



# **Omni Community Redevelopment Agency**

[www.miamicra.com](http://www.miamicra.com)

# Meeting CRA Goals



- Historic Preservation
- Job Creation
- Revitalize surrounding area
  - Shown Omni commitment to area
  - Initiated investment of surrounding properties
- Incentivize revitalization
  - PPP
  - Infrastructure / Streetscape improvements
    - 14<sup>th</sup> Street
    - TIF Agreement – 17<sup>th</sup> Street

# Rehabilitation of National Historic Building



# Firehouse # 2



- Built in 1926
- Design by August C. Geiger
- Building on National Register of Historic Places.

# Firehouse # 2



- New location of Omni & Midtown CRA office.
- Budgetary benefit to Omni CRA.
- Great return on investment.
- Received Historic preservation awards from.
  - Dade Heritage Trust
  - Florida Trust for Historic Preservation



# Street View



# Street View





# Rear View







Miami Entertainment Complex



# Miami Entertainment Complex-MEC

## Property Acquisition

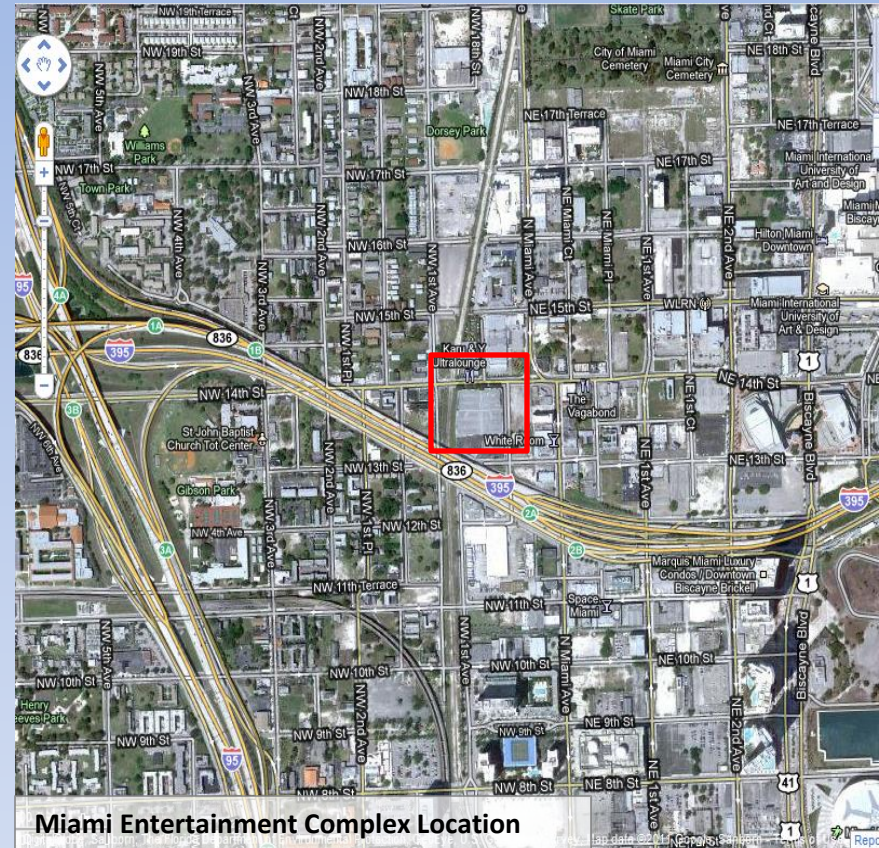
- Purchased property from MD-School Board for \$3,100,101 (\$25/SF)
- Closed on February 15<sup>th</sup>, 2011

## Credit for Sale of Southern Parcel

- Sold southern parcel to FDOT for \$1,087,268 (\$26/SF)
- CRA leases southern parcel from FDOT for \$1.00/year

## Property Location

- Located within designated Media and Entertainment District, 2 blocks west of the PAC on NW 14 Street



## Florida Incentives

- \$242 Million in incentives for movie industry
- \$3 Million matching job creation – matches CRA film and entertainment job creation program

## Florida Film Incentives Attracts Film Shooting in Miami

- Burn Notice
- Charlie's Angels
- Rock of Ages
- Step Up 4
- The Magic City
- The Glades





## **Miami-Dade County Commissioned Study by KPMG in 1994**

### Suggestions/Recommendations/Conclusions

- Build 4-8 Sound Stages
- Provide office space within film complex
- Provide capacity for post-production, film labs, dubbing facilities and special affects facilities
- Miami was an ideal place for the industry due to its weather and South Beach allure with available year-round infrastructure support
- The Studio development would provide positive local economic impact
- Based on the findings, KPPMG recommended that Dade County proceed with planning for studio complex

## CRA Mission

### Job Creation

- 100 jobs per film
- 2 Studios = potential for 200
- Average salary in the film industry is \$75,000 + benefits = \$85,500
- Multiplier estimates close to \$17 million spent directly into the local economy
- List of jobs affected or created can be found in Exhibit A of the Business Plan

### Eliminate Slum and Blight

#### CRA Commitment to the area

1. NE/NW 14 Street Streetscape Project
2. Firehouse Redevelopment
3. MEC Development

### Revenue Generator

### Public/Private Partnership

#### MIAMI ENTERTAINMENT COMPLEX (MEC) STUDIOS REPORT (Business Plan)



By creating a mixed-use facility, designed to serve both major movies, TV series and Miami's independent filmmakers, the MEC and the surrounding neighborhood will become the focal point in building a creative arts industry that will provide an economic catalyst into the future. The State Tax Incentive Program will continue to attract the attention of major motion picture and television series producers, but in order to successfully compete with the other key tax incentive states in the final site selection process; Miami must have more than a competitive tax incentive. It must have production facilities like sound stages, editing suites, screening rooms and production offices. In a commercial office space market that is heavily slanted toward long-term tenants, finding short-term office space is a challenge for most films coming to Miami. Having a highly skilled local crew base available to incoming film productions is another critical component for the MEC. The salaries of crew members who have to be imported from out of state do not count against the "qualified spend" used to determine the amount of the tax break given an individual film or television show, and for each person brought in, producers have to pay for air fare, rental cars, hotel rooms and per diem, all of which add costs to the project that make Miami less attractive than New Orleans and Atlanta, our two major competitors. The City of Miami and the Omni CRA are in a unique position to provide both a physical production facility and central leadership in nurturing not only the major studio feature film and television industries, but Miami's own independent film community as well. Serving both segments of the industry is a win-win. We all have seen the powerful effect on tourism and the local economy from the City's exposure in film and TV shows. Beyond that, there are many local aspiring filmmakers; budding writers, directors, producers and actors, who would thrive in a facility that offered a place to create, collaborate, learn their craft.

Executive  
Summary  
OMNI - CRA  
SKILL'S  
BLDG.

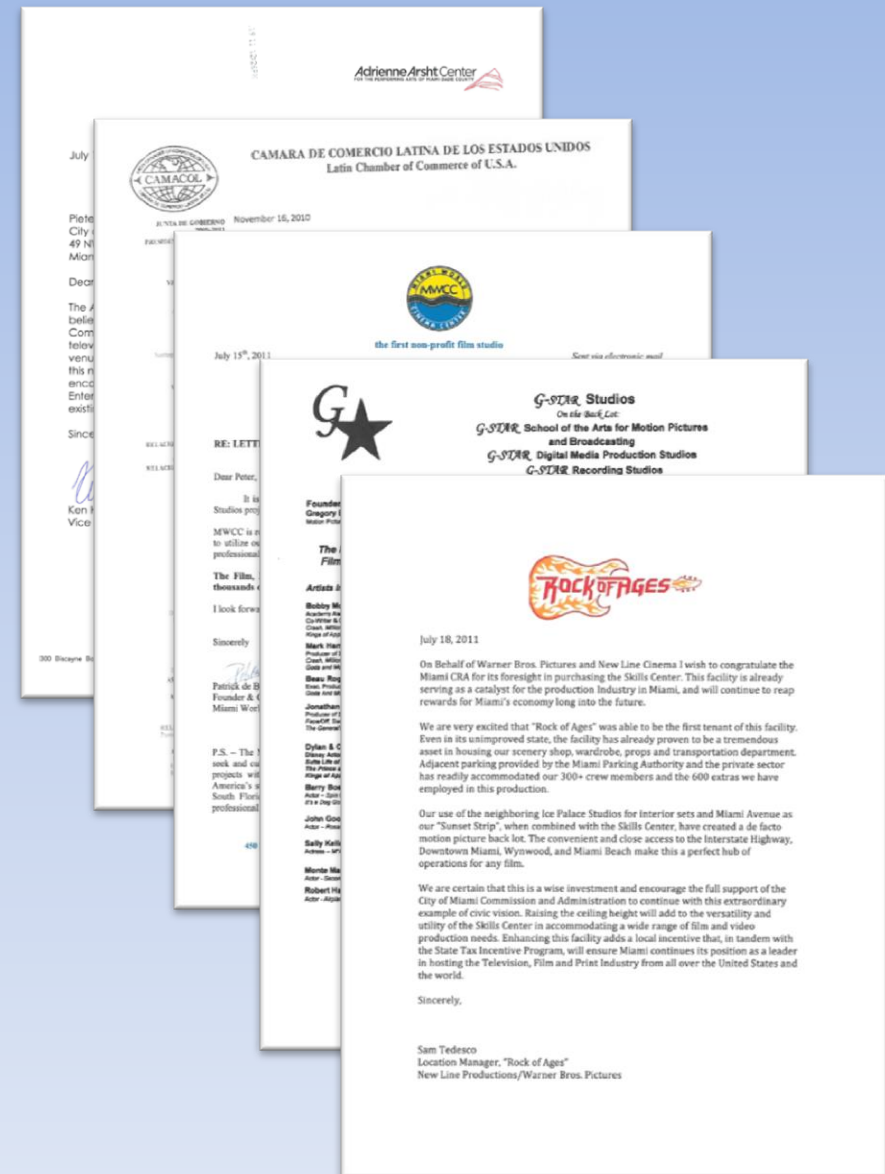
## **MEC Business Plan Revenue Projections**

- **25% Occupancy/Year = \$743,625 gross revenues**
- **50% Occupancy/Year = \$1.5 million gross revenues**
- **75% Occupancy/Year = \$2.2 million gross revenues**
- **100% Occupancy/Year = \$2.9 million gross revenues**



## MEC Letters of Support

1. Adrienne Arsht Center- Ken Harris, Director of Operations
2. Camacol-Luciano Garcia, Exec Director
3. G-Star Studios – Greg Haupner, Founder and CEO
4. Rock of Ages -Sam Tedesco, Warner Brothers
5. Burn Notice –Terry Miller, Producer
6. Charlie's Angels –Boris Malden, Producer
7. Ice Palace Studios-Eugene Rodriguez, President
8. Miami World Cinema Center-Patrick DeBokay, CEO
9. Gary Nader Fine Art-Gary Nader
10. Gypsy K - Jeffrey Kluger, President
11. Espacio USA-Diana Mancipe, Manager
12. Crown Media Group-Dan Moroso, CEO



# Future Home of the Florida Film & TV Center





# The Florida Film & TV Center



MIAMI OMNI CRA

**FUTURE HOME OF THE  
FLORIDA FILM & TV CENTER**







**Thank you**

**Omni  
Community Redevelopment Agency**

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