

Chiroles, Erick

From: Daniel Ciraldo <daniel@mdpl.org>
Sent: Tuesday, May 08, 2018 9:30 AM
To: Chiroles, Erick
Cc: Lori Bakkum; Russell Lee
Subject: Art Deco Weekend 2019 Sponsorship
Attachments: ADW 3-Year Plan.pdf; Art Deco Weekend 3 year plan accomplished 2016-18 and 2019-21 brief.docx

Follow Up Flag: Follow up
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Dear Erick,

We are looking forward to Art Deco Weekend 2019 and have attached here the three-year plan per our recent meeting as well as a document outlining the many improvements over the last three years.

We're making headway on our discussions with the Original Miami Beach Antiques Show as well as Convention Center management. We are hoping the show will be back at the Miami Beach Convention Center the weekend just after our festival next year. They are very enthusiastic about the City's recent investment in Art Deco Weekend.

For 2020, we're working to have the Antiques show on the same weekend as our festival. This depends on the Commission's approval of the P3 policy for conventions, and/or us helping the Antiques Show to be reclassified as P2. The partnership would add tremendous synergies and also elevate the level of Art Deco and antiques for the festival. In addition, their high-end international clientele will be coming into Miami Beach, making this a pre-eminent time for antique collectors around the world to enjoy our amazing city. Perhaps this will become the Basel of Antiques :)

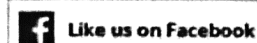
We are requesting up to \$120,000 from the City for the 2019 festival sponsorship. This includes the cost increases for police and fire, as well as additional banners along MacArthur Causeway, 5th Street, Collins and Alton Road to help get the word out about the event - Miami Beach's longest-running free community cultural festival. As mentioned previously, nearly all sponsorship dollars are paid directly to the City.

Thank you again and we look forward to a wonderful Art Deco Weekend with your support!

Best regards,



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