
Miami Beach Music Festival
March 2024, Miami Beach, FL
• 3 days
• 3 stages
• 30 shows
• East of the Sea Wall, 6th – 12th 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

Why?

The month of March for many, many decades, was the peak month of "High Season" in Miami Beach. The goal of this 1st Class Concert, the Miami 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 a 3-day weekend concert 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.

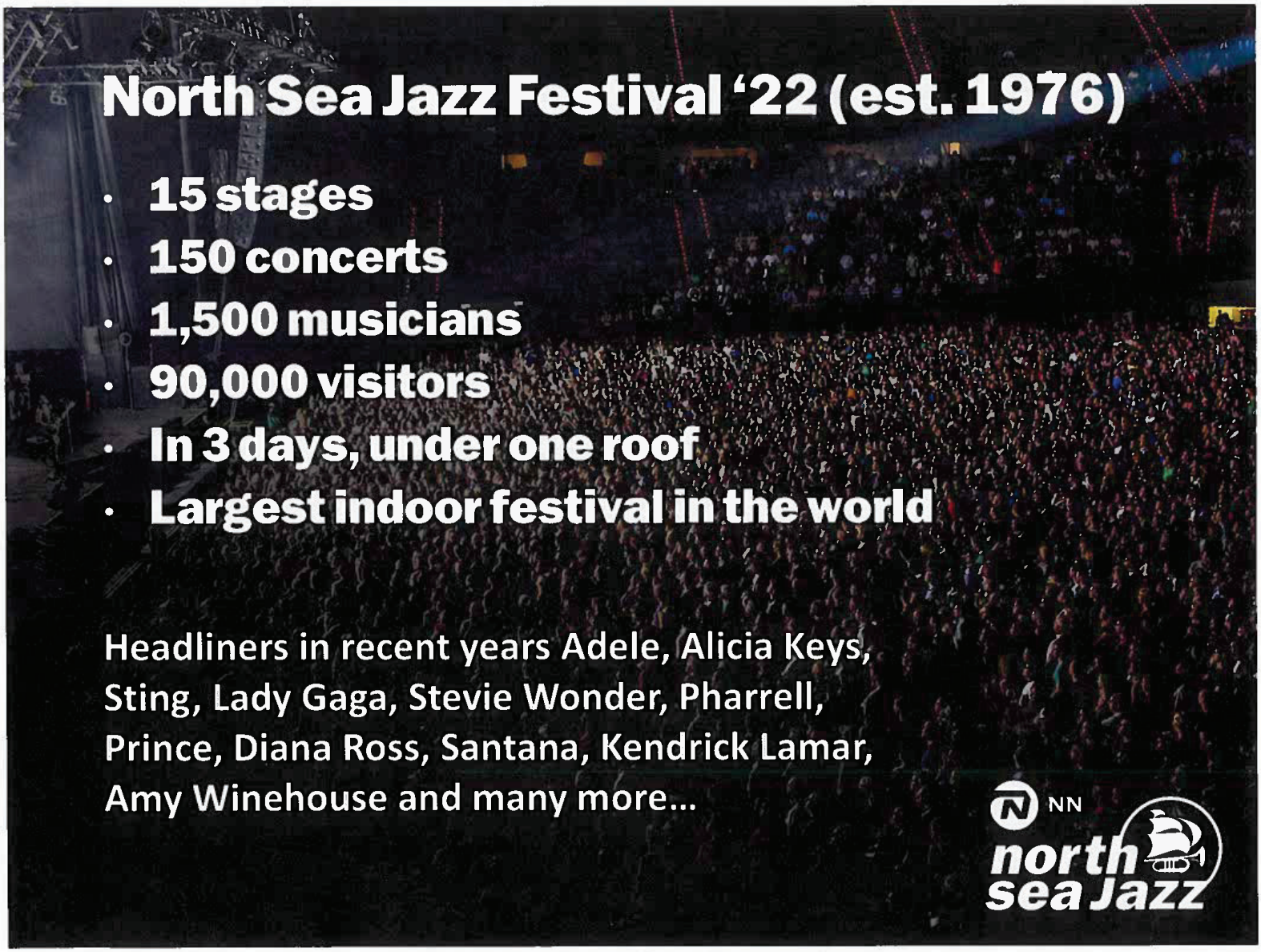
Partners & Producers

Fundashon Bon Intenshon – Curaçao

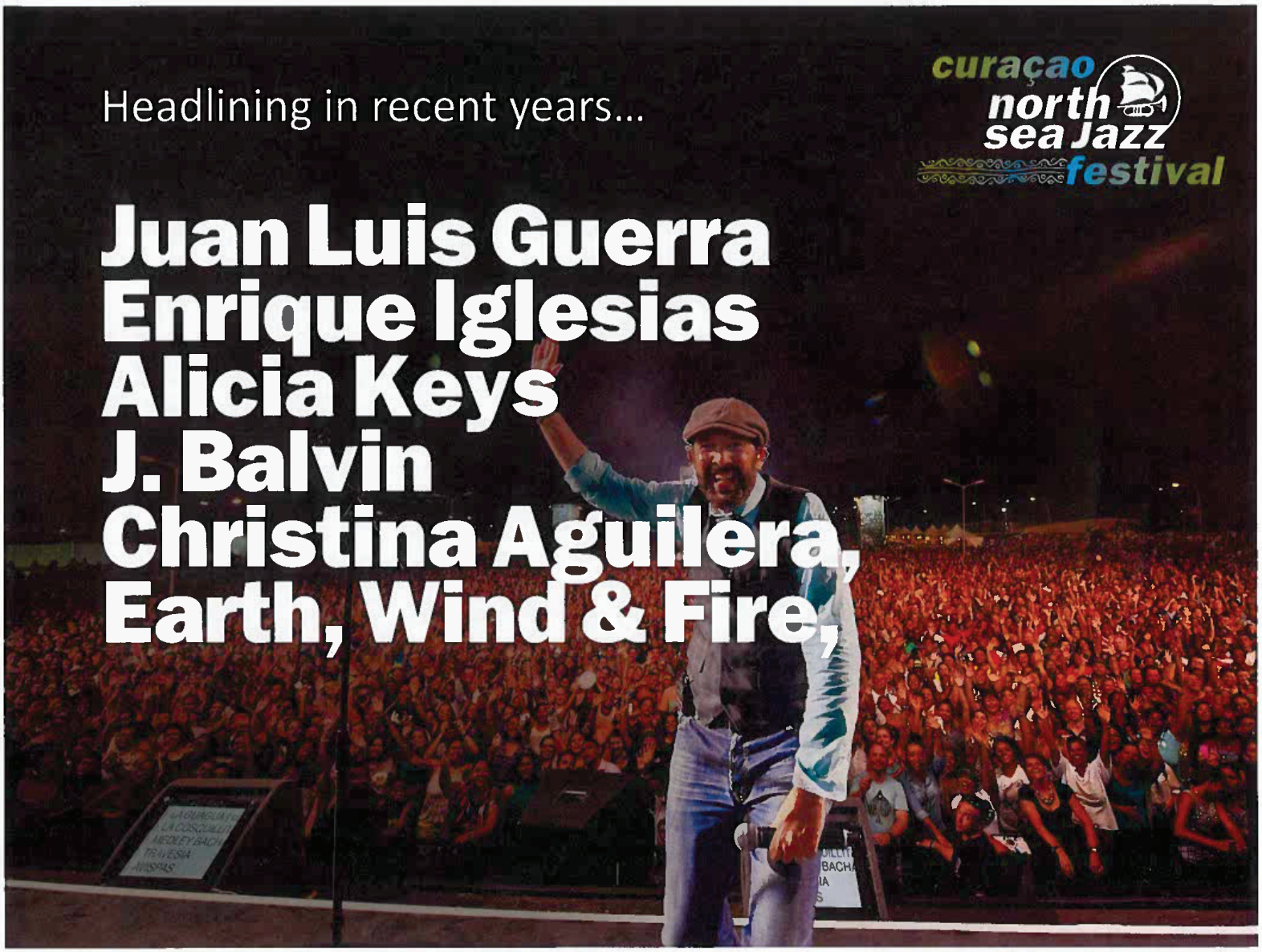
- Founded in 1990 by Mr. Gregory Elias and established on the Island of Curacao (Dutch Antilles)
- Charitable projects in the fields of education, athletics, cultural literacy, healthcare, tourism
- Curaçao North Sea Jazz festival and Curaçao International Film Festival Rotterdam are two uniquely successful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

Mojo Concerts/Live Nation Holland

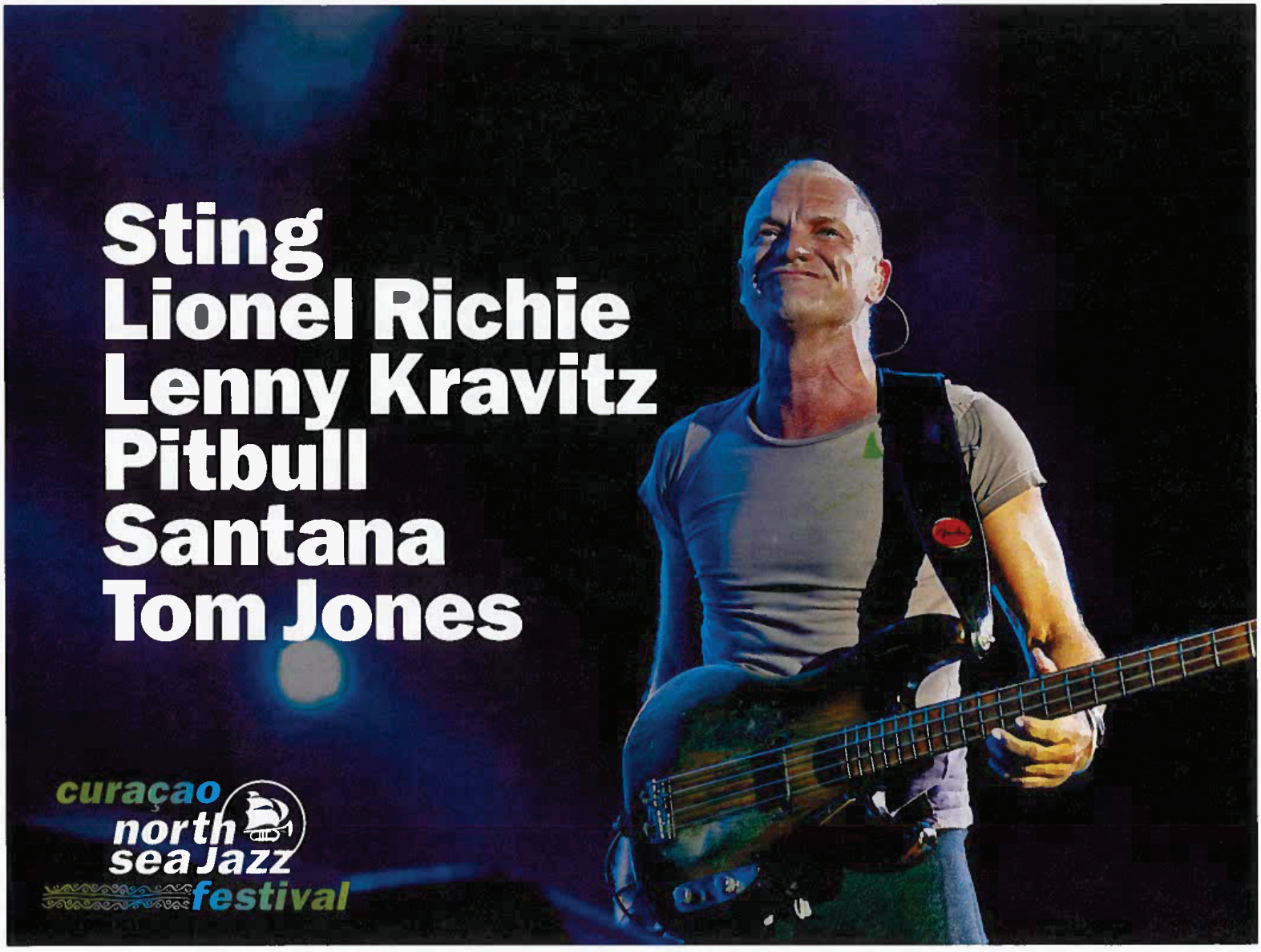
- Mojo Concerts (est. 1968) is Holland's leading concert promoter and festival management company
- Promotes 150 shows and 20+ festivals yearly, serving more than 2,5 million visitors annually
- Runs flagship festivals like North Sea Jazz, Pinkpop and Lowlands
- Manages biggest music venues in The Netherlands;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


North Sea Jazz Festival '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...
NN
north sea Jazz


Curaçao North Sea Jazz Festival (est. 2010)
3 stages
17 concerts
30,000 visitors
3 days
Largest music festival in the Caribbean
curaçao
north
sea Jazz
festival


curaçao
north
sea Jazz
festival
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
curaçao
north
sea Jazz
festival


Sting
Lionel Richie
Lenny Kravitz
Pitbull
Santana
Tom Jones
curaçao
north
sea Jazz
festival


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
curaçao
north
sea Jazz
festival


Janelle Monea
Jamie Cullum
Jill Scott
Raphael Saadiq
Kc & Sunshine Band
Pointer Sisters
Chaka Khan
Nile Rodgers & Chic
Emily Sande
Charles Bradley
Joss Stone
Maceo Parker
curaçao
north
sea Jazz
festival

1/24/2024

MIAMI BEACH MUSIC FESTIVAL

CRITERIA FOR 2ND 5 YEAR OPTION

Criteria for 2nd Five (5) year option to automatically kick in:

1) 200,000 paid concert attendees over the first 5 years.

2) Over $100 Million economic impact to the City of Miami Beach over the first (5) years of the Concert over a 7-day period each year during Concert weekend through the Monday after the Concert nights.

3) Economic impact will be calculated in the same formula used by the Greater Miami Convention and Visitors Bureau for major events.

1/24/24

OPERATIONAL COSTS

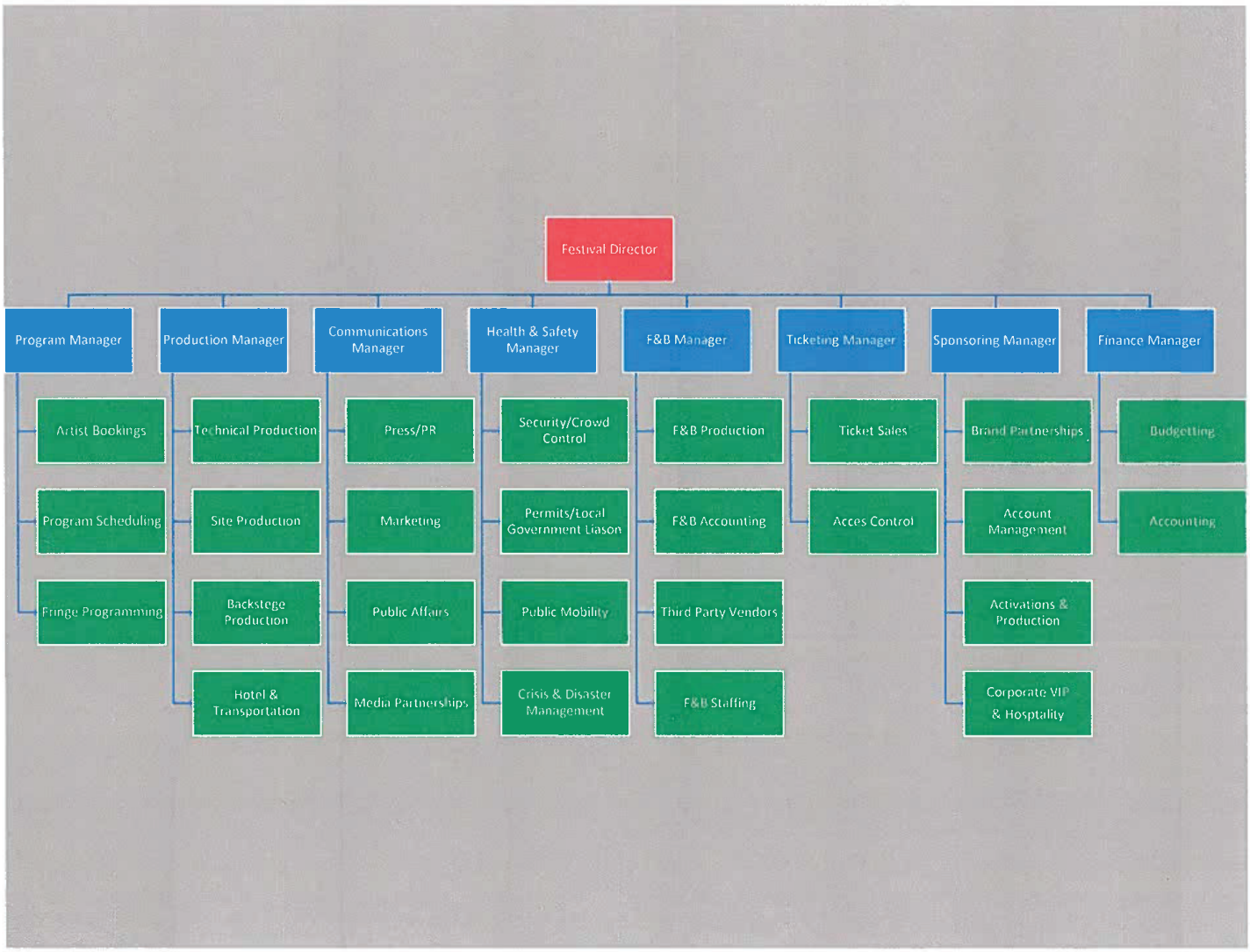
1. Promoter to be responsible for all operational costs within the fenced concert area.
2. Detail of Staffing and Operational Organizational Chart.
3. City of Miami Beach to be responsible for all costs of services outside of the concert area.
4. Both parties to work together to facilitate each other to achieve the maximum potential of success.

Provisional Budget - Miami Beach Music Festival*

COSTS		**2025**		**2026**		**2027**
Talent	$	8,500,000	$	10,000,000	$	11,000,000
Hotels/ Internals	$	300,000	$	325,000	$	350,000
Marketing & PR	$	500,000	$	500,000	$	500,000
Crowd Control	$	500,000	$	550,000	$	600,000
Site production	$	600,000	$	650,000	$	700,000
Backstage production	$	500,000	$	525,000	$	550,000
Technical production	$	1,300,000	$	1,350,000	$	1,400,000
Decoration	$	500,000	$	525,000	$	550,000
Site rent	$	-	$	-	$	-
Miscellaneous	$	200,000	$	200,000	$	200,000
Sales Tax	$	756,000	$	987,000	$	1,162,875
Total Costs	**$**	**13,656,000**	**$**	**15,612,000**	**$**	**17,012,875**

INCOME		**2025**		**2026**		**2027**
Thursday		15,000		20,000		22,500
Friday		15,000		20,000		22,500
Saturday		15,000		20,000		22,500
Total visitors		**45,000**		**60,000**		**67,500**
Price avg.	*$*	*160.00*	*$*	*170.00*	*$*	*180.00*
Total Ticket Income (Gross)	*$*	*7,200,000.00*	*$*	*10,200,000.00*	*$*	*12,150,000.00*
	$	*504,000.00*	*$*	*714,000.00*	*$*	*850,500.00*
Total Ticket Income (Net)	**$**	**6,696,000.00**	**$**	**9,486,000.00**	**$**	**11,299,500.00**
Corporate sponsorship	$	200,000.00	$	300,000.00	$	350,000.00
Merchandising ($25,- pp. net)	$	1,125,000.00	$	600,000.00	$	750,000.00
F&B ($55 pp. net)	$	2,475,000.00	$	3,300,000.00	$	3,712,500.00
Sales Tax	$	756,000.00	$	987,000.00	$	1,162,875.00
Total Income	**$**	**11,252,000.00**	**$**	**14,673,000.00**	**$**	**17,274,875.00**
Margin	***$***	***-2,404,000.00***	***$***	***-939,000.00***	***$***	***262,000.00***

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


Festival Director
Program Manager
Production Manager
Communications Manager
Health & Safety Manager
F&B Manager
Ticketing Manager
Sponsoring Manager
Finance Manager
Artist Bookings
Program Scheduling
Fringe Programming
Technical Production
Site Production
Backstege Production
Hotel & Transportation
Press/PR
Marketing
Public Affairs
Media Partnerships
Security/Crowd Control
Permits/Local Government Liason
Public Mobility
Crisis & Disaster Management
F&B Production
F&B Accounting
Third Party Vendors
F&B Staffing
Ticket Sales
Acces Control
Brand Partnerships
Account Management
Activations & Production
Corporate VIP & Hosptality
Budgetting
Accounting

1/24/2024

The Ask

- Commission approval for a five-year agreement to produce the festival on the third weekend of March 2025 (preferably by March 2024), 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 East of the seawall.

- All City services to be covered by the City outside of the event footprint site 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 restrooms, etc., from 6th to the border of 12th Street. 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, including the Greater Miami Convention and Visitors Bureau.

- 700 Free General Admission entry passes for Residents on the first night – Thursday.