



Town of Miami Lakes Memorandum

To: Honorable Vice Mayor & Councilmembers
From: Honorable Mayor Manny Cid
Subject: Main Street Movie Theater
Date: November 12, 2019

Recommendation:

Main Street Movie Theater

The Town's only movie theater is in much need of TLC. Fortunately, in October of 2017, CMX cinemas (Cinemex) purchased Cobb Theaters. This gives us hope that fixing the antiquated theater might happen in the future.

As Main Street is beginning its comeback, I believe it's important that the theater be updated in line with Regal Westfork in Pembroke Pines and Cinemark Paradise on Sheridan. Many Miami Lakers travel to those theaters due to having the ability to reserve their seats, reclining/comfortable chairs, and prices (Main Street \$12.57, Regal Pines \$12.51 and Cinemark Sheridan \$10.97).

I would like to direct the Town Manager to begin a social media/ email campaign title #PaLanteMainStreet geared towards encouraging some enhancements to the theater. Additionally, I would like for the Manager to schedule an on site visit with the movie theater owner. I'm sure that hundreds of Miami Lakers would participate in this campaign as many have shared similar sentiments.

Fiscal Impact: Minimal
Guiding Principles: 2, 3, 4, 14
Objectives: 3, 5