

Mayor Eileen Higgins  
Commissioner Rolando Escalona  
Commissioner Christine King  
Commissioner Damian Pardo  
Commissioner Ralph Rosado  
Commissioner Miguel Gabela

January 26, 2026

Miami City Hall  
3500 Pan American Drive  
Miami, Florida 33133

Dear Mayor and Commissioners:

The Rhythm Foundation strongly supports restoration of Miami Marine Stadium. The Marine Stadium is a truly unique cultural gem, and we believe that our own experience is quite relevant to the opportunity the city has.

By way of introduction, the Rhythm Foundation is a not-for-profit organization that presents international music. We create shared cultural experiences that build and connect the diverse communities of South Florida. Since 1988, we have presented thousands of concerts in many different venues throughout the area.

In 2015, we took over management of the Miami Beach Bandshell, a national historic landmark amphitheater in Miami Beach. Constructed in 1962 (almost the same time as the Marine Stadium) the Bandshell had been operated by the City of Miami Beach and was widely considered a failure, hosting 1-2 events per month. Through hard work by our board and staff and cooperation from the City of Miami Beach, the Bandshell is now an enormous success. We host about 140 events per year and, with average annual attendance around 80,000, we are the busiest cultural venue in Miami Beach. We stream some of our concerts worldwide on Quincy Jones's QWEST TV channel and Time Out Magazine named us "The Best Live Music Venue in Miami". Most important: the crowds are both diverse and joyous.

There are two lessons to be drawn from our success: First, a venue of this nature should *not* be managed by a government entity but by a motivated, professional facilities management organization. Good management makes an enormous difference. We know that the Marine Stadium was operated by the City of Miami and, unfortunately, was not successful. Because facilities management is very competitive and entrepreneurial, this is not surprising. That's why five venues that were managed by the governments in Miami and Miami Beach are now run by outside professional operators – and they are all working well.

Second, we have learned that a venue can be both commercially successful and a major benefit to the community. As a non-profit, community access and engagement is extremely important. We work with a network of over 50 other non-profits to host their events and 30% of our shows are free. We try to keep our ticket prices affordable and our fees relatively low for our partner non-profits. At the same time, we work hard to drive revenue through appropriate commercial events, working with many major promoters including Live Nation and AEG. Our concessions operation is fine tuned and market sensitive. So, it is possible to achieve BOTH financial goals and community goals. We do urge the City of Miami to make sure that there is a carefully structured community component so that the Miami residents who cannot typically enjoy unique waterfront experiences can access the Marine Stadium.

Our experience demonstrates that the Marine Stadium can be very successful in every sense of that word and we would be pleased to help in any way that we can.

Thank You,



Adam Ganuza

Executive Director, The Rhythm Foundation | Miami Beach Bandshell

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