



Letter of Intent

April 26, 2022

City of Miami Beach
Tourism and Culture Department
1700 Convention Center Drive
Miami Beach, Florida 33139

Dear City of Miami Beach Tourism and Culture Department,

Power Access inc., a non-profit 501(c)3 Humanitarian Organization based in Miami Beach will produce the 7th annual South Beach Jazz Festival at locations throughout the City of Miami Beach on January 5-8, 2023.

We have submitted an application for City Sponsorship for the 7th annual South Beach Jazz Festival. We request a City Sponsorship in the amount of \$40,000 to assist in our high quality, non-profit, 4-day music event. We will provide matching funds and already have commitments in excess of our match requirement.

The South Beach Jazz Festival has grown each year, and with our well managed growth, we have always maintained a level of excellence that represents the City of Miami Beach as a world class cultural destination for guests and residents. The festival spreads our mission by promoting access, opportunity and inclusion for people with disabilities in the arts through jazz.

This year our performances will take place at the 1111 Lincoln Road Stage and Plaza, the Euclid Oval on Lincoln Road, The North Beach Bandshell, Faena Hotel and an additional evening event on the weekend.

Our 6th annual South Beach Jazz Festival held in January of 2022 was a great success, with 14 performances including a sold out show with multi Grammy artists Aymee Nuviola and Gonzalo Rubalcaba at Faena Theater, a full house for legends The Blind Boys of Alabama and jazz master, Donald Harrison at the North Beach Bandshell and 2 full days of free programming showcasing acclaimed local and regional artists and student musicians at our Lincoln Road stages on Saturday and Sunday with over 4000 Eventbrite attendees as well as thousands more who found us on Lincoln. We have even more excellent programming planned for January 2023 and are honored to announce The Rhythm Foundation is returning as our music production partner.

Our marketing plan and budget increased significantly in 2022, including a match digital marketing sponsorship from GMCVB and advertising on WDNA, and WLRN, and a Clear Channel billboard sponsorship. We are thrilled to announce we have since doubled our marketing budget for 2023!

We will continue to provide streamed and recorded programming added in 2021 and will be promoting Miami Beach arts and culture and our message of access, opportunity, and inclusion in the arts throughout the festival.

Thank you for your consideration and continued support.

Sincerely,
David

R. David New

CEO

Power Access Inc.

South Beach Jazz Festival

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www.poweraccessinc.org

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