



To: Mayor and Commissioners

From: David Berg, Vice-President & Scott Robins, President – Espanola Way Association

Date: June 11<sup>th</sup>, 2020

Re: Discuss the Strategy for Allocated Funds Designated for Arts and Culture Programming

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On Behalf of the Espanola Way Association, we would like to express our support for Lissette Arrogante and the Miami Beach's Tourism and Culture Department's proposal to allocate \$1,000,000 of budgetary funds for Arts and Cultural Programming in Miami Beach.

As you may recall, we wrote in April for our support for the South Beach promenade and Plaza De Art Installation. In line with that support, we believe the allocation of funds designated for Arts and Culture is an important first step in making South Beach a world-renowned arts and culture destination as we continue to move away from the 'entertainment' image.

Along with Tourism and Cultural Department's other installations as part of R9-M's proposal, a critical element to the success of this ADCD initiative is to activate Plaza De Espana (the plaza on Espanola Way and Drexel Ave) with a one-of-a-kind art and culture experience.

Proceeding with the activation of our most beautiful destinations in South Beach and specifically Plaza De Espana will go along way in delivering an enhanced experience to the new Art Deco Cultural District.

Thank you for consideration.

Respectfully,

A handwritten signature in black ink, appearing to read "David Berg".

David Berg, Vice President Espanola Way Association

# THE RHYTHM FOUNDATION

June 15, 2021

Re: Miami Beach On Stage! Festival

This is a letter of support for the Miami Beach On Stage! Festival planned by the City of Miami Beach Department of Tourism and Culture.

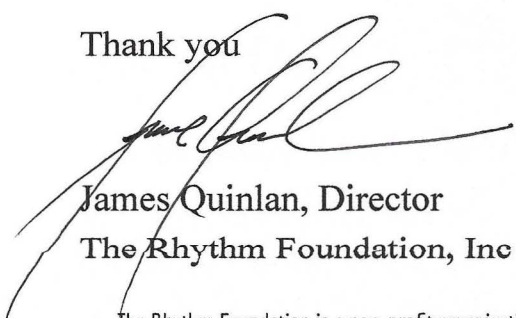
The Rhythm Foundation has long felt the opportunity and need for summer cultural tourism in Miami Beach. One of our primary motivations for installing the canopy at the North Beach Bandshell was to be able to provide year round outdoor programming.

This year we have launched our first intensive series of events in the month of July under the "Seaside Summer" framework. We look forward to incorporating these 14 events into the Miami Beach On Stage! program, and expanding the impact of the Bandshell performances via free live stream and simulcast offerings.

We believe Miami Beach can become a very attractive summer destination for families who vacation in the traditional summer months. Drive - in visitors and domestic tourism for families is a perfect fit with the amenities we can produce to showcase in our Miami Beach cultural environment.

We encourage the City of Miami Beach to support effort this as a long-term investment in Summer Cultural Tourism. There is no doubt we can create a recognized highlight in the annual summer festival calendar!

Thank you



James Quinlan, Director  
The Rhythm Foundation, Inc



## MEMORANDUM

To: Mayor and Commissioners  
Alina Hudak, City Manager  
From: Ceci Velasco, Executive Director  
Date: June 23, 2021  
Re: South Beach connectivity Art Installation - support

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It is clear that we have the most compelling individual destinations in the country. The return of international tourism is likely to elevate us further. The Ocean Drive Association has continued to support the Mayor and Commission's efforts to reimagine Ocean Drive and the Art Deco Cultural District. We have so much to offer to residents and visitors to Miami Beach that we have not yet exploited properly.

The contemplated South Beach promenade, connecting Lincoln Road, Drexel, Espanola Way, 14th Place and Ocean Drive is an idea that is worthy of aggressive pursuit and funding. Proper lighting and signage will contribute to the creation of one of the great pedestrian promenades in the country.

We are also very excited to learn about the Miami Beach initiative to devote \$1,000,000 to arts programming, currently taking shape under the leadership of the Tourism and Culture Department; it is of significant importance. While we do not know all of the details, this represents a profoundly important step in the right direction redefining the brand of the Art Deco Culture District and Miami Beach more broadly.

We urge the commission to vote favorably to support this very much needed program.

Cc: Rafael Granado, City Clerk  
Ocean Drive Association Board



June 16, 2021

Dear Miami Beach Commissioner

I hope you are having a great Thursday!

The Washington Avenue Business Improvement District (BID) believes that a progressive cultural and arts district will lead to a transformation in Miami Beach that speaks to the present and the future. Therefore, the BID fully supports R9M to allocate at least 1 million dollars to enhance our cultural community.

As an advocate for creative thinking and entertainment, the funds will continue to improve the mission to create a haven for open minds to dream, inspire, beauty, and nurtures a sense of togetherness.

This philosophy will allow Miami Beach and the BID to create experiences unlike any other place in the world.

If you have any questions, please feel free to contact me at [Twright@Washavemb.com](mailto:Twright@Washavemb.com) or 206-383-8386.

Sincerely,

Troy E. wright  
Executive Director  
Washington Avenue Business Improvement District