

COMMUNITY IMPACT

NORTH BEACH
NORTH BEACH
NORTH BEACH



PRISM
CREATIVE GROUP





NORTH BEACH x PRISM

COMMUNITY IMPACT





WE STARTED WITH

NORTH BEACH

A neighborhood with a newly renovated public space ripe for activation and community gathering.

THE GOAL

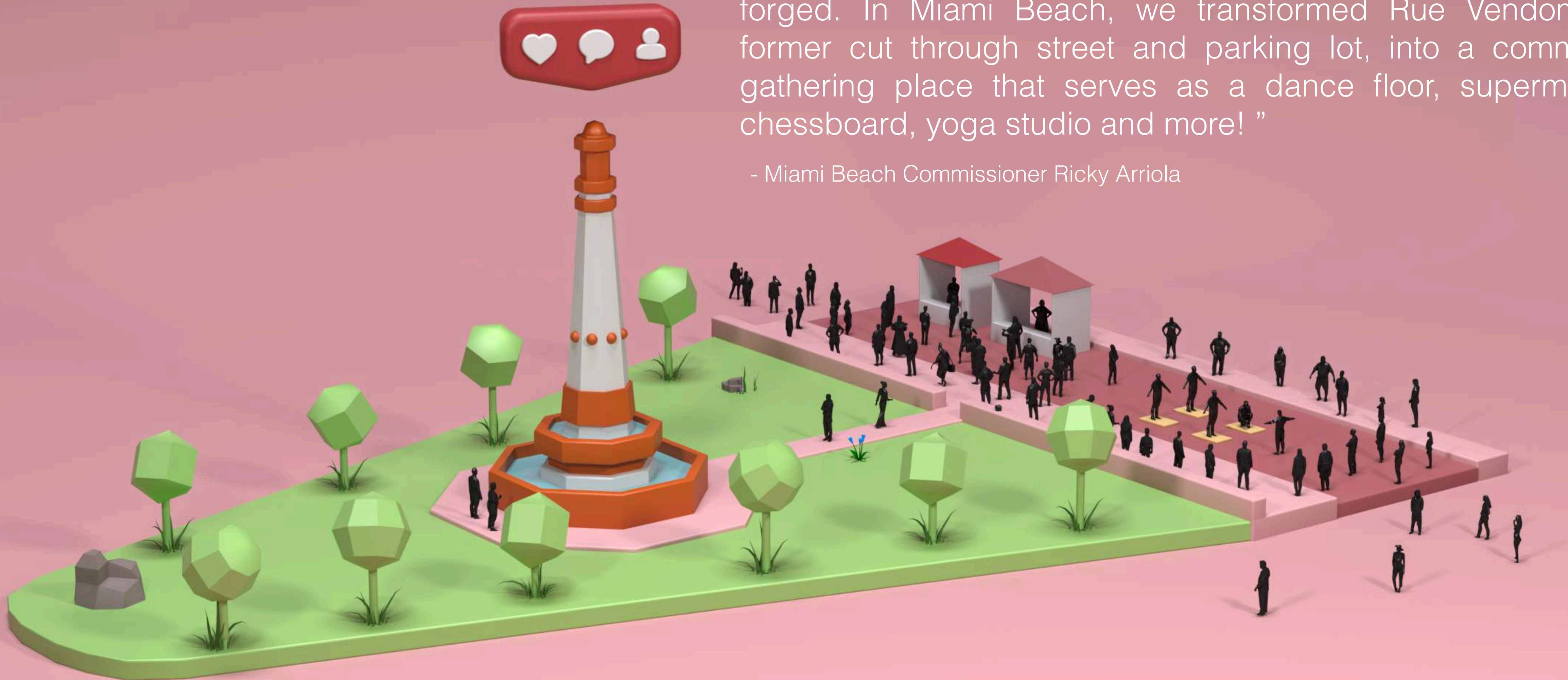
Get residents and locals out of their houses and into the streets of the neighborhood to breathe new life into the area by activating spaces perfect for prioritizing people over cars.

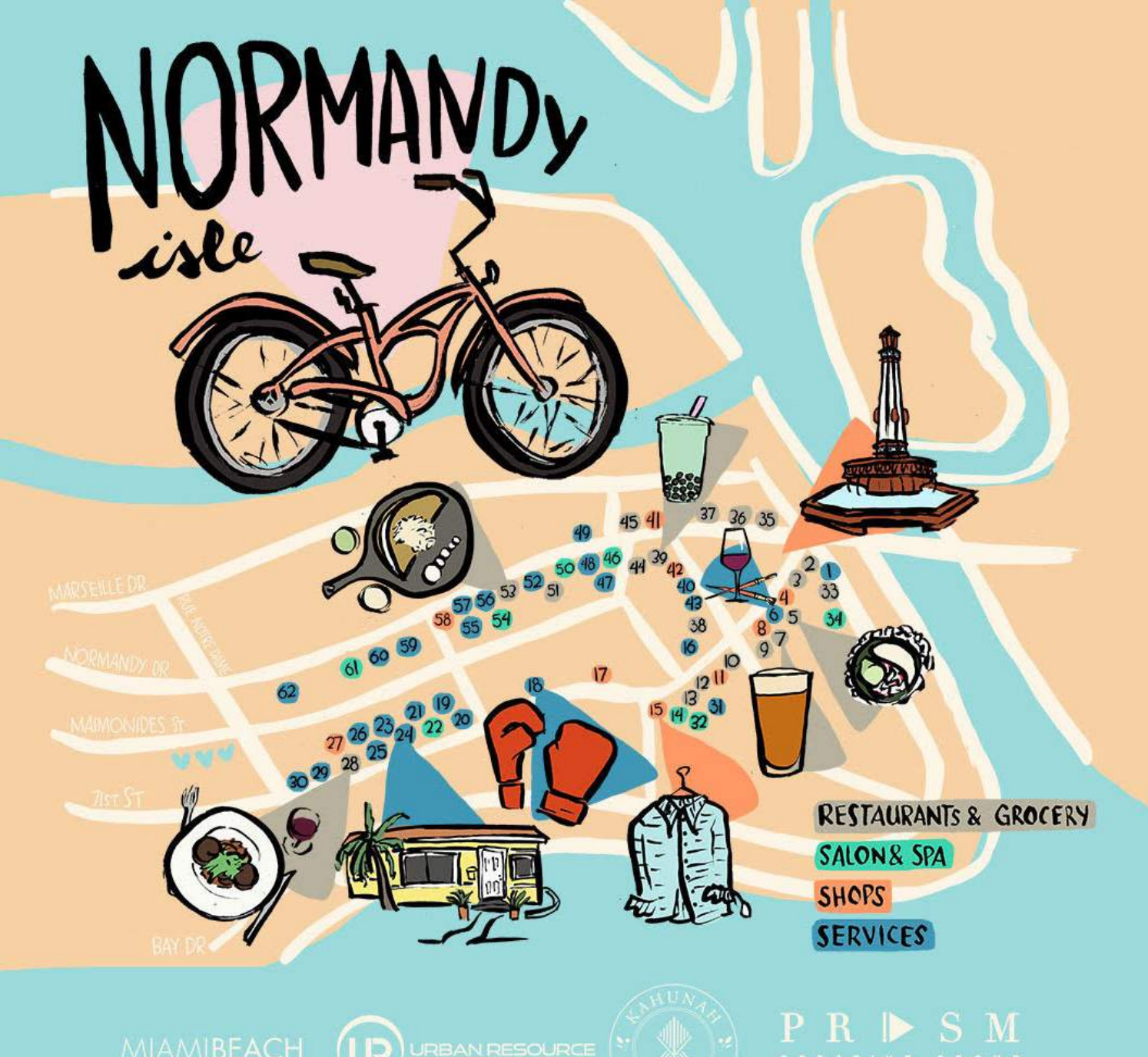
OUR PLAN OF ATTACK

To create a sense of place and community for locals and creatives through monthly, free curated events.

“Placemaking is an essential function for a 21st-century municipality. It is not enough to build public spaces — we must create experiences that allow community connections to be forged. In Miami Beach, we transformed Rue Vendome, a former cut through street and parking lot, into a community gathering place that serves as a dance floor, supermarket, chessboard, yoga studio and more! ”

- Miami Beach Commissioner Ricky Arriola





STRATEGY

CREATED PROGRAMMING THEMES

- Celebrated what currently exists - A beautified pedestrian walkway that has multi-cultural roots, a weekly Farmers Market, and thriving small business community

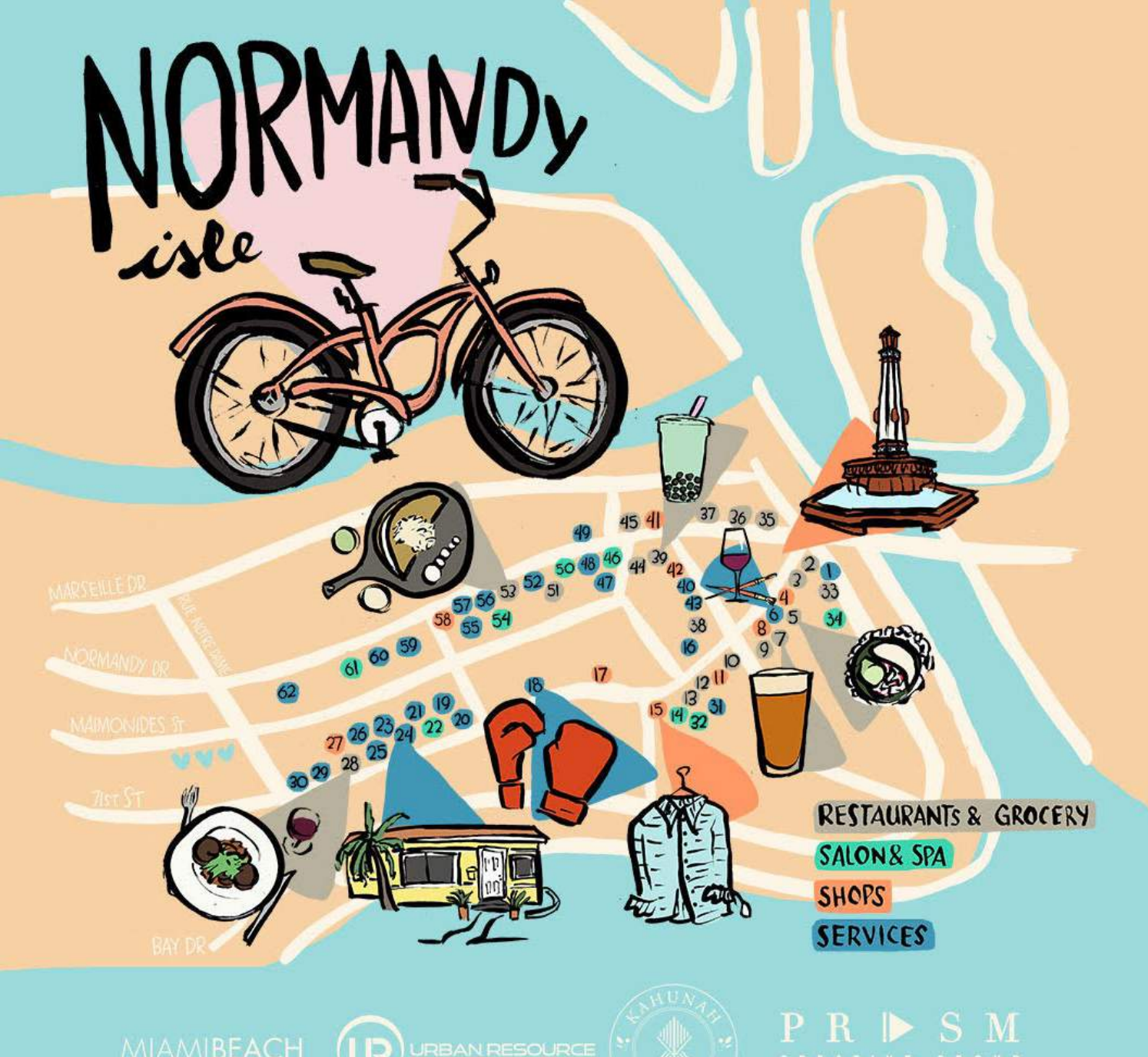
COMMUNITY OUTREACH

- Personally canvassed the neighborhood and local businesses to get them involved

ENGAGE COMMUNITY PARTNERS

- We partnered with organizations like Tango in Miami, the Argentine Consulate, Kulcha Shok, Urban Resource Management, The Market Company and brands like lululemon and Nobe Yoga to elevate the programming calendar





STRATEGY

BRAND DEVELOPMENT

- Created the Normandy Business Neighborhood Map and emphasized the #KnowNobe brand throughout the series

ELEVATED PROGRAMMING

- 4 unique day and night time events to experience the best of the neighborhood
- Motown Brunch
- Milonga at The Fountain
- Rhythm & Flow
- Endless Summer: Reggae Legends Tribute

BUZZ MARKETING & STORYTELLING

- Five month campaign of digital and marketing strategies to spread the word, create buzz, and draw attendees to all four events. Campaign included newsletters, social media, editorial, and video content disseminated to over 50,000 subscribers





THE CITY OF MIAMI BEACH PRESENTS

Motown Brunch

SUNDAY, APRIL 28TH FROM 11AM-2PM
 YOLI MAYOR // WITH ALEJANDO ELIZONDO
 sunday morning classics, live soul tunes,
 artisan vendors and more

PRISMCREATIVEGROUP.EVENTBRITE.COM | #KNOWNOBE

NORMANDY FOUNTAIN
 7802 RUE VENDOME MIAMI BEACH

MIAMI BEACH PRISM



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NORMANDY FOUNTAIN
 7802 RUE VENDOME MIAMI BEACH

MIAMI BEACH PRISM







THE CITY OF
MIAMI BEACH PRESENTS

Milonga

AT THE FOUNTAIN
WITH TRUE TANGO
THURSDAY, MAY 23 | 7-10PM

Normandy
FOUNTAIN
7002 RUE VENDOME
MIAMI BEACH

#KNOWNOBE
ARGENTINE ASADO, EMPANADAS, & CHORIPAN
MIAMIBEACH | DRISMCREATIVEGROUP.EVENTBRITE.COM









THE CITY OF MIAMI BEACH PRESENTS

Rhythm & Flow

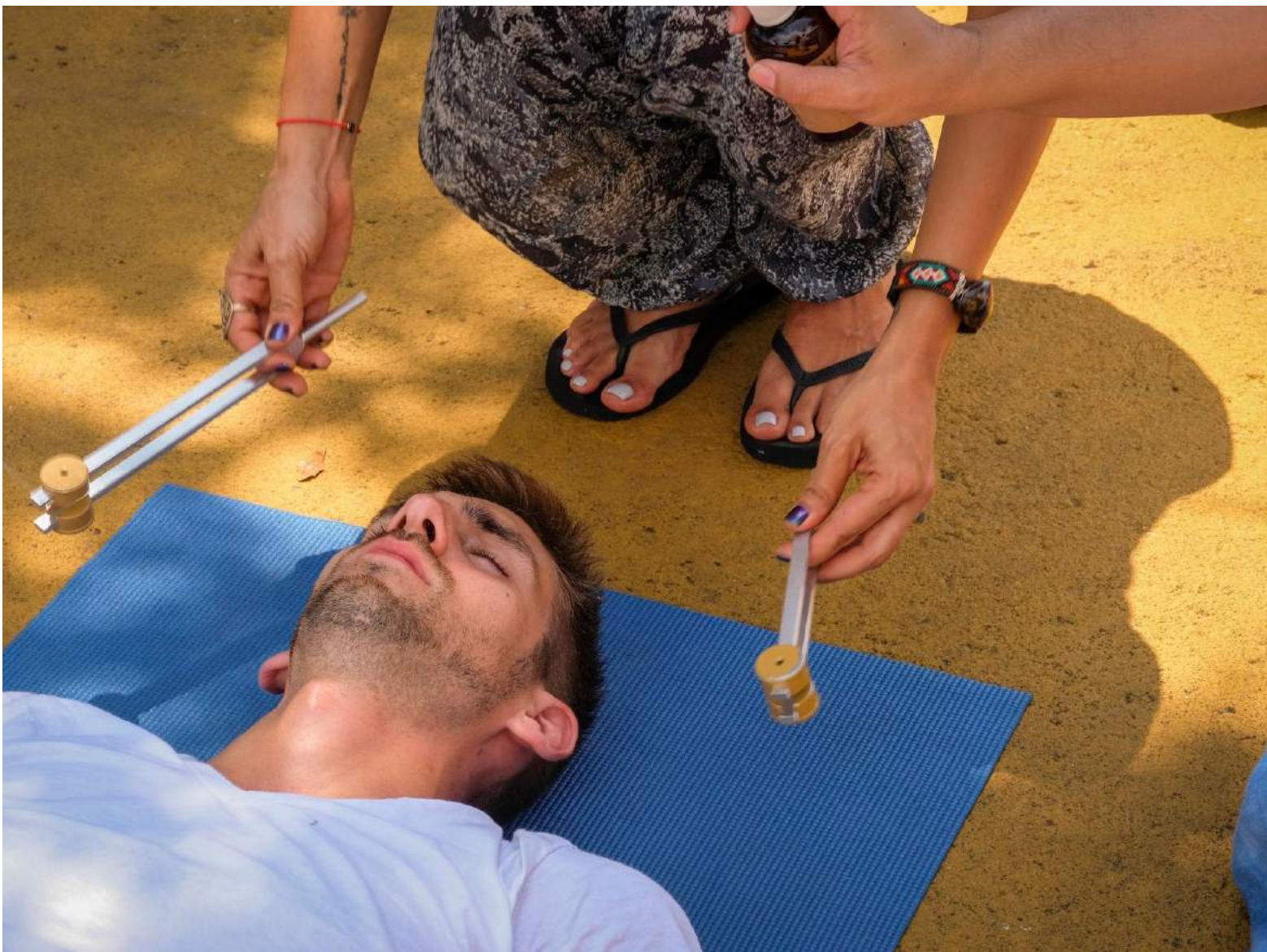
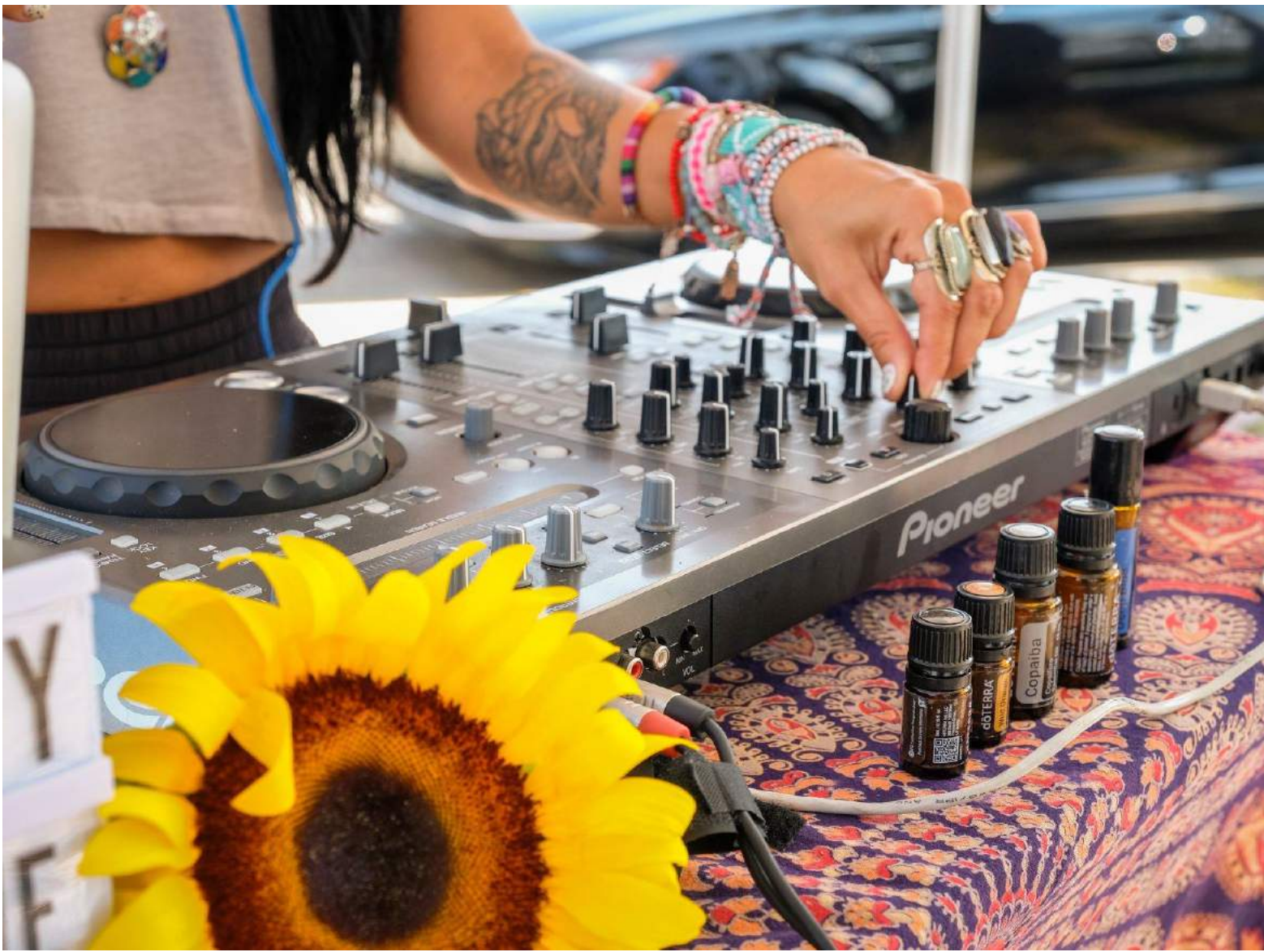
JUNE 8TH 9 AM - 1 PM

energizing bootcamp
+ slow yoga flow

W/ NOBE YOGA, B-FIT, DJ CLAU, EATS + DRINKS | NORMANDY FOUNTAIN
7802 RUE VENDOME

nobe #KnowNoBe • #MBArtsandCulture
YOGA prismcreativegroup.eventbrite.com





An aerial photograph of a coastal city, likely Miami, showing a multi-lane highway curving through the landscape. The city is built on a peninsula or near a large body of water, with numerous buildings, including high-rises and residential structures. The sky is clear and blue. The text 'Rhythm & Flow' is overlaid in a dark blue, cursive font in the center of the image.

Rhythm & Flow



MIAMI BEACH

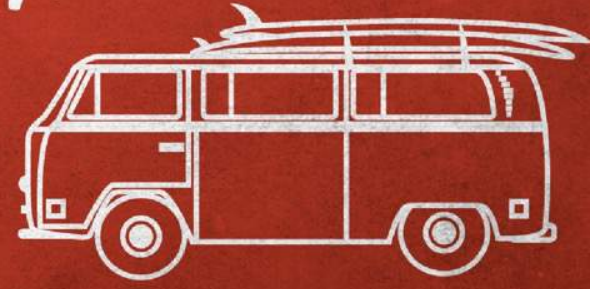
#KNOWNOBE

CITY OF MIAMI BEACH
PRESENTS



Endless SUMMER

REGGAE LEGENDS TRIBUTE



Ft. Marquise Fair • Reggae, Barbecue, Good Vibes
THURSDAY, SEPTEMBER 5 | 7PM - 10PM
NORMANDY FOUNTAIN | 7802 RUE VENDOME | MIAMI BEACH



RSVP: [PRISMCREATIVEGROUP.EVENTBRITE.COM](https://prismcreativegroup.eventbrite.com)
#MBARTSANDCULTURE



NOW PLAYING
A RQUISE FAIR



TAST BUDS OF INDIA

BUBBLE

MIAMI BEACH



THE RESULT





IMPACT IMPACT IMPACT



4

COMMUNITY EVENTS

1

ACTIVATED NEIGHBORHOOD



2,000+

ATTENDEES

30

LOCAL MIAMI BUSINESSES ACTIVATED

12+

LOCAL ARTISTS & PERFORMERS CHAMPIONED

9+

NORTH BEACH BUSINESSES SUPPORTED



COMMUNITY OUTREACH & LOCAL PARTNERS

- Tango in Miami, Argentine Consulate, Nobe Yoga, Lululemon, The Salty Donut, The Avenue, Under the Mango Tree, The Biscayne Poet, Flavorish Bakery, 222 Taco, Fufi Empandas, Gaucho Ranch, El Sketchero, B-Fit, Kulcha Shok, The Market Company, Woosh Water, Brewing Life, Ministry of Kappi, Alma Aromatherapy, Curandera, Force Physical Therapy, Henna Mia, Noise Lab, Icestasy Italian Ice, Clives Café, Urban Resource Management, GMCVB, Fujifilm Girl, VACO Studio

THANK YOU
THANK YOU
THANK YOU

CREATING AUTHENTIC EXPERIENCES
THROUGH COMMUNITY + CULTURE

P R ▶ S M MIAMIBEACH

