

## **Art Deco Weekend Planning Committee**

### **The Future - 3 year Plan – ADW 2019,20,21**

The Miami Design Preservation League Art Deco Weekend Planning Committee has successfully completed a 3 year plan to upgrade and revitalize Art Deco Weekend, a legacy community cultural festival founded and produced by The Miami Design Preservation League. Major improvements achieved include, total infrastructure upgrades including tenting, staging, ADA, and electric, programming elevation including the Jazz Age Lawn Party, Film festival, Lecture series, and Retro Fashion Show, activation of Lummus Park including Deco Kids Club, pop up stages, and Design Promenade, community engagement including local schools, neighborhood and business associations, and arts and environmental non –profits, vendor upgrades including art, antiques, and food and beverage, all resulting in a safe, fun and engaging weekend for residents and guests highlighting all the best things about Miami Beach, and earning Art Deco Weekend the moniker, “The best 3 days on Ocean Drive”.

Now we are ready to get even better! We ask the City to continue with your amazing support, which helped us get here, and will allow us to build and improve on these improvements.

**The Best 3 days on Ocean Drive**  
**Continue with the success and momentum achieved during 3 year plan**  
**2016,17,18.** Please see attached plan and achievements.

### **ADW 2019-2021 GOALS:**

#### **Sponsor and Partner enhancement**

##### **City of Miami Beach**

- Funding for security and City services.
- Increased marketing synergy and promotion, including Special Event promotion for best outreach to locals and guests.

##### **Greater Miami Convention and Visitors Bureau**

- Broaden the longstanding relationship with GMCVB and utilize tools better for greater success in tourism outreach and skills development.
- Expand GMCVB surveys from one day to two.

#### Ocean Drive Association

- Continue to build on the relationship in order to fully integrate the ADW zone, including marketing, programming and site integration, elevating ADW and ODA brand and to bring more locals and guests to Ocean Drive year round.
- Explore extending cafés into west side parking.
- Encourage restaurant and bar employees to dress in period costume.
- Add more live period style music and performances at restaurant, bars and hotels.
- Increase tours in OD venues.
- Add cross marketing with ODA businesses and ADW including guest packages.
- Develop educational signage on the street depicting Architecture and history of OD buildings.

#### US Antiques – Original Miami Beach Antique Show

(multi year sponsor of the ADW Design Promenade).

- Long term, seek schedule on same dates at MB Convention Center to transition from ADW being a OMBAS marketing venue to a true partner with combined audience and programming.
- Collocate Original Miami Beach Antique Show with Art Deco Weekend for greater cross promotion and synergy of audiences and programming. Shuttles between OMBAS & ADW.
- Develop special show incentive/discount for Miami Beach residents. Increase overnight visitors/hotel stays and special event attendance.

#### Business Sponsors

- Broaden relationships with all current business sponsors.
- Add new business sponsors, local/national.
- Increase monetary commitments.

#### Arts, Environmental and Community based non-profits

- Continue relationships built and strengthened the last three years, and develop new relationships.
- Continue to partner for off site activations including lectures and films.
- Continue activations in Deco Kids Club.
- Continue and expand “greening” of ADW with expanded participation begun in 2018 and add beach cleanup and education and youth activities.
- Explore year-round collaborations as ADW / MDPL promotions.
- Add cross marketing with all non-profit partners.
- Expand adoption partnership role in Bark Deco Dog Show from 2018.

### Neighborhood Associations

- Continue the strong relationship built with Flamingo Park Neighborhood Association over the last 3 years to bring more residents to ADW and MDPL and Ocean Drive year round.
- Grow home tours and association participation to include at least 1 additional neighborhood for 2019 and a goal of all MB neighborhood associations represented by 2021.
- Provide historical and contact info on all MB neighborhoods by 2019.
- Utilize the neighborhood associations to grow volunteer base and satellite events for the week leading to ADW.

### Education Partners

- Continue and improve the educational elements which are the fabric behind all ADW programming.
- Grow educational partners.
- Continue and improve the fundraising element for Feinburg Fisher School begun in 2017.
- Continue and improve student poster competition and show begun in 2017 and add more schools.
- Involve universities, MB High and DASH in special projects and design labs, interactive booths.
- Add student interaction in all arts, environmental and history elements.
- Promote MDPL and ADW to all schools.

### **Festival elements**

#### Arts and Antiques

- Expand Design promenade with OMBAS as sponsor.
- Continue the addition of new , high quality, “vintage” offerings in all categories.
- Continue the addition of Art vendors begun in 2017.
- Develop more gallery and arts relationships to cross promote.
- Add OMBAS vendor offerings to Art Deco Museum for year round high quality presentations.

#### Food & Beverage/Operations

- Continue to upgrade and elevate food and beverage experience with Swarm Event Agency at helm.
- Add seating areas.
- Create period-themed carnival area with “festival” appropriate f&b and upgraded options on OD.
- Continue to professionalize operational components.
- Continue to “green” strategy by increasing the reusable “collectable” cups tested in 2018.

- Increase outreach and opportunities for local businesses to participate as vendors.
- Add ODA association professional to ADW committee.
- Add experience based F&B with Local Chef Cook-off.

#### Infrastructure

- Continue the infrastructure improvements, of the past 3 years in tents, ADA, and electric using high caliber vendors Edlan Electric and Diamonette.
- Increase lighting.
- Improve restroom facilities.
- Improve staging -add catwalk to fashion show venue.
- Add stage at North end of Ocean Drive.

#### Marketing & Public Relations

- Better integrate marketing with City of Miami Beach, Miami-Dade County and Greater Miami Convention & Visitor Bureau.
- Continue with upgrades to website and branding.
- Better utilize all business and community partners for cross promotion.
- Key signage on major city corridors.
- More informational signage at event.
- Continue to increase social media engagements which grew dramatically in 2018.
- Utilize marketing improvements for sponsor and membership growth.
- Design Program guide to larger format, repositioning as collectable.
- Add in-house marketing person.

#### Park Activation

- Continue with successful Lummus Park activations including Deco Kids Club, The Design Promenade, Pop up stages and the Jazz Age venue and increase the utilization of these venues.
- Add more “Art Park “activations including art making and venues for student and emerging artists, poetry readings and theater/dance performances.
- Add games for adults and all ages including chess, croquet, cards, dominoes.
- Add lifestyle and “health and wellness “activities.

#### Programming

- Continue to elevate and increase musical, dance, fashion, arts and educational programming throughout festival site and at Ocean Drive venues.
- Further develop film festival as reimagined in 2018.
- Add off site programming pre and post ADW. Example, MIMO Monday.
- Continue the high quality and long standing lecture series and tours and promote to OMBAS audience.
- Develop more cultural offerings in the park with deeper cultural partner involvement, such as Theatre in the Park, Ballet in the Park

- Add boutique events -- such as “Art Deco After Dark” and “Art Deco Jazz Brunch”.

#### Street Activation and the Marketplace

- Engage and educate audiences thru additional interactive photo-op exhibits, such as pinned world map from 2018, and photo booths which generate worldwide social media publicity for ADW, Ocean Drive and Miami Beach.
- Add Street stage at north end of festival site for full site engagement.
- Discontinue vendor tables in street to create more upscale atmosphere.
- Partner with event agency for continued elevation of vendors and logistics for improved guest, and vendor experience.
- Continue to grow classic car show and promote the sunset drive off site.
- Add interactive design booths with topics like “designs for resiliency” “furniture design”, “design and color”.
- Add education and preservation booths to each block.
- Explore adding early morning bike/ non-motorized parade.

#### Special Event -Jazz Age Lawn Party

- Continue with this special event partnership begun in 2017.
- Further develop site in park established in 2018.
- Add local dancers and bring more of New York team down in 2019.
- Continue to add local musicians with JALP consultation.
- Develop more activations and connect to Design Promenade.
- Begin later JALP programming and use venue for complementary activities, (Retro Fashion Show, Bark Deco, dance lessons, Costume contests), during the day.
- Add specialty vendors and picnic baskets.
- Continue to elevate the Opening Night Soiree’.

#### **ADW 2019 priorities**

- Continued elevation of ADW through programming and partnerships.
- Continued support and participation by City of Miami Beach.
- Expanded Ocean Drive and local business relationships for greater street and community synergy.
- Increased educational and cultural offerings.
- Increase in local and national sponsorships.
- Broaden target audience by focusing on the new growth area of 18-35 demographic with marketing and programming.
- Remember to respect the past and renew for the future.
- Continued excitement and participation from residents and guests worldwide.

#### **On the horizon**

- Move toward week-long/city-wide celebration

