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Subject: Please keep South Beach Regal in our community - do not let it be gutted and replaced
Date: Wednesday, June 11, 2025 12:58:27 PM

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Good afternoon City of Miami Beach officials,

I hope this email finds you well! I am writing to urge you to please not consider Steve Berke's application to replace the South Beach Regal movie theater into an immersive "superhuman" museum. The South Beach Regal Movie Theater has been a stable of the Miami Beach community for the last 26 years. His plan to gut the theater for an immersive museum is not something that will benefit our communities.

Another immersive museum that was in Miami Beach for years closed - Artechouse and it would be a shame to replace a movie theater with something that might be temporary at best, when the theater has been a permanent fixture of Miami Beach. There is currently a Michelangelo pop-up immersive experience in the building across from Regal, meaning that these immersive experiences can find residency in other buildings, and should not require for the only movie theater in our city to be gutted and replaced.

The South Beach Regal theater draws visitors to Lincoln Road, to shop or grab a bite before or after a watching a film. It also allows locals and their families to enjoy movies nearby. You're guaranteed there is always something good playing at all hours of the day. The theater is there for kids during their summer school break, to enjoy a fun movie in the cold AC. It's so lively after any Marvel release, as everyone takes their superheroes seriously. It's always there on a rainy day, when you can't enjoy the park or the beach - but you can catch the newest thriller. The South Beach Regal also houses film festivals throughout the year allowing for residents and visitors to have a cultural experience in their backyard.

The South Beach Regal is more than just a movie theater, it's truly a gem in our city. The many staff members are always kind, up for a quick chat and a friendly smile. They remember the locals and make them feel at home. This theater provides more to our residents, visitors, and families than the proposed immersive "superhuman" experience by the co-founder of the International Church of Cannabis, a reality show contestant, and parody songwriter. Mr. Berke has run for Mayor twice in this city and has lost. It also seems he has lost a desire to keep staples of our community alive and well.

I hope you keep our movie theater open for business so generations can continue watching films they won't forget in Miami Beach.

Thank you for your time and consideration.

Kind regards,

Lucia P.