

# North Sea South Beach Music Festival

March 2024, Miami Beach, FL

- 3 days
- 3 stages
- 30 shows
- East of the Sea Wall, 6th – 11th street (exact layout tbd)
- 25.000 – 40.000 visitors daily
- Latin, Jazz, Soul, R&B, Pop, Rock, etc.
- Timeless music for all ages, family friendly

# W h y ?

The month of March for many, many decades, was the peak month of “High Season” in Miami Beach. The goal of this 1<sup>st</sup> Class Concert, the North Sea South Beach Music Festival, is to once again create another magical “Renaissance” of Art and Culture on an international scale to help restore the month of March to be the ultimate time of year for both residents and visitors to enjoy the timeless beauty of Ocean Drive and our beautiful City together.

By bringing Class A level talent for three days on three stages with a first night concert being free for residents of Miami Beach, we believe that a new “Peak of the Season” can be created with a wide variety of great musical performances and will achieve the desired result of peaceful prosperity with occupancy at “peak season rates” for all hotels and hospitality businesses in the City Miami Beach.

# Partners & Producers

## F u n d a s h o n B o n I n t e n s h o n – C u r a ç a o

- Founded in 1990 by Mr. Gregory Elias and established on the Island of Curacao (Dutch Antilles)
- Charitable projects in the fields of education, athletics, cultural literacy, healthcare, tourism
- Curaçao North Sea Jazz festival and Curaçao International Film Festival Rotterdam are two uniquely successful projects that have been made possible by Fundashon Bon Intenshon

## M o j o C o n c e r t s / L i v e N a t i o n H o l l a n d

- Mojo Concerts (est. 1968) is Holland's leading concert promoter and festival management company
- Promotes 150 shows and 20+ festivals yearly, serving more than 2,5 million visitors annually
- Runs flagship festivals like North Sea Jazz, Pinkpop and Lowlands
- Manages biggest music venues in The Netherlands; Ziggo Dome and Afas Live (Amsterdam)
- Mojo has been a part of Live Nation since 1999



# North Sea Jazz Festival 1'22 (est. 1976)

- 15 stages
- 150 concerts
- 1,500 musicians
- 90,000 visitors
- In 3 days, under one roof
- Largest indoor festival in the world

**Headliners in recent years Adele, Alicia Keys, Sting, Lady Gaga, Stevie Wonder, Pharrell, Prince, Diana Ross, Santana, Kendrick Lamar, Amy Winehouse and many more...**





# Curaçao North Sea Jazz Festival (est. 2010)

- 3 stages
- 17 concerts
- 30,000 visitors
- 3 days
- Largest music festival in the Caribbean





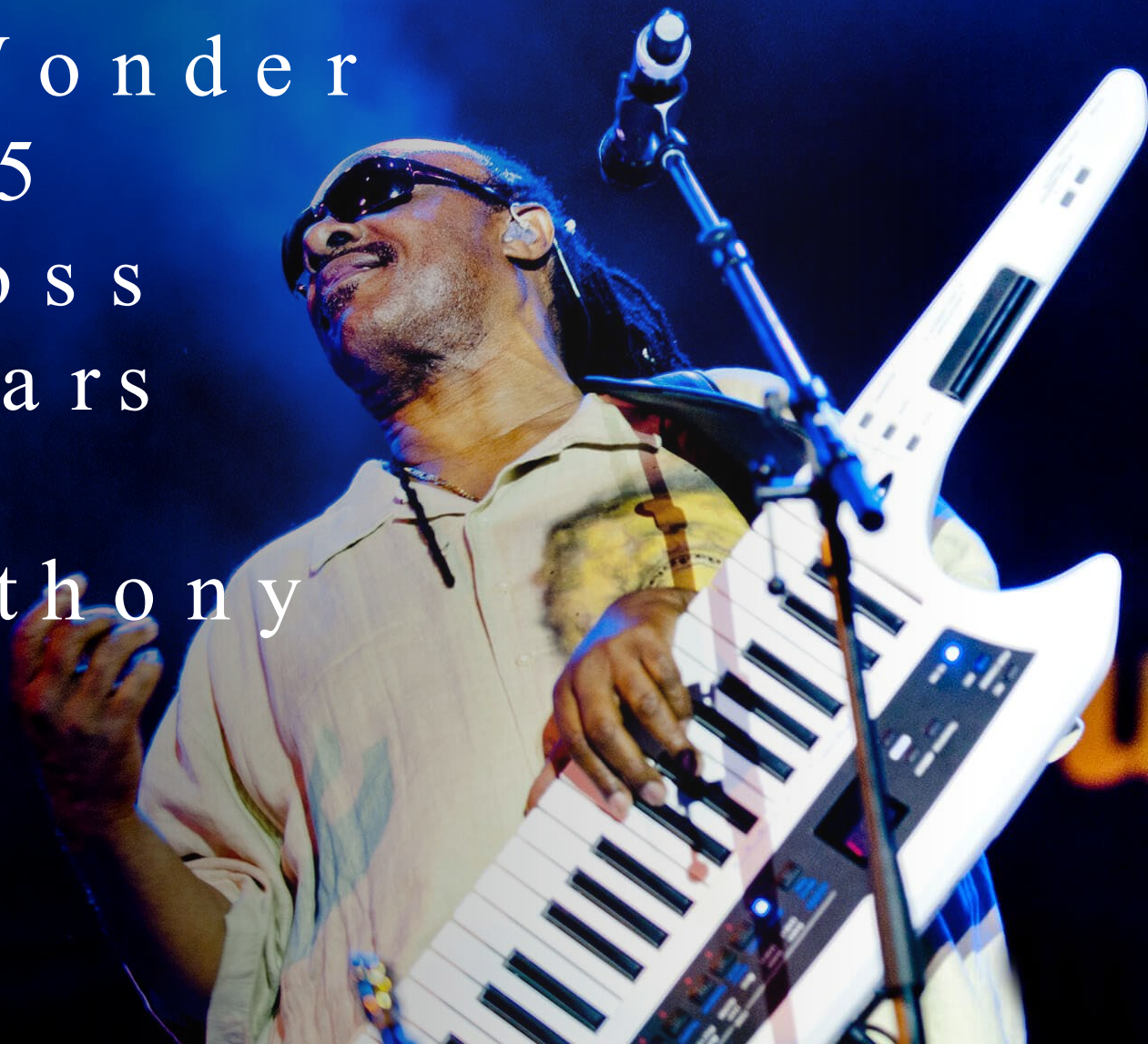
Headlining in recent years...

Juan Luis Guerra  
Enrique Iglesias  
Alicia Keys  
J. Balvin  
Christina Aguilera,  
Earth, Wind & Fire,

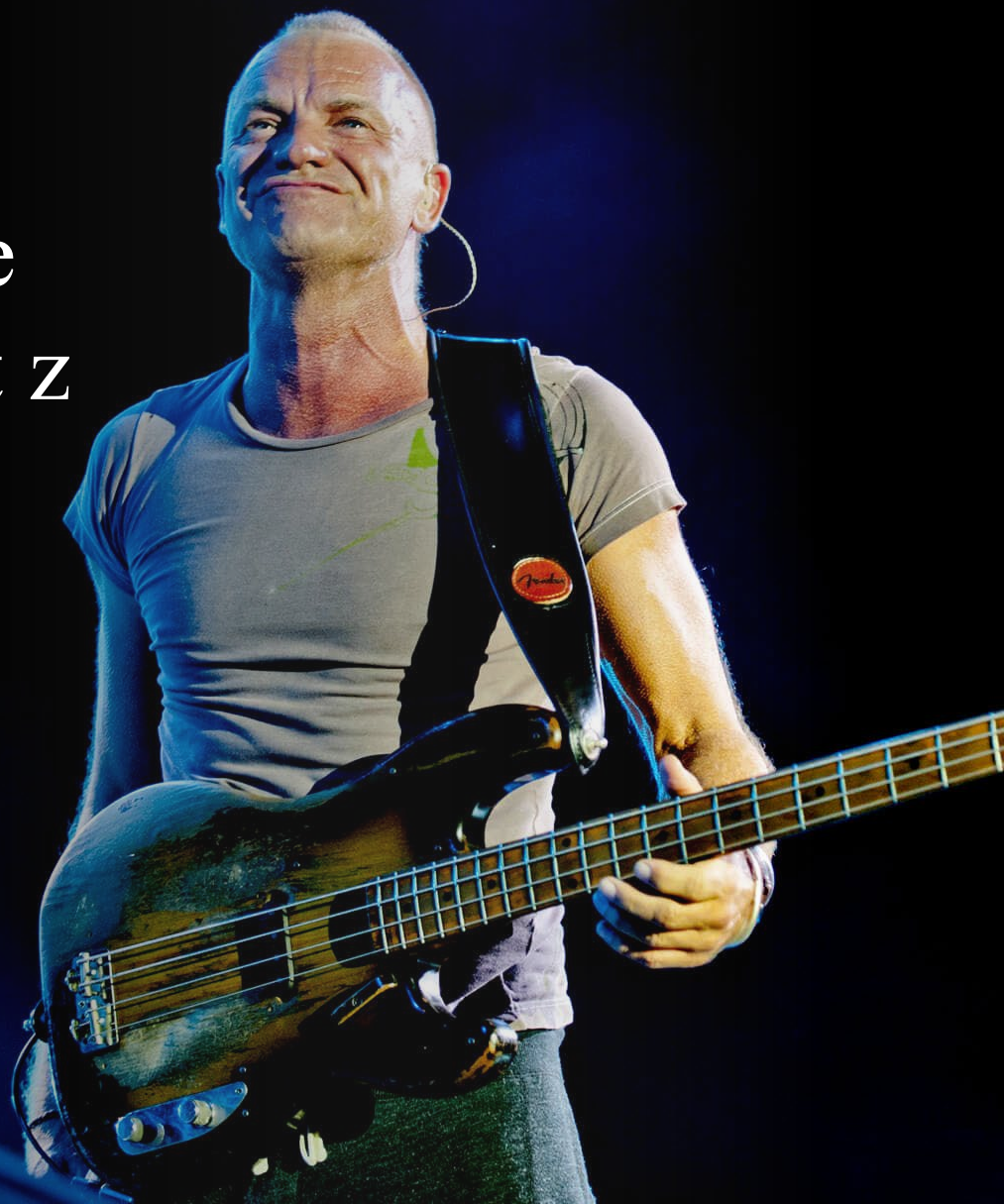




Stevie Wonder  
Maroon 5  
Diana Ross  
Bruno Mars  
Prince  
Marc Anthony



Sting  
Lionel Richie  
Lenny Kravitz  
Pitbull  
Santana  
Tom Jones





Patti LaBelle  
Michael McDonald  
Michael Bolton  
The Roots  
Smokey Robinson  
Randy Crawford  
Natalie Cole  
David Sanborn  
Gladys Knight  
Randy Newman  
Burt Bacharach  
Betty Wright  
Michel Camilo  
Gregory Porter







Janelle Monáe  
Jamie Cullum  
Jill Scott  
Raphael Saadiq  
Kc & Sunshine Band  
Pointer Sisters  
Chaka Khan  
Nile Rodgers & Chic  
Emily Sande  
Charles Bradley  
Joss Stone  
Maceo Parker




# Festival Facts – Economic Impact Curaçao North Sea Jazz Festival

- 50% international visitors
- Direct impact: \$ 11,005,669
- Total contribution: \$ 17,121,099
- = 2 days of GDP
- Promotional value: 22 million households in Latin America

Survey by University of Central Florida 2019



# Festival Facts – Spending Curacao North Sea Jazz Festival

 <b>At Hotel</b> <b>\$575</b> Per trip/Person	 <b>F&amp;B (Rest.)</b> <b>\$223</b> Per trip/Person	 <b>Nightlife</b> <b>\$167</b> Per trip/Person	 <b>Tours Attractions</b> <b>\$139</b> Per trip/Person
 <b>Car &amp; Gas</b> <b>\$211</b> Per trip/Person	 <b>Festival Tickets</b> <b>\$390</b> 3 night event	 <b>Shopping</b> <b>\$263</b> Per trip/Person	 <b>Groceries</b> <b>\$128</b> Per trip/Person
 <b>Casino</b> <b>\$153</b> Per trip/Person	 <b>Taxi</b> <b>\$70</b> Per trip/Person	 <b>Other</b> <b>\$200</b> Per trip/Person	
<b>Spending Per Tourist</b>		<b>\$2,522</b>	
<b>Spending Per Day</b>		<b>\$413</b>	

\*All figures are in US\$.

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# Financial Estimates 2024 – 2026 \*

COSTS	2024		2025		2026
Talent	\$	8.000.000	\$	8.500.000	\$ 9.000.000
Hotels/ Internals	\$	300.000	\$	325.000	\$ 350.000
Marketing & PR	\$	350.000	\$	400.000	\$ 450.000
Crowd Control	\$	500.000	\$	525.000	\$ 550.000
Site production	\$	500.000	\$	525.000	\$ 550.000
Backstage production	\$	400.000	\$	425.000	\$ 450.000
Technical production	\$	1.200.000	\$	1.300.000	\$ 1.400.000
Decoration	\$	500.000	\$	525.000	\$ 550.000
Site rent	\$	-	\$	-	\$ -
Miscellaneous	\$	200.000	\$	200.000	\$ 200.000
<b>Total Costs</b>	<b>\$</b>	<b>11.950.000</b>	<b>\$</b>	<b>12.725.000</b>	<b>\$ 13.500.000</b>

*\* This budget is based on provisional assumptions and will be adjusted as the final production setup and market insights are still developing*

# Financial Estimates 2024 – 2026 \*

INCOME	2024	2025	2026
Thursday	15.000	20.000	25.000
Friday	15.000	20.000	25.000
Saturday	15.000	20.000	25.000
<b>Total visitors</b>	<b>45.000</b>	<b>60.000</b>	<b>75.000</b>
<i>Price avg.</i>	\$ 185,00	\$ 195,00	\$ 215,00
<i>Total Ticket Income (Gross)</i>	\$ 8.325.000,00	\$ 11.700.000,00	\$ 16.125.000,00
<i>Sales Tax 7%</i>	\$ 582.750,00	\$ 819.000,00	\$ 1.128.750,00
<b>Total Ticket Income (Net)</b>	<b>\$ 7.742.250,00</b>	<b>\$ 10.881.000,00</b>	<b>\$ 14.996.250,00</b>
Corporate sponsorship	\$ 200.000,00	\$ 300.000,00	\$ 400.000,00
Merchandising (\$2 ,- pp. net)	\$ 90.000,00	\$ 120.000,00	\$ 150.000,00
F&B (\$10,- pp. net)	\$ 600.000,00	\$ 750.000,00	\$ 900.000,00
<b>Total Income</b>	<b>\$ 8.662.250,00</b>	<b>\$ 12.081.000,00</b>	<b>\$ 16.476.250,00</b>
<b>Margin</b>	<b>\$ -3.287.750,00</b>	<b>\$ -644.000,00</b>	<b>\$ 2.976.250,00</b>

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# The Ask

- Commission approval for a five-year agreement to produce the festival on the second weekend of March (before end of 2022, preferable in November), with a five-year extension option for the producers, if they meet the agreed upon criteria during the initial five-year period.
- City to waive all square foot rental fees as well as Lummus Park user fees;
- All City services to be covered by the city considering the tremendous investment and risk that the producers are willing to undertake.
- Commitment to provide the designated area, which is to include both the concert area as well as back of house and rest rooms etc. from 6th St. to 11th St. Initially, however, this area can be modified/expanded as necessary in future years with the city permission.
- Commitment from the City to promote to the best of their ability the festival through the regular channels at no additional expense.