

# Ocean Drive Promenade Music Series



Produced by the  
Ocean Drive Association



**FINAL REPORT SUBMITTED TO THE CITY OF MIAMI BEACH  
BY THE OCEAN DRIVE ASSOCIATION, SEPTEMBER 2, 2022**

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"I call the age we are entering the creative age because the key factor propelling us forward is the rise of creativity as the primary mover of our economy."  
(Richard Florida, 2010)

"Regular, modest and well curated activations consistently produced have the potential to favorably impact the conditions in our streets."  
(Mayor Dan Gelber, 2021)

"The Promenade Music Series has contributed meaningfully to the transformation of (North) Ocean Drive. Watching the largely resident community gather each Sunday in Lummus Park to listen to chamber music, opera or jazz has been very uplifting and (has) given me optimism about our community's future."  
(Ken Koppel, OD Resident, 2022)



*Sunday evening on the Ocean Drive Promenade – images provided by the ODA*

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## **Introduction**

In 2020, Mayor Dan Gelber appointed a ‘Panel on Ocean Drive’ to make recommendations for improving resident and visitor experiences in the area. An effective outcome achieved by the group included renaming the District (between 5<sup>th</sup> and 15<sup>th</sup> streets) as the Art Deco Cultural District. In early 2022, as part of these visionary proactive revitalization efforts, the City Commission announced the creation of the Ocean Drive Promenade, located on one of America's iconic oceanfront drives between 13th Street and 14th Place.

With that announcement, the Ocean Drive Association (ODA), founded by Tony Goldman with a vision of America’s Riviera, was challenged to ‘program’ the space with family friendly content. Within 30 days, the ODA announced a weekly family-friendly culture series with the following vision and mission:

- Create a music series on the Ocean Drive Promenade, to:
  - Build community for residents – and a great vibe/experience for tourists
  - Celebrate the artists and the arts that live, work, and play in the area
  - Amplify positive messaging about Ocean Drive & Miami Beach – to the world

Since Feb 1, 2022, the Ocean Drive Promenade Music Series<sup>1</sup> has taken place EVERY Sunday evening on the Ocean Drive Promenade with listeners of all ages bringing lawn chairs and blankets to ‘cozy up’ and celebrate the moment.

Audience size – live and digital - has grown weekly in response to a growing buzz about a line-up of world-class performances, with citizen/attendee surveys supporting the positive impact of this effort. Key stakeholders have shared superlative remarks (Media messaging has been global).

This is a report of the first 6 months of our program – covering the period Feb 1 to Aug 1, 2022.

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<sup>1</sup> The OD Promenade Music series is a component of Ocean Drive Arts (OceanDriveArts.com), presented by the Ocean Drive Improvement Association (ODA) in partnership with the City of Miami Beach, the Greater Miami and the Beaches Convention and Visitors Bureau, and other local sponsors.

## Activity Overview

**Number of Concerts:** The ODA presented 27 Sunday evening concerts in the period between Feb 1 and Aug 1, 2022, between 5 and 8 PM.<sup>2</sup> Numerous evening ‘pop-ups on the promenade’ were presented as well (Jan 20, Feb 14 & 17, Mar 17, April 21, May 19) – to extend our messaging and impact.

**Performers:** The ODA prioritized performances from organizations who receive support from The City of Miami Beach in an effort to champion the artistry that lives and works in our own neighborhood. Additional performers of global renown were invited to round out a series that consisted of: 1) String quartets, 2) Opera, Broadway, and Zarzuela, and 3) Jazz trios and quartets. (See Appendix D for videos)

**Special programming:** To honor the history of Miami Beach and the lives of constituents past and present, the ODA marketed and presented special content: *Honoring Ukraine* (March 6); *National Jazz Appreciation Month and the Overtown Legacy* (April 3, 10, 17, 24); *Juneteenth* (June 19); *Saluting our Nation* (July 3 – a companion program to the larger beach-wide July 4 event). The ODA featured performers from the *Miami Beach Classical Music Festival (MBCMF) for all June and July events*, celebrating their residency on Ocean Drive, in solidarity with the City Commission’s commitment to their success.

**OCEAN DRIVE PROMENADE MUSIC SERIES**  
Sundays @ 5:00 PM Between 14th Street and 14th Place

**FEBRUARY**

- February 6 @ 5 PM: The South Beach Chamber Ensemble, Mozart on the Move
- February 13 @ 5 PM: MB Classical Music Festival, Opera/Broadway/Zarzuela
- February 20 @ 5 PM: The Amernet Quartet, Strings Attached: Music of the Masters
- February 27 @ 5 PM: The Amernet Quartet, No Strings Attached: (More than) Music of the Masters

**MARCH**

- March 6 @ 5 PM: The South Beach Chamber Ensemble, Mozart on the Move
- March 13 @ 5 PM: New World Symphony String Quartet, Global Folk Songs for Strings
- March 20 @ 5 PM: Miami Beach Classical Music Festival, Opera/Broadway/Zarzuela
- March 27 @ 5 PM: Florida Grand Opera, From Opera to Broadway

**APRIL**

- April 3 @ 5 PM: Jim Gasior Jazz Trio with LeNard Rutledge
- April 10 @ 5 PM: Edgar Pantoja Latin Jazz Trio, with Magela Herera, Vocals & Flute

**MAY**

- April 17 @ 5 PM: Nicole Yarling Quartet with Tal Cohen, Piano
- April 24 @ 5 PM: Melton Mustafa Jr. Jazz Trio with special guest, Nicole Henry
- May 1 @ 5 PM: Danny Mixon Trio with Carole Ann Taylor, vocals
- May 8 @ 5 PM: South Beach Chamber Ensemble
- May 15 @ 5 PM: Reuben Hoch Trio
- May 22 @ 5 PM: New World Symphony Chamber Ensemble
- May 29 @ 5 PM: Nu-Deco Ensemble Combo

**JUNE / JULY**

- June 5, 12, 19, 26 | July 3, 10, 17, 24, 31: Miami Beach Classical Music Festival Performances. Directed by Michael Rossi, founder and artistic director MBCMF. Includes Chamber Music, Opera, Zarzuela, Broadway. Presented by Faculty and Advanced students.

Bring your own blankets and folding chairs  
For questions please contact [execdirector@oceandrivemb.com](mailto:execdirector@oceandrivemb.com)

MIAMI BEACH | OCEAN DRIVE | MIAMI BEACH CLASSICAL MUSIC FESTIVAL

<sup>2</sup> Spring concerts were held at 5 PM and Summer concerts at 7 PM, to accommodate weather and time of sunset.



## Messaging and Media

**Press Release:** The ODA was proactive with preparation of a press release, immediately upon launching this initiative. The release was used as a tool for messaging with wide-ranging media in traditional and digital realms, and with myriad community partners. (See the release, in [Appendix C](#))

**Digital Mail:** The ODA diligently and repeatedly used its mailing list of over 50,000 emails with these goals: 1) grow attendance, 2) apprise stakeholders of this new program – and 3) seed new positive messaging about the area in accordance with the Mayor’s goals. Diversity in programming ensured that this messaging would resonate with a wide swath of our community, which enabled us to reach the three goals enumerated above.

**Partnership Reach:** The ODA contacted and worked with community organizational partners sharing our goals for the project, and successfully secured support to ripple messages to *their* stakeholders. These partners include but are not limited to: *City of Miami Beach Tourism and Cultural Affairs; Greater Miami Convention and Visitors Bureau, Arts and Business Council-Miami, WDNA Jazz Radio, Florida International University Miami Beach Urban Studios, South Beach Chamber Ensemble, MiamiArtZine, Diaspora Vibe Cultural Arts Incubator, Miami New Drama, Miami Beach Classical Music Festival, Southeast OvertownPark West CRA,* and numerous others.

**Calendar Listings:** The ODA received effective calendar listing placement in myriad sources such as New Tropic, Miami Herald, Eventbrite, Participant social media sites, MiamiArtZine, (many) MB neighborhood associations, and the GMCVB, among many others.

**Media Mentions:** Coverage was especially robust for our April ‘National Jazz Appreciation Month’ Programs, in sources such as Broadway World, Cultured Focus Magazine, Harlem Times, MiamiArtZine, the Miami Herald, Miami New Times, and Sugar Cane Magazine. We were pleased to received support for that effort from The Betsy’s NY-based consulting publicist, Nina Gale Olson. See one example below covering Carole Anne Taylor’s appearance on May 1, 2022 with Danny Mixon. (See one pager with links to articles in the *Report on April Media*, [in Appendix C](#))



## **Core Producing Team**

In many grant-funded projects – during the seed period – program production is covered by existing staff, working overtime to ‘make things happen’. Things were no different, in this case.

Ceci Velasco, Executive Director of the Ocean Drive Association covered all production needs ‘on the ground’ and served as contract signatory and accounts-payable manager for all talent.

Deborah Plutzik-Briggs, VP Arts and Community Engagement at The Betsy curated the series, which involved identifying performers and establishing preliminary agreements pertaining to fee and expectations, and creating the run of show utilized by presenting talent.

The Betsy provided Dr. Plutzik-Briggs’ services in-kind as a donation from Jonathan Plutzik (Chair of the ODA) as a portion of her existing salary.

## **Project Partners**

In addition to the consummate professionals performing in these programs, the following partners participated in myriad and indispensable ways to make this first season of the program successful.

- The residents of the district, Mayor and Commissioners on Miami Beach
- The City Manager’s Departments and Staff
- The Greater Miami and the Beaches Convention and Visitor’s Bureau
- Leadership and stakeholders of the Ocean Drive Association
- The South Beach Hotel Group
- The Betsy Hotel (as well as The Betsy Community Fund, and the Plutzik Goldwasser Family Foundation)
- WDNA Jazz Radio

## Documentation and Evaluation

As requested by the City Commission in May, The ODA prepared outcomes-based surveys which were disseminated at events in May through July, with over 600 surveys collected over the course of this grant period. (See sample survey, as **Appendix B**)

Surveys were handed out – person to person and then collected by hand. Therefore we are certain about the veracity of the information gleaned from these data collection tools – both to validate our efforts at community building through the arts AND to provide substantive suggestions for optimization.

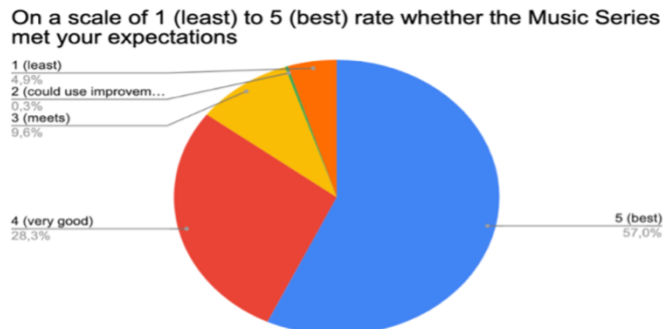
It's important to note (as a caveat to our findings) that surveys were not mandatory– since the ambience in an open park lacks a formal location for check in or registration. We also found that audience members attending more than one concert were reluctant to fill out additional surveys.

Some results are shared below – yet **see Appendix B** for a full analysis of our findings.

- Ninety-nine percent indicated that the city should support programs like this!
- Ninety-five percent indicated that the event ‘met or exceeded’ their expectations. (See below)
- Most respondents indicated they enjoyed the concert - *and we note that this was across genres*,
- Two-thirds of attendees indicated they were ‘local’ – *meaning they live within the county*.
- Sixty-two percent filled out a survey, indicating it was their ‘first’ time coming.
- Most attendees walked or rode bikes to the event.
- Forty-percent of attendees were aged 50 and above.
- Twenty-percent of attendees were between 30 and 39.

In addition to formal evaluations, our team noted the following:

- Audience size averaged 200+ at every performance with nearly 100 staying for concerts moved indoors due to inclement weather
- Many families attended – *our draw seems to be firmly intergenerational*.
- People ‘riding by’ on bikes or skates, often stopped to listen for a portion of the event, expanding the reach of the direct experience to broader community.
- By the end of the season there were many attendees who were repeat patrons staking out their favored spot in the park.



Pie Chart of question # 6 on audience survey. **See Appendix B** for additional charts.



## Budget and Budget notes

The City of Miami Beach generously provided seed funding for this important initiative in the amount of \$50,000, requiring the Ocean Drive Association to achieve at 1:1 match in the future. We are proud to report that the ODA achieved the required 1:1 match through the following<sup>3</sup>:

1. Working with MB cultural anchors who shared our vision and were willing to work ‘with us’.
2. Negotiating with other artists, local, regional, national performing within our budget.
3. Maximizing avenues for in-kind support in all arenas: from curation to production.
4. Limiting the production parameters to a baseline standard for sound and lighting.

Please see the budget worksheet in **Appendix A** where we itemize the use of funds allocated by the City of Miami Beach, and provide specificity on in-kind donations from ODA stakeholders.

## Appendices

**Appendix A:** Budget Report

**Appendix B:** Survey Instrument and Charts from surveys

**Appendix C:** Press Release/April Media Report

**Appendix D:** Images and links to videos and photos of this series during the period of the grant.

**Appendix E:** Poster for Fall 2022 series – *what’s coming up*

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<sup>3</sup> Please note that because we kick started the program less than 30 days after approval of the Ocean Drive Promenade there was insufficient time to raise outside cash dollars to make this match. Yet we are now working hard to identify and secure underwriting so that in the future a portion of the budget will come from a corporate sponsor for the remaining 2022/23 season.

## Appendix A: Budget Report<sup>4</sup>

| Date | Account | Description                                       | Expense            | IN-KIND/<br>MATCHING |
|------|---------|---|--------------------|----------------------|
|      |         |   |                    |                      |
|      |         | <b>ARTIST MANAGEMENT, CONTRACTING, BOOKING</b>    |                    |                      |
|      |         |   |                    | \$14,000.00          |
|      |         | <b>MARKETING, PRODUCTION, COMMUNITY RELATIONS</b> |                    |                      |
|      |         |   |                    | \$19,300.00          |
|      |         | <b>GENERATOR RENTAL</b>                           |                    |                      |
|      |         |   |                    |                      |
|      |         | <b>PARKING</b>                                    |                    |                      |
|      |         |   |                    |                      |
|      |         | <b>DESIGN AND BRANDING</b>                        |                    |                      |
|      |         |   | \$2,863.70         |                      |
|      |         | <b>INSURANCE</b>                                  |                    |                      |
|      |         |   | \$2,560.46         |                      |
|      |         | <b>SOUND SERVICES</b>                             |                    |                      |
|      |         |   | \$6,800.00         |                      |
|      |         | <b>EVENT SUPPORT</b>                              |                    |                      |
|      |         |   | \$14,453.35        | \$12,860.00          |
|      |         | <b>ARTIST FEES</b>                                |                    |                      |
|      |         |   | \$36,200.00        | \$13,900.00          |
|      |         |   |                    |                      |
|      |         | <b>TOTAL</b>                                      | <b>\$62,877.51</b> | <b>\$53,710.00</b>   |
|      | INCOME  | City of Miami Beach                               | \$50,225.00        |                      |
|      |         | <b>TOTAL IN-KIND/MATCHING</b>                     | <b>\$12,652.51</b> | <b>\$67,610.00</b>   |

<sup>4</sup> Note please that this is a brief budget summary derived from a larger budget analysis. The larger and more complete budget analysis is attached as an 'Exhibit' to this report as required by the City of Miami Beach Department Culture and Tourism.

## Appendix B: (I) Survey Instrument and (II) Charts from surveys

### I. OD Promenade Music Series – Survey Instrument

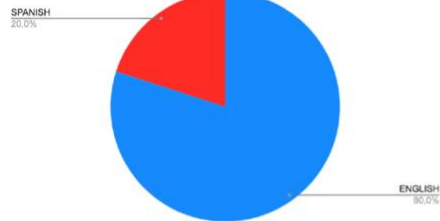
1. Have you been to the Concert Series before?
  - First Time
  - Several Times
  - Nearly Every Sunday
2. Are you a local? If so, which neighborhood?
  - Ocean Drive
  - Flamingo Park
  - West Avenue
  - South of Fifth
  - Collins Park
  - Mid Beach
  - North Beach
  - Miami Beach
  - Miami Dade County
  - Not a Local
3. How did you arrive?
  - Walk
  - Drove and Parked
  - Drove and Valet Parked
  - Ride Share (Uber/Lyft)
  - Trolley/Bus
  - Rode Bicycle
4. How did you hear about the music concert?
  - Social Media Ocean Drive
  - Social Media Musicians
  - Ocean Drive email
  - Musician email
  - City of Miami Beach Posting
  - City of Miami Beach newsletter
  - Hotel or Restaurant
  - Neighborhood Association
  - Eventbrite
  - Next Door
5. People in your party
  - I came alone
  - I came with one other person
  - We came as a group
6. On a scale of 1 to 5( with 1 being least and 5 being best) did the Music Series met your expectations
  - 5 best
  - 4 very good
  - 3 meets
  - 2 could use improvement
  - 1 least
7. I am in this age group
  - 50 and above
  - 40 to 49
  - 30 to 39
  - 20 to 29
  - under 20
8. What was your favorite performance this season?
9. Please share additional comments about the promenade concerts that we can share with others.
10. Should the City be supporting more programs like these?
  - Yes
  - No

- Unsure

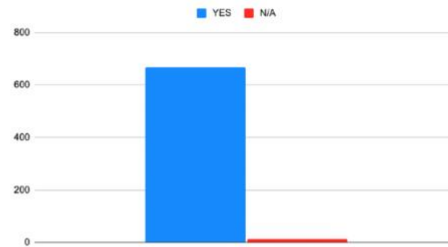
## (II) Charts from audience surveys

**TOTAL PEOPLE SURVEYED: 679**  
**(MAY-JUNE-JULY)**

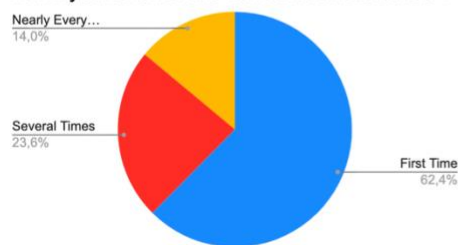
TOTAL PEOPLE SURVEYED



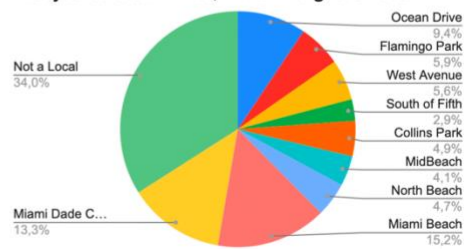
Should the City be supporting more programs like these?



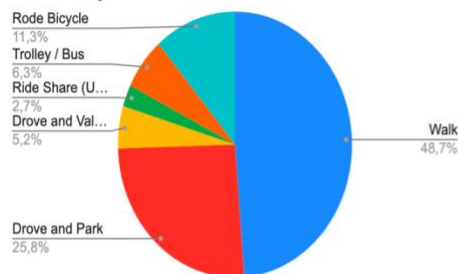
Have you been to the Concert Series before?



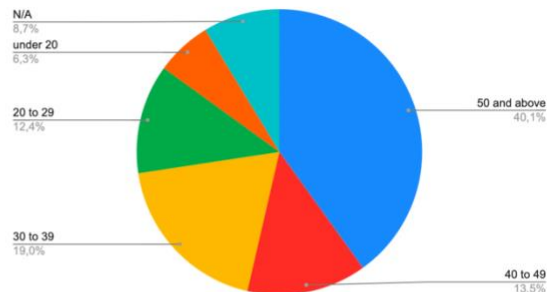
Are you a local? If so, which neighborhood?



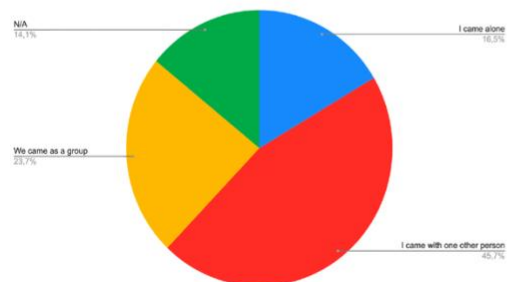
How did you arrive?



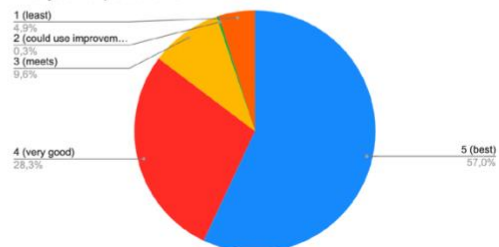
Age group



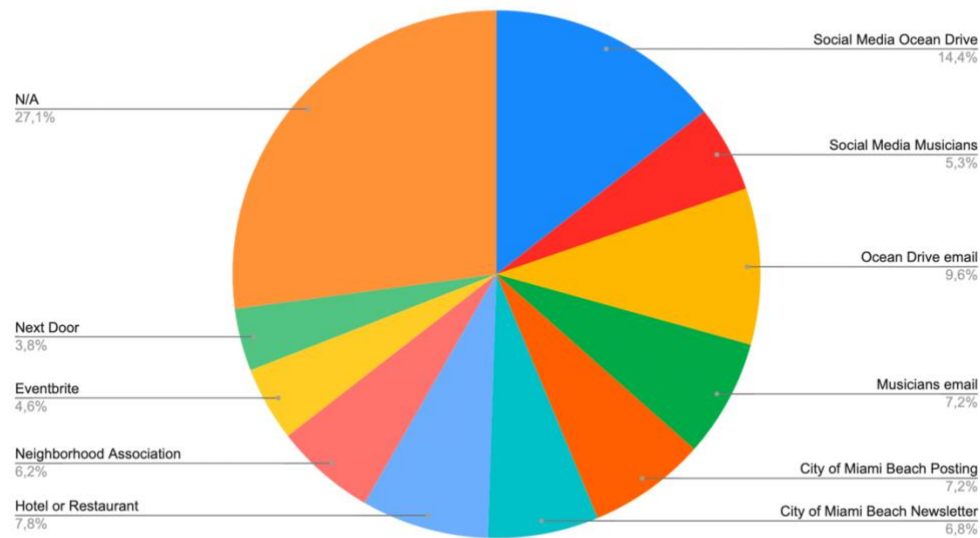
People in your party?



On a scale of 1 (least) to 5 (best) rate whether the Music Series met your expectations

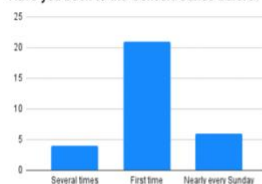


How did you hear about the music concert?

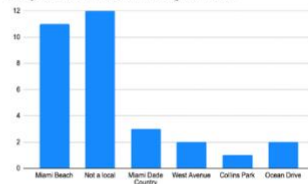


MAY 1  
“Danny Mixon Trio with Carole Ann Taylor, vocals”

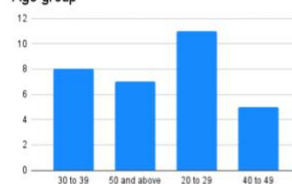
Have you been to the Concert Series before?



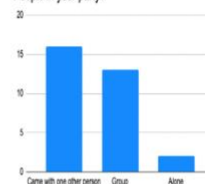
Are you a local? If so, which neighborhood?



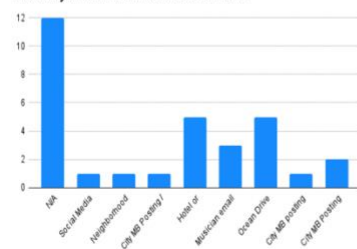
Age group



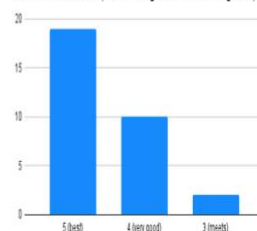
People in your party?



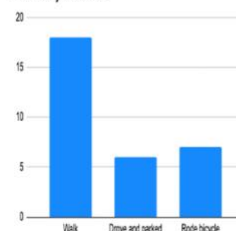
How did you hear about the music concert?



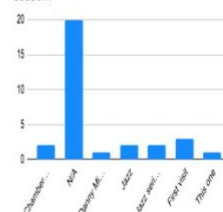
On a scale of 1 to 5 (with 1 being least and 5 being best)



How did you arrive?

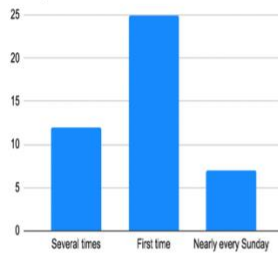


What was your favourite performance this season?

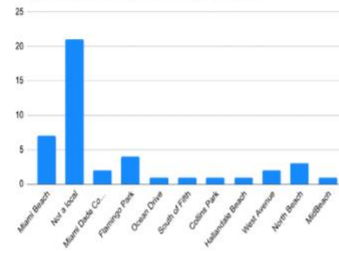


**MAY 8**  
**“South Beach Chamber Ensemble”**

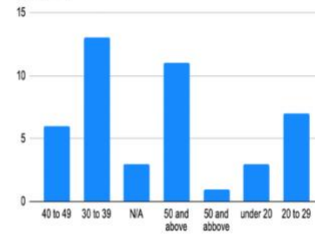
Have you been to the Concert Series before?



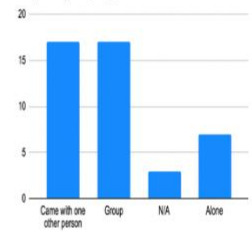
Are you a local? If so, which neighborhood?



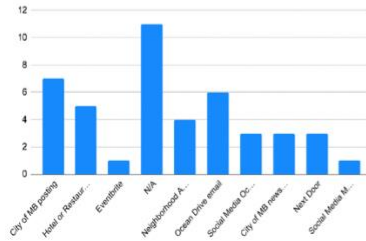
Age group



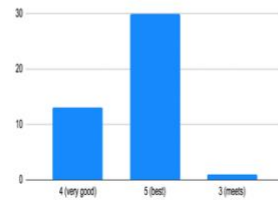
People in your party?



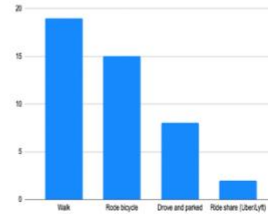
How did you hear about the music concert?



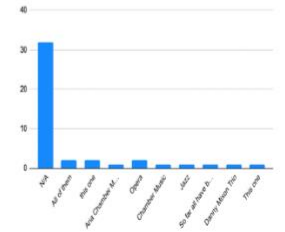
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How did you arrive?

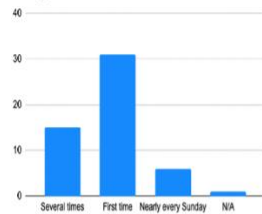


What was your favourite performance this season?

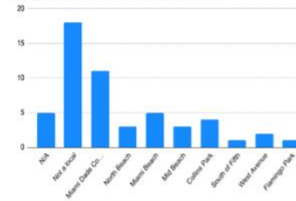


**MAY 15**  
**“Reuben Hoch Trio”**

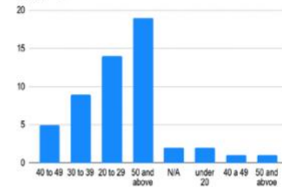
Have you been to the Concert Series before?



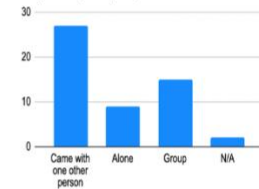
Are you a local? If so, which neighborhood?



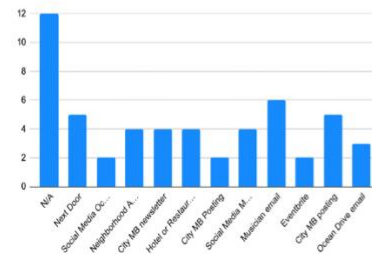
Age group



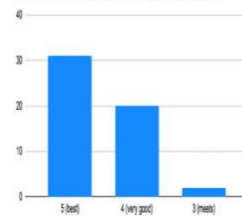
People in your party?



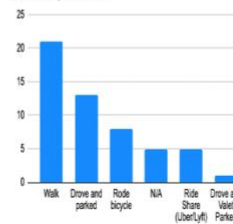
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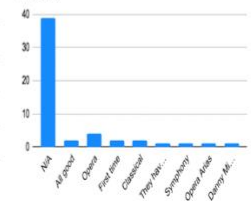
On a scale of 1 to 5 (with 1 being least and 5 being best) rate whether the Music Series met your expectations



How did you arrive?



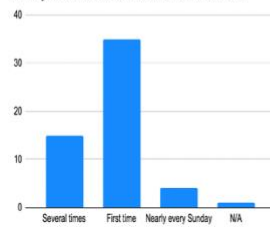
What was your favourite performance this season?



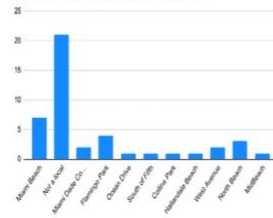


**MAY 29**  
**“Nu-Deco Ensemble Combo”**

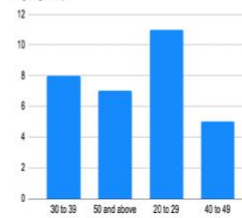
Have you been to the Concert Series before?



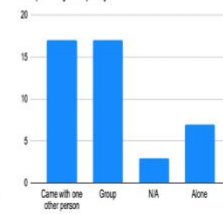
Are you a local? If so, which neighborhood?



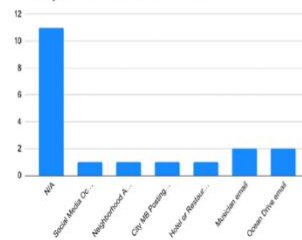
Age group



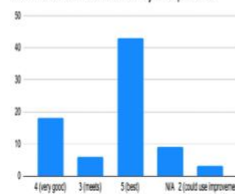
People in your party?



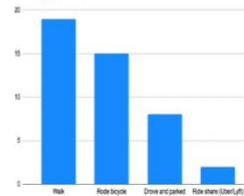
How did you hear about the music concert?



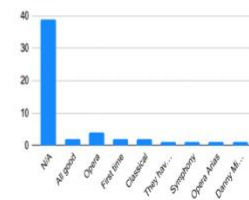
On a scale of 1 to 5 (with 1 being least and 5 being best) rate whether the Music Series met your expectations



How did you arrive?

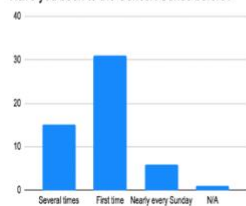


What was your favourite performance this season?

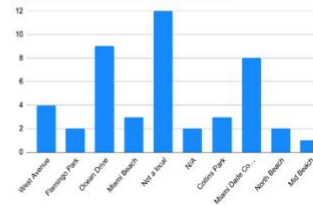


**JUNE 5**  
**“Zarzuela in the Parks”**

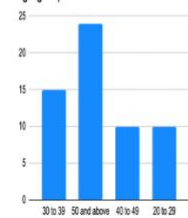
Have you been to the Concert Series before?



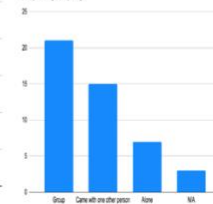
Are you a local? If so, which neighborhood?



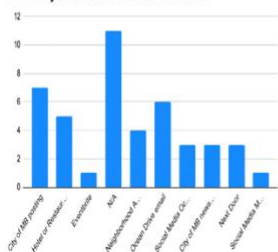
Age group



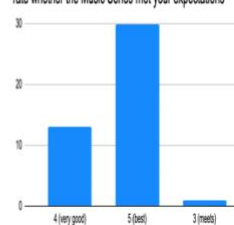
People in your party?



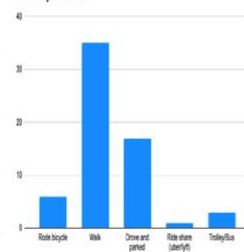
How did you hear about the music concert?



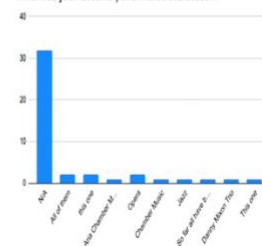
On a scale of 1 to 5 (with 1 being least and 5 being best) rate whether the Music Series met your expectations



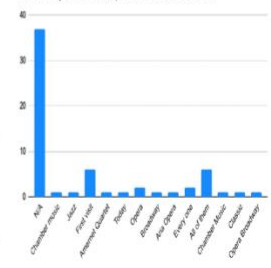
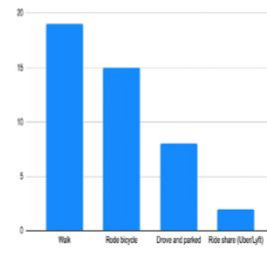
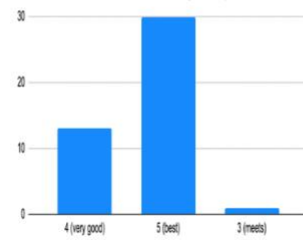
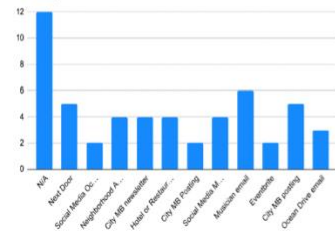
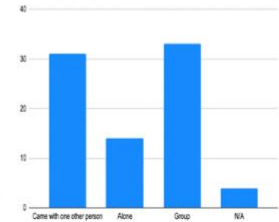
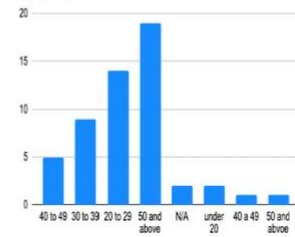
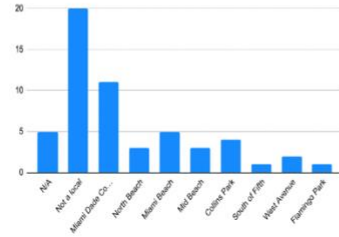
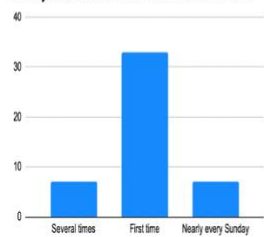
How did you arrive?



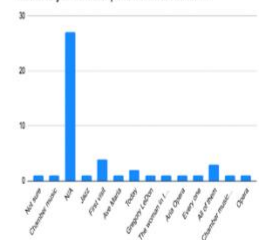
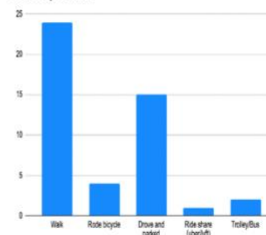
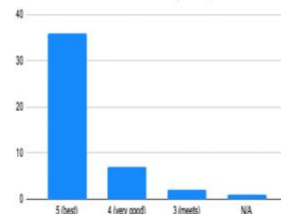
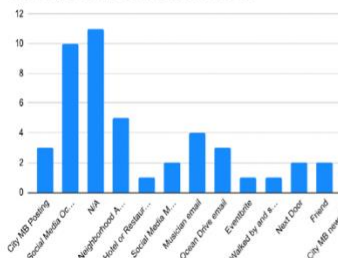
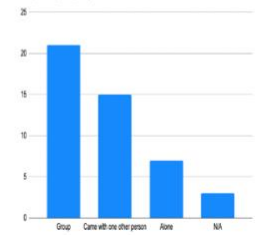
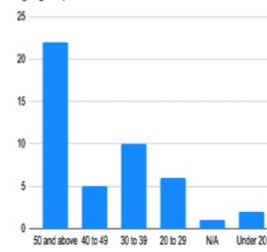
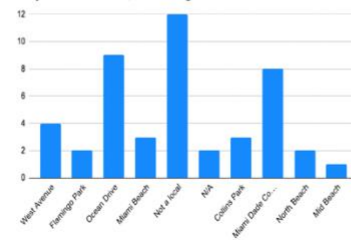
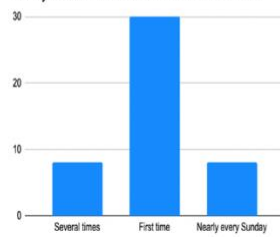
What was your favourite performance this season?



**“Eglise Gutiérrez - Cuban-American Soprano”**

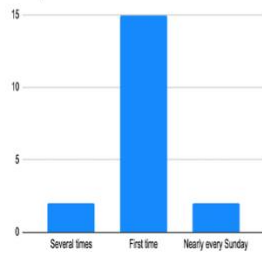


**"Lift Every Voice and Sing: A celebration of Juneteenth through Poetry, Music and Dance"**

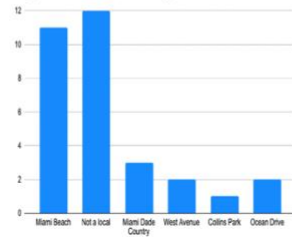


**JUNE 26**  
**"Opera Aria Night - Magic Flute Cast"**

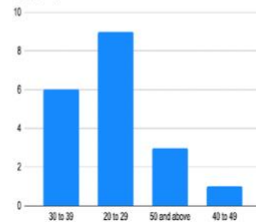
Have you been to the Concert Series before?



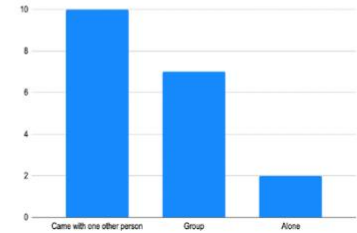
Are you a local? If so, which neighborhood?



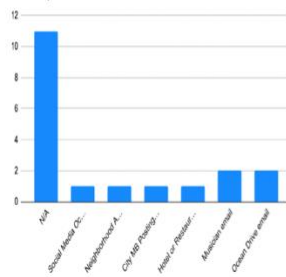
Age group



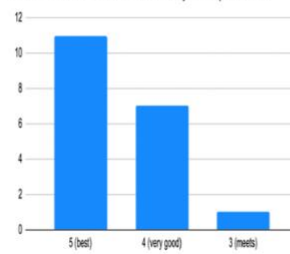
People in your party?



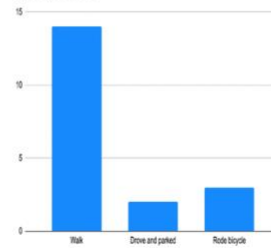
How did you hear about the music concert?



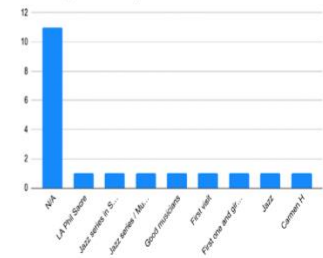
On a scale of 1 to 5 (with 1 being least and 5 being best) rate whether the Music Series met your expectations



How did you arrive?

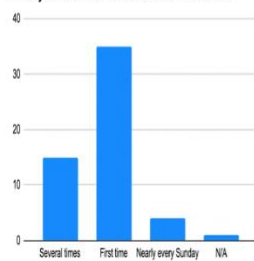


What was your favourite performance this season?

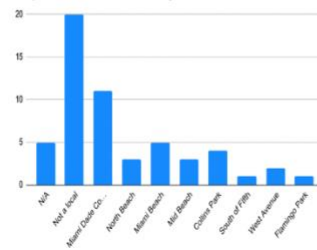


**JULY 3**

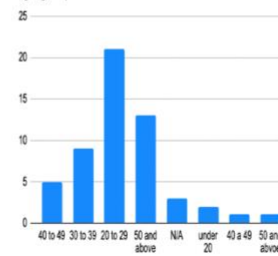
Have you been to the Concert Series before?



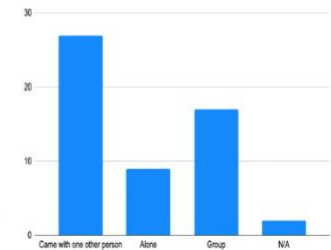
Are you a local? If so, which neighborhood?



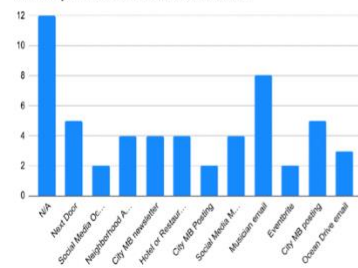
Age group



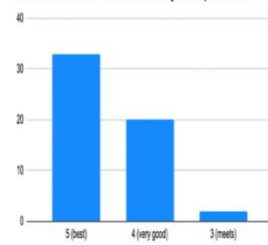
People in your party?



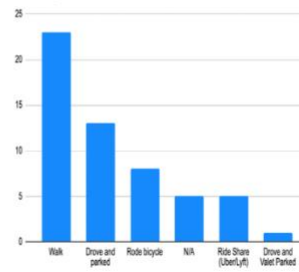
How did you hear about the music concert?



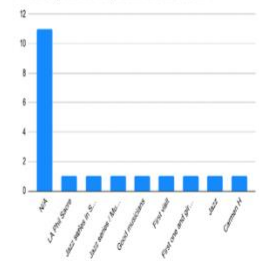
On a scale of 1 to 5 (with 1 being least and 5 being best) rate whether the Music Series met your expectations



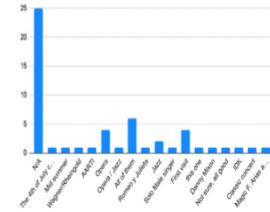
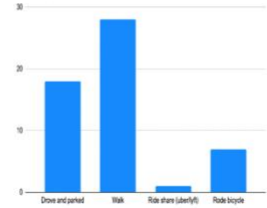
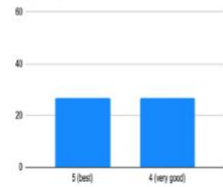
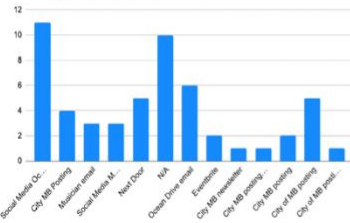
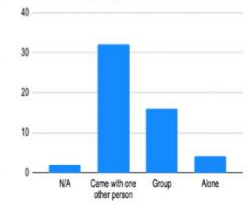
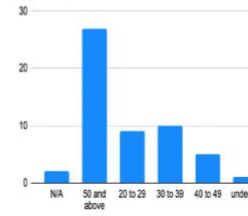
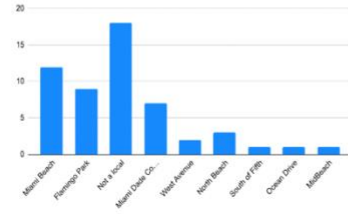
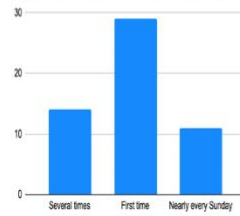
How did you arrive?



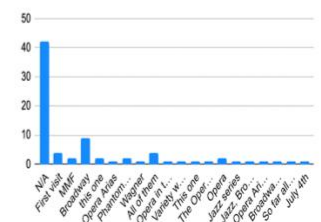
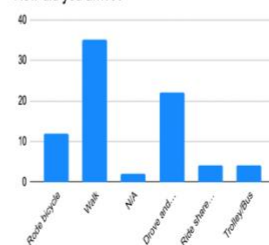
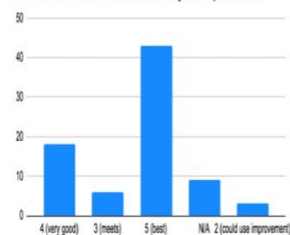
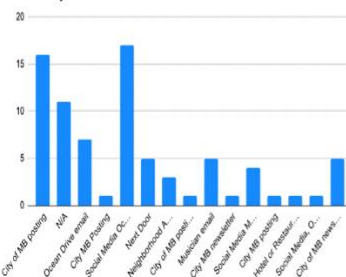
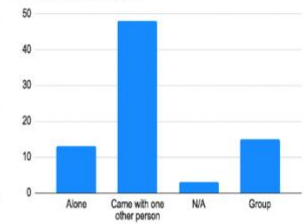
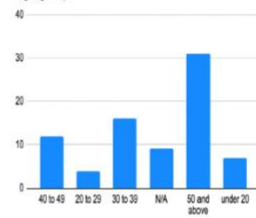
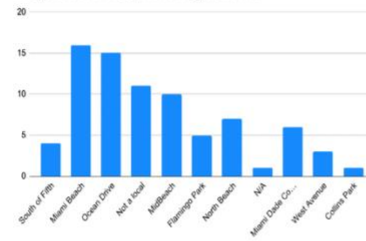
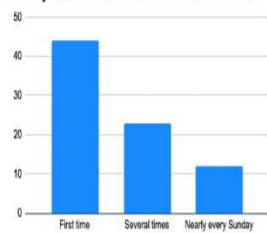
What was your favourite performance this season?



JULY 10  
"Opera Aria Night"

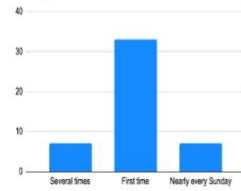


JULY 17  
"Broadway Night"

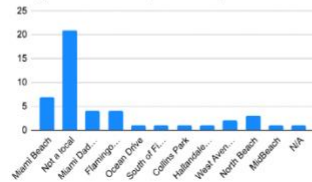


**JULY 24**  
**"Best of Miami Beach Classical Music Festival"**

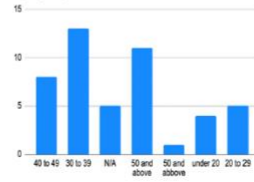
Have you been to the Concert Series before?



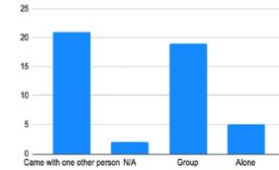
Are you a local? If so, which neighborhood?



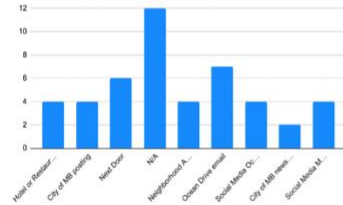
Age group



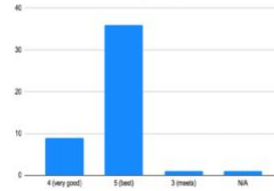
People in your party?



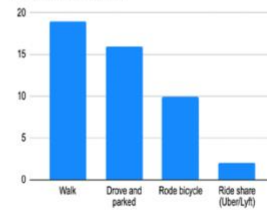
How did you hear about the music concert?



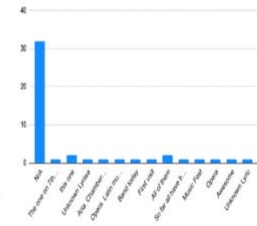
On a scale of 1 to 5 (with 1 being least and 5 being best) rate whether the Music Series met your expectations



How did you arrive?

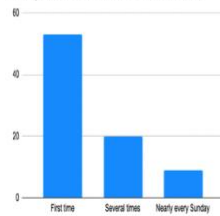


What was your favourite performance this season?

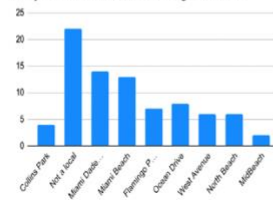


**JULY 31**  
**"Miami Beach Classical Music Festival Opera Arias ft. Solange Merdinian"**

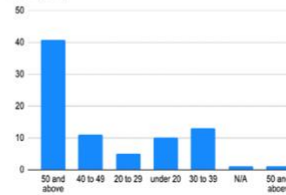
Have you been to the Concert Series before?



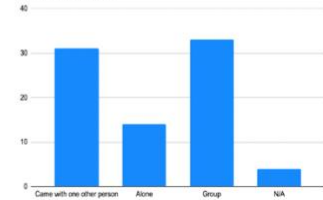
Are you a local? If so, which neighborhood?



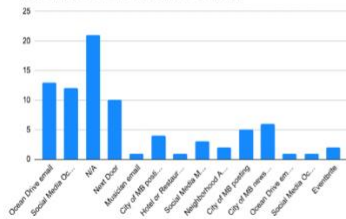
Age group



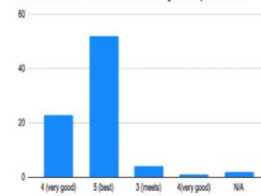
People in your party?



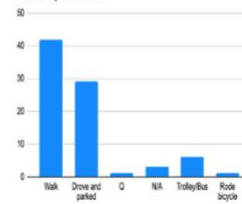
How did you hear about the music concert?



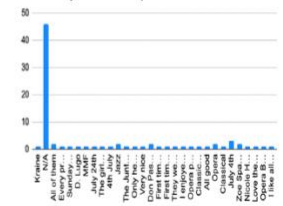
On a scale of 1 to 5 (with 1 being least and 5 being best) rate whether the Music Series met your expectations



How did you arrive?



What was your favourite performance this season?





## Appendix C: (I) Press Release (II) Media Overview (III) April Media Report

### I. Press Release

#### **OCEAN DRIVE PROMENADE MUSIC SERIES LAUNCHES IN MIAMI BEACH**

*New Family-friendly programs presented by the Ocean Drive Association in partnership with the City of Miami Beach and the Greater Miami Visitors and Convention Bureau features performances by South Florida's best jazz and classical musicians – Sundays at 5PM.*

**FOR IMMEDIATE RELEASE – MARCH 26, 2022**

**FOR MORE INFORMATION**

Cecí Velasco, Executive Director, Ocean Drive Association  
[ExecDirector@OceanDriveMB.com](mailto:ExecDirector@OceanDriveMB.com)

**(Miami Beach, Florida)** The Ocean Drive Association has launched a new resident-centric and family-friendly music series, on Sundays at 5 PM on the (New) Ocean Drive Promenade located between 14th and 14th Place in Lummus Park. In 26 concerts (Feb 3 to July 31, 2022) talented South Florida performers will present concerts that are free and open to the general public. Patrons are encouraged to bring blankets, chairs and refreshments. See the Spring Line Up: <https://bit.ly/3iDtpyA>

**Feb/March Events:** With an audience of well over 10,000 for the February and March 2022 concerts (live and streamed) presenters included South Beach Chamber Ensemble, Florida International University's Amernet String Quartet, New World Symphony's String Quartet, 'Opera and Broadway Divas' from the Miami Beach Classical Music Festival Youth and Alumni Programs, and Apprentice Performers from the Florida Grand Opera. Feb/Mar Event Videos: <https://bit.ly/3izAlaK>

**In April 2022: The Ocean Drive Promenade Music Series will celebrate South Florida Jazz, at 5 PM on Sundays, featuring:**

Jim Gasior (Piano) Trio with LeNard Rutledge (Vocals) – on April 3  
Edgar Pantoja (Piano) Latin Jazz Trio, with Magela Herera (Vocals and Flute) – April 10  
Nicole Yarling (Violin and Vocals) Quartet with Tal Cohen (Piano) – April 17  
Melton Mustafa, Jr. (Sax) Trio with special guest Nicole Henry (Vocals) – April 24

The April Ocean Drive Promenade Concerts are presented in partnership with The Betsy's 10th Annual Overture to Overtown Jazz Festival and during National Jazz Appreciation Month ("JAM"), created in 2001 at the Smithsonian National Museum of American History to celebrate the heritage and history of American jazz. In the case of rain, April jazz events will be held in The Betsy's Gallery (enter via doors at 1433 Collins Avenue).

**In May 2022: The Ocean Drive Promenade Music Series includes a mix of jazz and classical at 5 PM on Sundays, featuring:**

Danny Mixon (Piano) Trio with Carole Ann Taylor (Vocals) – on May 1  
South Beach Chamber Ensemble's *Mozart on the Move* – on May 8  
Reuben Hoch (Drums) Trio with Tom Lippincott (Guitar) – on May 15  
New World Symphony's String Quartet – on May 23  
Nu-Deco Ensemble Combo – on May 30

**In June and July 2022:** The Ocean Drive Promenade Concert Series will feature (at least) eight performances of vocal and instrumental music by the Miami Beach Classical Music Festival (MBCMF), presented by advanced students, alumni, and faculty. MBCMF is a high profile classical operatic and instrumental music organization, with its home base at The Betsy, founded and directed by Maestro Michael Rossi.

The Ocean Drive Promenade Music Series was launched by the Ocean Drive Association in partnership with the City of Miami Beach and the Greater Miami and the Beaches Convention and Visitors Bureau to provide opportunities for intergenerational audiences of residents and tourists, to gather in one of the most beautiful spaces in the world: on Ocean Drive between 14th Street and 14th Place in Lummus Park. See pictures on the following page.

**About the Ocean Drive Association (ODA):** Founded to continue the vision of Ocean Drive as America's first American Riviera and the first Historic architectural district in Miami Beach and to promote a community of international scope, cleanliness, safety, and good taste. Jonathan Plutzik (owner of The Betsy Hotel) is Chair. Cecí Velasco is Executive Director.



## (II) Media Placement Overview<sup>5</sup>

Marketbusinessnews.com defines ‘Media’ as *the communication channels through which we disseminate news, music, movies, education, promotional messages and other data. It describes the various ways through which we communicate in society. Because it refers to all means of communication, everything ranging from a telephone call to the evening news on television can be called media.*

To ensure the success of this project, Board and staff worked relentlessly to ‘get the word out’ about our new Music Series on the Promenade. To that end, we engaged in the following effective strategies:

- Posting on all manner of social networking sites, including Facebook, Twitter, Google+ and Instagram. – This extended to sites managed by partner artist-performers and organizations.
- Calendar listings on myriad media sites – formal and informal – citizen led and corporate-owned.
- Radio coverage through public radio and genre radio – including sites that nurture diverse audiences.
- Networking with TV personalities and newsrooms (to leverage coverage for the Fall 2022 series)<sup>6</sup>.
- Digital mail with carefully designed outreach and scheduled implementation.
- Field-testing National messaging outreach for our 5 concert jazz series carried out in partnership with The Betsy as part of National Jazz Appreciation Month. (See selected media mention logos below.)

## (III) April Media Mentions

### APRIL (NATIONAL JAZZ MONTH) 2022 MEDIA HITS



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<sup>5</sup> General media placement as it relates to program marketing was led and placed by Ceci Velsaco; April jazz-related media was led and placed with the assistance of Nina Gale Olson – NYC-based publicist – [ninagaleolson@aol.com](mailto:ninagaleolson@aol.com)

<sup>6</sup> As of the writing of this report, TWO television stations visited our performance on September 4, and we received quick coverage by 51 Telemundo, that includes a live interview with ODA Executive Director, Ceci Velsaco.

**Appendix D:** Images and links to selected info, videos and photos of this series<sup>7</sup>



<https://www.facebook.com/OceanDriveAssociation/videos/392510216047818>

**Miami Beach Classical Music Festival singers**



<https://www.facebook.com/amani.ayers.9/videos/1105287066987330>

**Melton Mustafa Jr. and Nicole Henry for Jazz Month**

<sup>7</sup> Note these (very selected) images and links are offered to provide a ‘sense’ for the series that can only be experienced through the actual ‘sights and sounds’ of the weekly events See <https://www.facebook.com/OceanDriveAssociation> to see and hear more!



Appendix D (continued)



<https://www.miamiandbeaches.com/event/ocean-drive-promenade-music-series-lift-every-voice-and-sing-juneteenth-celebration/23382>

VISIT <https://www.facebook.com/OceanDriveAssociation/> -  
for real time (weekly) posts on the program which contain  
event collateral, audience images, and community commentary.

## Appendix E: Poster for Fall 2022 series – *what's coming up*

# OCEAN DRIVE PROMENADE MUSIC SERIES

SUNDAYS IN LUMMUS PARK  
Between 14th Street and 14th Place

### AUGUST - 7PM



**08/07**  
UNKNOWN LYRIC presents  
Sonic Beethoven & Urban Grooves



**08/14**  
KEN PELOWSKI & LA LUCHA  
Honoring Benny: Bring the Swing



**08/21**  
RAMBLING STRING BAND  
Celebrating Musical Americana



**08/28**  
SOUTH BEACH CHAMBER ENSEMBLE  
Mozart on the Move - Classical

### SEPTEMBER - 7PM



**09/04**  
SWING ALL STARS led by  
Paul Shewchuk: Red, White & Swing



**09/11**  
HONORING 9/11 w/ MB Classical  
Music Fest & 313th Army Combo



**09/18**  
SOBE JAZZ (SUMMER) FEST  
w/Wendy Pedersen Quintet @ 6PM



**09/25**  
MB CLASSICAL MUSIC FESTIVAL  
Zarzuela at Twilight

### OCTOBER - 7PM



**10/02**  
BRIDGE STRING TRIO  
Cuban Nu-Classical



**09/18**  
NEW JAZZ QUARTET  
with Olegario Diaz & Friends



**10/16**  
BEACHSIDE A CAPPELLA  
led by Cindy & Ryan Ellis



**10/23**  
JAZZ W/ Shelly Berg  
& Ken Peplowski



**10/30**  
HALLOWEEN CLASSICS  
with BISCAYNE STRING TRIO

### NOVEMBER - 5PM



**11/06**  
AMERNET STRING QUARTET  
On South Beach at Sunset



**11/13**  
HONORING VETERANS:  
MB Music Fest & 313th Army Combo



**11/20**  
GOLD DUST LOUNGE  
70's TV meets Classical Jazz



**11/27**  
JOSE ELIAS AND CORTADITO  
Buena Vista Club Memories

### DECEMBER - 5PM



**12/04**  
NU DECO MICRO-ENSEMBLE  
Classical Reimaginings



**12/11**  
FRENCH HORN COLLECTIVE  
Bolero, Gypsy Jazz & Swing



**12/18**  
MIAMI NEW DRAMA  
Beachside Broadway Revue



**12/25**  
MB CLASSICAL MUSIC FEST SINGERS  
Holiday Joy (w/songs from The Messiah!)



Scan the QR code to visit  
[oceandrivearts.com](https://oceandrivearts.com) for details.

MIAMI BEACH OCEAN DRIVE MAMI

As of July 27, 2022