

COMMISSION MEMORANDUM

Item R9 R

TO: Honorable Mayor and Member of the City Commission

FROM: Commissioner Rosen Gonzalez

DATE: January 20, 2022

SUBJECT: **DISCUSSION AND TAKE ACTION ABOUT SUPERFINE ART FAIR IN MARCH 2022 AND THEIR PARTNERSHIP WITH THE CITY. REVISED MEMORANDUM**

Superfine Miami Beach Art Week is an eco-friendly, tech-enabled, locally-minded Art Fair coming to Miami Beach in March 2022 with a goal of extending Miami Beach's "art season" into the spring. They will be hosting the Art Fair at the 1111 Lincoln Road property as well as activating five to seven additional spaces around Miami Beach. The new Esme Hotel on Espanola Way will serve as the host hotel for the Art Fair.

This will be the Superfine Art Fair inaugural edition at 1111 Lincoln Road after successfully taking place in previous year at the Art Deco Welcome Center on Ocean Drive. The Superfine Art Fair will showcase 100+ artist (60% local to South Florida, 70% women, 25% LGBTQ+) at the fair itself. Superfine Art Fair is looking for the City of Miami Beach's support as well as introductions to partners to include The Bass Museum, The Miami City Ballet and others to be a part of the event. There will also be at least one NFT launched during the fair, and a portion of the proceeds from ticket sales will be re-invested into local organizations including The Bass and Pridelines.

Superfine approved us about having the City of Miami Beach partner over the weekend of March 10th -13th. Some ideas for partnership would include:

- On-site branding and presence at the fair
- Content created between the City of Miami Beach and Superfine Miami Beach, including Instagram Live conversations and other social media support
- On-site panel discussions

This event fits into our stated mission to become more of a community of arts and culture and is especially welcome during the March Spring Break and will provide alternative programming. As such, I would like to also discuss and take action on a city sponsored grant or other support for the event since it is coming up soon and will also be bringing visitors to Miami Beach.