



OCEAN DRIVE PROMENADE

MUSIC SERIES

SPRING/SUMMER 2022

MIAMI BEACH







Mayor's Comments



Presented by the Ocean Drive Association
in partnership with the City of Miami Beach
and the Greater Miami and the Beaches Convention and Visitors Bureau
featuring live concerts in Lummus Park
between 14th Street and 14th Place – on Sundays @ 5 PM

VISION AND MISSION FOR OCEAN DRIVE PROMENADE PROGRAMS*

CAREFULLY ACTIVATE OCEAN DRIVE PROMENADE WITH ELEVATED
FAMILY-FRIENDLY CONTENT

BUILD COMMUNITY FOR RESIDENTS – AND A GREAT VIBE FOR TOURISTS

AMPLIFY POSITIVE MESSAGING ABOUT OCEAN DRIVE & MIAMI BEACH – TO THE
WORLD

OCEAN DRIVE PROMENADE MUSIC SERIES

Sundays @ 5:00 PM Between 14th Street and 14th Place

FEBRUARY

February 6 @ 5 PM
**The South Beach
Chamber Ensemble**
Mozart on the Move

February 13 @ 5 PM
**MB Classical
Music Festival**
Opera/Broadway/Zarzuela

February 20 @ 5 PM
**The Amernet
Quartet**
Strings Attached:
Music of the Masters

February 27 @ 5 PM
**The Amernet
Quartet**
No Strings Attached:
(More than) Music of the Masters

MARCH

March 6 @ 5 PM
**The South Beach
Chamber Ensemble**
Mozart on the Move

March 13 @ 5 PM
**New World Symphony
String Quartet**
Global Folk Songs for Strings

March 20 @ 5 PM
**Miami Beach Classical
Music Festival**
Opera/Broadway/Zarzuela

March 27 @ 5 PM
**Florida Grand
Opera**
From Opera to Broadway

APRIL

April 3 @ 5 PM
**Jim Gasior Jazz
Trio with
LeNard Rutlege**

April 10 @ 5 PM
**Edgar Pantoja Latin
Jazz Trio, with Magela
Herera, Vocals & Flute**

April 17 @ 5 PM
**Nicole Yarling Quartet
with Tal Cohen, Piano**

April 24 @ 5 PM
**Melton Mustafa Jr. Jazz
Trio with special guest,
Nicole Henry**

MAY

May 1 @ 5 PM
**Danny Mixon Trio
with Carole Ann
Taylor, vocals**

May 8 @ 5 PM
**South Beach
Chamber
Ensemble**

May 15 @ 5 PM
**Reuben
Hoch Trio**

May 22 @ 5 PM
**New World Symphony
Chamber Ensemble**

May 29 @ 5 PM
Nu-Deco Ensemble Combo

JUNE / JULY

June 5, 12, 19, 26 | July 3, 10, 17, 24, 31
Miami Beach Classical Music Festival Performances

Directed by Michael Rossi, founder and artistic director MBCMF
Includes Chamber Music, Opera, Zarzuela, Broadway
Presented by Faculty and Advanced students

Bring your own blankets and folding chairs
For questions please contact execdirector@oceandrivemb.com

MIAMIBEACH

OCEAN DRIVE

MIAMI GREATER MIAMI
CONVENTION &
VISITORS BUREAU





Watch a clip featuring
The FIU Amernet Quartet
on the Promenade

OCEAN DRIVE PROMENADE MUSIC SERIES: PROJECTED BUDGET*

	Feb 3 to July 31, 2022		
	Total Budget	Matching Funds	Funding Request
Executive Director, ODA (Marketing, Production, Community Relations)	\$12,500	\$12,500	\$0
Betsy Artist Management (Artist identification/contracting/management)	\$12,500	\$12,500	\$0
Artist Fees	\$72,500	\$7,500	\$65,000
Sound Services	\$14,500	\$4,350	\$10,150
Event Support	\$14,500	\$4,350	\$10,150
Design and Branding	\$5,000	\$0	\$5,000
Generator Rental	\$14,500	\$14,500	\$0
Insurance	\$8,700	\$0	\$8,700
Parking	\$2,900	\$1,450	\$1,450
TOTALS	\$157,600	\$ 57,150	\$ 100,450

* NOTES

This budget includes funding for 29 events:
26 Sunday 5 PM concerts and 3 pop up events

Matching Funds Key

ODA Betsy Il Villaggio 3rd Party Funders

PROJECTED AUDIENCE FOR INAUGURAL SEASON

LIVE IN LUMMUS

2,000 PER WEEK

8,000 PER MONTH

48,000 INAUGURAL SEASON

DIGITAL REACH*

450k PER WEEK

1,800,000 PER MONTH

10,800,000 INAUGURAL SEASON

* **DIGITAL REACH** DATA REFLECTS ODA EMAIL MARKETING PROGRAM; NOT INCLUDED **YET** IS ADDITIONAL EMAIL MARKETING REACH AND MEDIA MESSAGING PLACEMENT LEVERAGED BY AND WITH PARTNERS – WHERE THERE IS EXPONENTIAL POTENTIAL.

OPPORTUNITIES FOR SPONSOR/PARTNER BRANDING

SIGNIFICANT MESSAGING REACH BEFORE, DURING, AND AFTER EVENTS

DIGITAL ASSETS AND OUTREACH WITH SPONSOR LOGO

EVENT SIGNAGE WITH SPONSOR LOGO

BANNER SIGNAGE ON LIGHT POSTS WITH SPONSOR LOGO

COLLABORATIVE MEDIA PLACEMENT AND MESSAGING – LOCAL AND WORLDWIDE



CONTACT

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