

Company to help produce concerts, official questions move

BY SCOTT E. PACHECO

The Miami Downtown Development Authority has agreed to a “not-to-exceed \$50,000” contract with AEG

Live SC to help produce the DWNTWN Miami Concert Series.

While a top authority official says the hire was necessary to produce the free concert series,

a board member says the allocation makes him wary of the program becoming too top-heavy.

“We have a budget of \$100,000; I want the bulk of the budget to be out in the community – not 50% of it consumed by the people putting on the concert,” said Jose Goyanes, who also owns several downtown businesses.

In the concert series’ initial running this year – four concerts from January through April – the Development Authority had the assistance of the Rhythm Foundation for production, said Robert Geitner, authority senior manager of marketing and communications.

For the upcoming series, it needed a company to fill Rhythm Foundation’s shoes.

“In order to go ahead and set up a situation that was similar,

we had to set up a competitive process,” he said.

Responses to a request for qualifications were due July 8, when AEG Live SC was chosen. AEG is to book the acts and handle staging and other production functions. The contract can be terminated at any time.

Performances in the concert series will mainly be at Bayfront Park’s Tina Hills Pavilion.

This year, the series featured Conjunto Progreso and Arturo Sandoval, DJ Le Spam and the Spam Allstars, Chana and the Jacob Jeffries Band with special guest Rachel Goodrich.

Six performances are planned

in the upcoming season, and the funds allocated to AEG Live are not to affect that number, Mr. Geitner said.

Mr. Goyanes said it had better stay that way.

“The next thing we know, the six concerts become two,” he said. “I don’t want it to get that point and it hasn’t so far... The more concerts that we get out there [the] better.”

But Mr. Geitner said the contract is like any housekeeping contract such as “hosing down sidewalks.”

He added: “It’s us doing the job the way it’s supposed to be done.”



Photo by Maxine Usdan

The Tina Hills Pavilion in Bayfront Park is the main venue for the DWNTWN concert series, now to be co-produced by AEG Live SC.