

Subject: Request to Commissioner Arriola RE GroundUP Music & Miami Beach, North Beach
Date: Monday, November 25, 2019 at 4:50:12 PM Eastern Standard Time
From: Paul Lehr
To: J. Ricky Arriola, Chiroles, Erick
Priority: High
Attachments: image005.jpg, image006.png

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Hi Commissioner Arriola –

We appreciate so much your past and continued support of GroundUP Music Festival, and are requesting your support and sponsorship of a special \$100,000 annual cash grant to GroundUP for the next 3 years in order to allow GroundUP to keep its programs in North Beach. We have met with Matt Kenny (and have discussed creating special programs and discounts for Miami Beach residents), and I understand that Matt is fully supportive of this request. We also met with Erick, on copy, who is always so incredibly helpful and accommodating, and he suggested that we submit this request in writing. We are hopeful that you will sponsor this item for the December Commission and refer it to the December Finance Committee so it can be considered by the full Commission in January in advance of our February 14-16, 2020 Festival. It is important to know in advance of February 14 whether we will have this support from Miami Beach because we go on sale with the following year's tickets at this year's festival in order to capture the presales from the audience, and we must therefore announce the dates and location of the 2021 festival (including whether it will continue on Miami Beach).

As background, we are preparing for our 4th Annual GroundUP Music Festival at the North Beach Bandshell in Miami Beach, taking place February 14-16, 2020. This year's festival artists include rock-icon and Steely Dan and Doobie Brothers lead Michael McDonald, 3 time Grammy winners Snarky Puppy who just played a sold out show at Royal Albert Hall and aired their NPR Tiny Desk show last week, Latin multi-Grammy winner Lila Downs, and local Miami Jazz hero Cécile McLorin-Salvant. Past Festival artists have included rock legend David Crosby, 15-Time Grammy Winner Bela Fleck, indie-rock legend The Wood Brothers, Latin Icon Buena Vista Social Club leader Eliades Ochoa, Jazz legend Esperanza Spalding, and many others. We have created a very unique experience for the North Beach neighborhood. Some compelling points of interest include:

- Country-Wide and World-Wide Tourism to North Beach/Miami Beach - In each of the last 3 years, approximately 60% of the several thousand attendees every year come from more than 40 states and 40 countries around the world. This is why GroundUP has been dubbed the "Art Basel of Music." Regular attendees have included Microsoft Co-Founder Paul Allen, Jorge & Darlene Perez, Gloria & Emilio Estefan, Jeffrey Miller, The Simpsons and Spinal Tap Co-Creator Harry Shearer, music legends like David Crosby and Quincy Jones tweeting that GroundUP's Miami Beach Festival is one of the best and not to be missed, etc.
- Significant Hotel Usage & Economic Impact – 670 GroundUP's own room nights + approx. 2,180 Festival Attendee Hotel Room Nights = approx. 2,850 room nights. This of course also translates to significant additional economic impact for the area.
- Local and Nationwide Media Coverage – In addition to the annual cover stories and feature coverage accounting for many millions of media impressions from the leading local media outlets (including The Miami Herald, the Sun Sentinel, The Miami-New Times, and coverage from CBS, NBC, FOX, and ABC),

GroundUP also receives regular nationwide attention from leading publications and outlets including Rolling Stone, Jazz Times, Jazziz, Downbeat, NPR's nationally syndicated Jazz Night in America with Christian McBride, and many others.

We are excited to continue building on these efforts.

Miami-Dade County Support and Future:

- We are grateful to have received the financial support available for the last 3 years from the Miami-Dade County Department of Cultural Affairs TDC Grant Program. We have now cycled out of the TDC grant for this year, but in our final year, the County voted to exceed their limits and award us a larger grant due to the very significant impact we had on cultural tourism. There is also a \$100,000 annual Festival Grant awarded by Miami-Dade County Department of Cultural Affairs, headed by Michael Spring who is a huge fan and supporter of mine and our festival, available to non-profit organizations with a 3 year track record. Given our partnership each of the past 3 years with the 501c3 Rhythm Foundation as our production partner and fiscal agent, and given our very successful 3 year track record, we had anticipated receiving this \$100,000 annual grant beginning for this 2020 Festival. However, we recently learned that we cannot receive this award until we have 3 years of operation under *our own* 501c3 (which we have already applied for and are awaiting our IRS certification) so we will not have this County support for the next three festival cycles. While that does not assist with the financial issues for the next three years, we are excited that GroundUP fits squarely within the grant language (pasted below), and based on our conversations with County personnel and our track record, we anticipate receiving this full support beginning with the 2023 GroundUP Festival.

The Festivals and Special Events (FEST) Grants Program is designed to support major annual festivals and special events taking place during the fiscal year between October 1 and September 30. The program provides significant funding in two categories and three divisions to organizations which have an established reputation for excellence and credibility, are capable of attracting visitors on regional, national and/or international levels, and have a significant and positive impact on the perception of Miami-Dade County as a dynamic cultural community.

Miami Beach Support and Costs:

We are grateful to have received the maximum support available for the last 3 years from the Miami Beach VCA. However, even with this, we are not yet cash positive from festival operations, and unfortunately, our costs in Miami Beach have gone up. Given the most unfortunate situation with the Deauville, with whom we had contracted approximately 1500 room nights, we lost significant money owed to us that will evidently never be recovered, and our hotel costs have gone up significantly as other Miami Beach hotels are charging us much higher rates. Additionally, since there are no other reasonably priced large hotels in walking distance of our North Beach Bandshell Festival home, we had to move our hotel operations to much further away on Miami Beach which has dramatically increased our transportation costs (since everyone now has to be driven rather than being able to walk).

GroundUP's Future in Miami Beach:

GroundUP has been using our other assets including revenue derived from the world-wide touring of GroundUPs lead artists to help underwrite the festival, but unfortunately, that is not sustainable. I am a Miami Beach native and resident, and while GroundUP has had much richer financial offers from other cities around the country as well as other areas in Miami-Dade County (including a lucrative opportunity from the Downtown Development Authority and Bayfront Park and nearby hotels), GroundUP came to Miami Beach at my insistence, and it is my very strong desire to keep the festival on Miami Beach (at the North Beach Bandshell). However, I don't believe it will be possible to keep GroundUP in North Beach without this

additional support from the City of Miami Beach and community leaders.

It is my request and hope that the Miami Beach Commission will consider further supporting GroundUP so that we may continue our programs in North Beach for years to come. I have pasted below some background information on the festival, which includes links to a few videos to give you a better sense of the program.

I understand that this is a very significant ask, and I am available to meet and answer any questions or provide whatever further information may be requested, and I so appreciate your consideration. You are a true friend of the arts and the City of Miami Beach.

Respectfully,
Paul



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SNARKY PUPPY ▲ DAVID CROSBY ▲ BILL LAURANCE ▲ BOKANTÉ ▲ CHARLIE HUNTER ▲ FORQ ▲ BECCA STEVENS ▲ HOUSE OF WATERS ▲ MICHELLE WILLIS
▲ MAZ ▲ THE FUNKY KNUCKLES ▲ BANDA MAGDA ▲ LUCY WOODWARD ▲ BREASTFIST ▲ ROOSEVELT COLLIER ▲ ALINA ENGIBARYAN ▲ SIRINTIP

About the 4th Annual GroundUP Music Festival, Miami Beach, FL Feb 14-16, 2020:

The New York Times wrote, “maybe you didn’t notice, but this is Snarky Puppy’s world, and the rest of us only live in it.” Join this world of great music, and hang out on the beach in the balmy 74 degree weather with the bands who will lead small interactive workshops all weekend, as Snarky Puppy hosts the 4th annual GroundUP Music Festival in Miami Beach, February 14-16, 2019. Three-time Grammy-winners Snarky Puppy, acclaimed by **Rolling Stone Magazine** as “one of the most versatile bands on the planet,” will play daily sets, along with a lineup of great musicians including **Michael McDonald, Lettuce, Chris Potter, Lila Downs, Christian Scott aTunde Adjuah, Brian Blade & The Fellowship Band, Cécile McLorin Salvant**, and many others. Artists for the first three years include Esperanza Spalding, Lalah Hathaway, David Crosby, Tank & the Bangas, Chris Thile, Jacob Collier, The Wood Brothers, Béla Fleck & the Flecktones, Robert Glasper, JoJo Mayer/Nerve, Buika, Eliades Ochoa (of Buena Vista Social Club), Mark Guiliana, Josh Redman; and other exceptionally talented and diverse artists from all over the world. And NPR’s nationally syndicated show **Jazz Night in America with Christian McBride** (WBGO / Jazz at Lincoln Center) aired a special segment dedicated to GroundUP NPR.org/the-groundup-festival-brings-even-more-heat-to-miami

Hailed by the **Miami New Times** as “one of the 10 best music events,” the GroundUP Music Festival has great international appeal with about 60% of the attendees coming from approximately 40 states and 40 countries around the world. “GroundUP is unlike other festivals -- artist-centric and attendee-focused,” with an intimate daily capacity of approximately 1500, no overlapping sets, great acoustics in a small outdoor theater on the beach/ocean where the audience always has plenty of space and great views, and delicious local food created by celebrity-chef Michelle Bernstein. GroundUP will continue to push the envelope on the typical festival experience and break down the barriers between audience and artists with more intimate master classes and workshops and personal interactions with the artists, and as **The Miami Herald** cover article declared “a wildly eclectic range of stellar and hard to define artists.” Says two-time Rock & Roll Hall of Fame legend and GroundUP artist David Crosby, “I don’t think you’ll get a better shot at hearing real music than at this festival. It will knock your socks off.”

2019 GroundUP Music Festival 60 second Video Recap: <https://youtu.be/gnXg0spB2Zo>

2019 GroundUP Music Festival full Video Recap: <https://youtu.be/LEvBCjYycz0>

2018 GroundUP Music Festival Video Recap: <https://www.youtube.com/watch?v=mTV6-MqLpyE>



**FOURTH ANNUAL
GROUNDUP MUSIC FEST**

FEBRUARY 14-16, 2020 MIAMI BEACH, FL

SNARKY PUPPY
ALL 3 NIGHTS – 3 DIFFERENT LINE-UPS

CHRIS POTTER
ARTIST AT LARGE

ACOU

LETTUCE ♥ LILA DOWNS ★ MICHAEL MC
BRIAN BLADE & THE FELLOWSHIP BAND
CHRISTIAN SCOTT ATUNDE ADJUAH ★ CAMI
CÉCILE MCLORIN SALVANT ♥ FLOR DE TO
KRANTZ CARLOCK LEFEBVRE ★ BANDA
HAMILTON DE HOLANDA ♥ ALINA ENGI
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TICKETS ON SALE NOW
LIMITED VIP TICKETS & HOTEL PACKAGES AVAIL

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