital Motion Picture Equipment.

#### International Equipment Services

Consulting Services for the design and development of motion picture theatres.

#### 21<sup>st</sup> Century Cinemas Inc.

Formerly the operators of the City of Miami Tower Art Center & Theatre and presently distributors of feature length films from Latin America.

#### Sunstar Theaters LLC.

Owners and operators of multiplex first run motion picture theaters.

#### Continental Film Laboratories Inc.

Owners and operators of professional Digital Imaging post production and motion picture film laboratories located in Miami and Orlando Florida.

Our knowledge and experience in our business is unique. We are designers, engineers, cinema operators, design consultants, film distributors, suppliers, installers, and manufacturers. We fabricate, manufacture and distribute all types of motion picture and audio visual equipment. We operate the oldest and most well known professional film lab in the Southeastern United States.

Through our affiliated company Magna-Tech Electronic Co. Inc we manufacture electronic high speed 16 & 35mm projection equipment, recording equipment and post production equipment for the cinema. We have received an *Academy Award* for Technical Achievement and three *Academy citations* for innovative and new product developments that enhance the production of sound in motion pictures.

Through our affiliate company 21<sup>st</sup> Century Cinemas Inc., we distribute feature length films from Latin America including "Little Thieves Big Thieves (Venezuela), "A Night with Sabrina Love" (Argentina), "Malabana", and a unique collection of vintage American, European & Russian Feature length and short film subjects, for cinemas, cable, TV, and video rental.

**Motion Picture Theatre Management Experience.**

Steven Krams President and Managing Partner of Sunstar Theaters LLC

Owned, Operated and booked The Grand Theatre in Cornelia Georgia 1984-90

Served as cinema management consultant for RND Cinemas Nassau Bahamas 1995-2003

Served as cinema management and development consultant to MovieCenter Montevideo Uruguay, operators of the largest multiplex cinema chain in Uruguay. 1996-Present

Served as management and development consultant for The Movies of Curacao multiplex cinemas 1994-present

Served as management and development consultant for De Veer Theatres Aruba 1985-present

Served as development consultant for Galleria Cinemas Nassau Bahamas 1999-present

Partner and operator of Wellington 8 Cinemas Wellington Florida 1999-2002

Served to develop operations and management plans for over 50 multiplex cinema complexes all over the world 1985-present- references supplied upon request.

Operator of the City of Miami Tower Theatre and Art Center, 2000-2002.

## Proposed Programs & Events

### **Community Events to be held at the "CGC" under the proposed management agreement with the City of Coral Gables**

We propose to hold events, which will include:

The World Premieres of HBO's made for TV films of special interest to the South Florida Community. We have done this previously for the City of Miami at the Tower Theater. This included "For Love or Country" with Andy Garcia & Gloria Estefan

USA premieres of feature films such as "Little Thieves - Big Thieves" with Orlando Urdanetta

The USA premiere of films like the independent feature film "Zelimo"

A weekly program of Sunday afternoon senior citizens Spanish Language classic feature film presentations. The films of Mexico, Spain, Argentina, Brazil and more.

A weekly program of classic presentations of the best 100 years of the American Cinema.

"The Performers Vault" Evening conversations and interaction with important performers, directors, and executives in the entertainment and media industry. This will be a TV show to be produced and offered to a major national cable network with live audience participation.

A monthly student Filmmakers Exhibition. This is presented in partnership with local independent film makers. The program will be called "Show us Your Stuff". This will be an opportunity for local filmmakers to showcase their productions in a professional cinema environment at minimal expense.

Joint Programs presented by Miami Dade Community College and the Miami International Film Festival.

South Florida premieres, press screenings and previews of major Hollywood motion pictures.

Special screenings of music videos & forums from local well known names in the entertainment and arts field.

Special screenings of children's films scheduled to coincide with the school calendar

Screenings of classic Cuban films this program to be called "*Cine Cubano*"

Program slots to be reserved and allotted to the City of Coral Gables and to community organizations to use the facility for special meetings and get together. The business merchants association will be offered use of the facilities as well.

In connection with Mitch Kaplan and the famed "Books & Books Organization, the facility will be offered for authors, writers and lecturers to review and showcase their work.

The facility shall be offered for small chamber concerts, recitals, and receptions.

An opportunity will be given to local artists to showcase their artwork in the gallery.

Daily film shows of independent and Hollywood motion pictures 7 days a week, except for national holidays.

*21<sup>st</sup> Century Latin Film Festival* – An on going festival for cinema aficionados of Latin Cinema. We propose to feature a new Latin made feature film each month.

*Argentine film festival* in co-operation with the Consulate General of the Government of Argentina. A week long presentation of Argentine films of all types.

*Italian Film Festival* – a well received annual festival of current Italian films.

*Cinema Museum* – a permanent exhibit of rare museum quality artifacts from the early days of Hollywood and the motion picture industry

## EXPERIENCE IN THE FIELD

Our businesses have us taken all over the United States and the world. Our consultation, design, engineering, manufacturing, sales, and support are well known.

From 1980-1988 we owned and operated Westar Sales & Services Ltd. located in London England. This organization supplied cinemas all over the UK and the EU. In addition we ran a service and support organization for over 500 Cinemas through the UK.

We have provided over many years operational expertise, design consulting, equipment, supplies, service, training and support to various branches of the government and the Armed Services of the United States of America.

A list of clients and references below will give the evaluator's support and comfort with our ability to perform this contract should we be selected as operators.

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**PARTIAL CLIENT LIST - GOVERNMENTAL WORK:**

- ① The City of Miami Tower Theatre - Miami Fla.
- ① The City of Miami Beach Byron Carlyle Art Theater
- The Wolfson Center for the Preservation of Film Theater
- ② City of Miami Verrick Park
- ② Shores Theater for Performing Arts-Miami Shores Fla.
- ① City of Miami Gusman Cultural Center-Miami Fla.
- Beaumont Lecture Hall at the U of M-Miami Fla.
- Colony Theatre for the Performing Arts-
- Miami Beach Fla.
- Columbia School of Broadcasting-Chicago Ill.
- State University of New York Stony Brook L.I.
- University of Wisconsin Student Union Theatre-
- Madison Wisconsin
- University of Colorado Performing Arts Theater
- The White House Communications Agency
- Washington D.C.
- The National Archives of the United States of America
- Washington D.C.
- Johnstown Flood Visitor Center
- Johnstown Pa.

U.S. NAVY MOTION PICTURE SERVICE. 16 PROFESSIONAL THEATRE  
INSTALLATIONS FROM HAWAII TO CONNECTICUT FOR NAVY AND MARINE  
CORPS.

VIRGINIA POWER COMPANY, TWO FULLY AUTOMATION CUSTOM STEREO  
PROJECTION AND SOUND SYSTEM, CURVED SCREENS  
LOCATION: THE SURRY NUCLEAR POWER STATION VISITOR CENTER.

U.S.D.A. ALASKA - MULTI MEDIA 35MM, 16MM AND SLIDE PRESENTATION SYSTEM  
FOR TOURIST CENTER AT PORTAGE GLACIER ALASKA. ALL AUTOMATED WITH  
CHRISTIE CONSOLE SYSTEM, REMOTE CONTROL, DOLBY SOUND

U.S. ARMY FT. MONROE - CONFERENCE/BRIEFING ROOM, MULTI MEDIA.

TEXAS PARKS AND WILDLIFE COMMISSION - 16MM NORELCO CUSTOMIZED  
PROJECTION SYSTEM.

**PARTIAL CLIENT LIST - COMMERCIAL INSTALLATION. MUCH MORE AVAILABLE, PLEASE CALL IF YOU REQUIRE ADDITIONAL NAMES.**

THE REALLY USEFUL PEOPLE GROUP- LONDON ENGLAND, CONSULTED, DESIGNED, DEVELOPED AND PRODUCED FILM PORTIONS OF THE ANDREW LLOYD WEBBER PRODUCTION OF "STARLIGHT EXPRESS"

KENT THEATRES - SUPPLIED THEATRE PROJECTION EQUIPMENT FOR SEVERAL THEATRES, PARTS, AND REPAIR SERVICES.

THE LAS VEGAS HILTON HOTEL- DESIGNED, SUPPLIED AND INSTALLED INTERLOCK SPECIAL VENUE MOTION PICTURE PROJECTION SYSTEM.

SILVER SCREEN CINEMAS. SUPPLIED THEATRE PROJECTION EQUIPMENT FOR SEVERAL THEATRES, PARTS, AND REPAIR SERVICES.

RND CINEMAS - BRENT DEAN OR JEROME FITZGERALD - SUPPLIED FIVE PLEX THEATRE TURN KEY INSTALLATION; CONTINUE TO SUPPORT WITH MAINTENANCE, PARTS, ETC.

CINEMA NORTH - KIP MULLIN. SUPPLIED SEVERAL THEATRES WITH 35MM PROFESSIONAL EQUIPMENT, SERVICE, AND INSTALLATION

SUNSTAR CINEMAS- OCALA FLORIDA, SUPPLIED AND INSTALLED MULTIPLEX CINEMA PROJECTION AND SOUND

CINEVISION CORPORATION, STEVE NEWTON - SUPPLIED EQUIPMENT FOR THEATRE PROJECTION AND SOUND SINCE 1975.

BACKSTAGE LTD. - COMING ATTRACTIONS, JOHN SCHWEIGER, SUPPLIED SEVERAL THEATRES WITH PROJECTION AND SOUND EQUIPMENT INCLUDING CHRISTIE CONSOLES AND PLATTERS.

FLORIDA RESOURCE MANAGMENT - 18 CINEMA SYSTEMS IN THE PHILLIPPINES.

GALLERIA CINEMAS- DESIGNED AND ENGINEERED 8 SCREEN MULTIPLEX CINEMA IN NASSAU BAHAMAS, SUPPLIED AND INSTALLED ALL EQUIPMENT AND FURNISHINGS

MOVIE CENTER - JELSI -MONTEVIDEO URUGUAY - CONSULTED ON OPERATIONS DESIGN AND ENGINEERING. SUPPLIED AND INSTALLED ALL EQUIPMENT AND FURNISHINGS FOR 17 CINEMA AUDITORIUMS

CINE PACIFICO- LIMA PERU -CONSULTATION, DESIGN AND DEVELOPMENT OF PERU'S FIRST 12 PLEX MULTI CINEMA

TOP RANK CINEMAS-LIMA PERU SUPPLIED AND INSTALLED PROJECTION AND SOUND SYSTEMS FOR 37 CINEMAS

ORIOLE CINEMAS- SUPPLIED AND INSTALLED 5 PLEX CINEMA, PROJECTION, SOUND, SEATING, CONCESSION

LAKE WORTH CINEMAS- LAKE WORTH FLORIDA, SUPPLIED AND INSTALLED 7 PLEX CINEMA, PROJECTION SOUND AND SEATING

DELRAY SQUARE CINEMAS- DELRAY FLORIDA, SUPPLIED, INSTALLED< PROJECTION, SOUND AND SEATING

WELLINGTON 8 CINEMAS – WELLINGTON FLORIDA, SUPPLIED AND INSTALLED PROJECTION, AND SOUND. EQUITY PARTNER AND OPERATOR OF THIS CINEMA.

STARNET CINEMAS- JACKSONVILLE FLA. SUPPLIER OF EQUIPMENT AND SUPPLIES

CINEMAS AGUADULCE- DESIGNED, DEVELOPED, ENGINEERED, SUPPLIED AND INSTALLED A THREE PLEX CINEMA IN PANAMA

### Some of the Company We Keep!

We are prime Manufacturers and Suppliers of MAGNA-TECH high speed electronic interlock recording and projection systems for the following studios:

Paramount Studios- Hollywood California  
Sony-Columbia Studios Hollywood California  
Warner Brothers Studios Burbank California  
Warner Sound Studios Hollywood California  
Todd Ao Sound One Studios – New York, New York  
Todd-Ao Sound One Studios- Hollywood California  
20<sup>th</sup> Century Fox  
Universal Studios-Burbank California  
Walt Disney Studios-Burbank California  
Magno Sound- New York New York  
Bangladesh Film Corporation  
Yokahoma Film Studios-Tokyo  
Tokyo Film Labs-Tokyo  
Tokyo University-Tokyo  
Filem Negara- Kuala Lumpur  
Shepperton Studios-Shepperton England

### Programming Plan

Since CGC has had the benefit of operating both commercial theaters and venues such as the City of Miami's Tower Theater and Art Center it is well situated to reliably forecast what kinds of events and programs are feasible for this kind of theatre.

Because of the limitation in space that is available a full stage cannot be accommodated. Thus, no theatrical productions can be presented.

We believe the following programs can be successfully attempted.

CGC proposes to have a regular schedule of:

1. Motion pictures to appeal to the local residents of the area.
2. A regular schedule of area premiers of major feature motion pictures, many from Latin America and many in the Spanish language with English sub-titles.
3. Argentine, Italian, and Spanish film festivals.
4. It is our plan that we will present a new Latin feature length film at the "CGC" Monthly. Through its distribution company 21<sup>st</sup> Century Cinemas it will be able to provide an uninterrupted supply of Latin made films for the "CGC"
5. "CGC" plans to enter into an agreement with a cable TV channel to originate a series of TV shows from the facility that will feature famous name guests being interviewed on their life's work in the arts and entertainment field.
6. "CGC" plans to continue to develop and work closely with the City of Coral Gables to bring quality art exhibits, lectures, workshops, musical presentations, and cultural events to the theater.

### MARKETING ADVERTISING AND PROMOTIONAL STRATEGY

1. "CGC" will promote the venue by use of all printed and electronic media.
2. "CGC" is a not for profit corporation. Thus, it may be able to qualify for sponsorship of special community outreach programs.
3. Our proposed film schedule includes daily screenings of feature films at 8:30PM Monday thru Thursday and during the weekend Friday at 7:00PM and 9:15 PM, Saturday and Sunday 4:00PM-7:00PM and 9:15PM. This schedule will change when special events are scheduled.

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## OPERATION STRATEGIES

Steven Krams, the president of the company, will be responsible for the overall operation of the venue. His experience of over 40 years in film distribution, exhibition, and his motivational skill, insures that all aspects of the operation maintain a professional character and set a standard of excellence.

1. We propose a concession stand that will provide sweets, candy, ice cream, coffee, soft drinks, and bottled water.
2. Currently the interior of the venue is unfinished. "CGC" proposes that the City finish the interior of the building including all floors, walls, plumbing, electrical, HVAC, carpets and security.
3. "CGC" proposes to invest approximately \$400,000 in equipment, fixtures and furnishings.
4. "CGC" proposes that the City be responsible for all building systems such as electrical, plumbing, HVAC, doors, and exterior maintenance.
5. "CGC" proposes to pay from its operating budget insurance, monthly security service, garbage collection, staffing, programming costs, advertising and promotion.
6. The theatre will be cleaned daily by "CGC" staff. Since ICECO-MTE has been in the theatrical equipment business since 1975, it is a routine matter to keep the projection, sound and theatrical systems in good order. "CGC" will maintain at its cost service contracts for all equipment that "CGC" installs. "CGC" proposes the city maintain service contracts or be responsible for any equipment the city installs. "CGC" will maintain its in-house staff for all day-to-day and routine maintenance and janitorial issues.
7. The equipment supplied by "CGC" as specified, will be paid for by "CGC". At the end of the lease period it proposes that the equipment and fixtures shall be donated to the City of Coral Gables.
8. The equipment to be supplied by CGC will include: theater seating, concession equipment, projection and sound equipment, POS equipment, office furnishings, Magna-Tech interlock 16 & 35mm dubbing machines, tables, chairs, lobby benches, ladders, freezer, telephones and answering equipment, video cameras, scaffold system for adjusting lights and screen, film editing equipment, red carpet for the front of the theatre (special occasions), crowd control barricades, crowd control ropes and posts, poster displays, electronic speaking device for box-office and a portable stage to be used when necessary.
9. A program of management training will be prepared and implemented based upon nearly 30 years experience in the motion picture and theatre business.
10. Management training will be provided including risk management, security, customer courtesy, employee relationship, decorum, personal appearance, housekeeping, maintenance, and operation procedures.
11. The corporation presently is a Not for Profit Florida Corporation.

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- 12. "CGC" proposes that in exchange for its investment in equipment, the program to be presented, and for all other good and valuable consideration, a nominal rent of \$100.00 per month shall be paid to the city.
- 13. "CGC" agrees that after the 5<sup>th</sup> year of operation, if there is an operating surplus on hand, the city shall be paid 10% of those funds in order to help offset its expenses.
- 14. "CGC" proposes to pay the insurance for liability and coverage to all fixtures and equipment provided by CGC.
- 15. "CGC" Cinemateque proposes a five-year lease with 3 five-year options.

Yours very truly,



Steven H Kramm, President

## THIS HAS NOT BEEN UPDATED

### **Proposed Operating Budget for CGC Coral Gables**

Coral Gables Cinemateque - 5600 NW 32nd Ave. Miami FL 33142 ph: 305 573 7339

#### **Proposed Revenue**

	<b>2007/8</b>	<b>2008/9</b>	<b>2009/10</b>
Admissions	\$ 153,000.00	\$ 182,000.00	\$ 209,000.00
Membership Dues	\$ 2,500.00	\$ 5,000.00	\$ 7,500.00
Outside Programs	\$ 4,000.00	\$ 6,000.00	\$ 8,000.00
Fees for Lecture Series	\$ 2,000.00	\$ 4,000.00	\$ 8,000.00
Gallery Fees	\$ 3,000.00	\$ 3,500.00	\$ 4,000.00
Misc Fees	\$ 1,000.00	\$ 1,500.00	\$ 1,700.00
Facility Rentals	\$ 2,000.00	\$ 4,000.00	\$ 5,000.00
Concession Revenue	\$ 75,000.00	\$ 90,000.00	\$ 100,000.00
Corporate Contributions	\$ 5,000.00	\$ 50,000.00	\$ 60,000.00
Foundation Grants	\$ -	\$ 50,000.00	\$ 50,000.00
Private Contributions	\$ 500,000.00	\$ 50,000.00	\$ 50,000.00
<b>TOTAL</b>	<b>\$ 747,500.00</b>	<b>\$ 396,000.00</b>	<b>\$ 453,200.00</b>

#### **Proposed Operating Expenses**

##### **PERSONNEL**

Administrative	\$ 50,000.00	\$ 55,000.00	\$ 60,000.00
Artistic	\$ 25,000.00	\$ 30,000.00	\$ 30,000.00
Technical	\$ 20,000.00	\$ 22,000.00	\$ 25,000.00
Travel	\$ 7,500.00	\$ 8,700.00	\$ 10,000.00
Insurance	\$ 5,000.00	\$ 6,500.00	\$ 9,500.00

##### **MARKETING**

Advertising & Publicity	\$ 30,000.00	\$ 40,000.00	\$ 45,000.00
Programs and Printing	\$ 5,000.00	\$ 6,000.00	\$ 7,000.00
Postage & Distribution	\$ 2,500.00	\$ 3,000.00	\$ 3,500.00
Website	\$ 1,500.00	\$ 2,000.00	\$ 2,500.00

##### **OTHER**

Telephone & Communications	\$ 3,500.00	\$ 4,000.00	\$ 4,500.00
Concession Costs	\$ 30,000.00	\$ 35,000.00	\$ 40,000.00
Equipment	\$ 400,000.00	\$ 35,000.00	\$ 40,000.00
Misc Supplies	\$ 5,000.00	\$ 6,000.00	\$ 7,000.00
Utilities	\$ 36,000.00	\$ 40,000.00	\$ 44,000.00
Development Expenses	\$ 5,000.00	\$ 10,000.00	\$ 12,500.00
Rent City of Coral Gables	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00
Legal & Accounting	\$ 5,000.00	\$ 7,500.00	\$ 7,000.00
Reserve for Replacement	\$ 114,800.00	\$ 84,100.00	\$ 104,500.00
<b>TOTAL</b>	<b>\$ 747,000.00</b>	<b>\$ 396,000.00</b>	<b>\$ 453,200.00</b>