



1920 Meridian Ave, Miami Beach, FL33139

A RESOLUTION in Support of the Pillar Board's Sub-Committee to Bring High Profile Weekend to Miami Beach

Whereas, the Pillar Board has been working diligently on addressing some of the concerns resulting from issues receiving significant visibility in and around the Entertainment District (ADCD of Miami Beach), and;

Whereas, one of the takeaways from the Pillars' goals conference was that the City would greatly benefit from having planned programming during high profile weekends, and;

Whereas, the Pillar Board has created a sub-committee to look into the feasibility of the Chamber embracing various concepts for high profile weekends, or any other special event periods in Miami Beach, and;

Whereas, at the March 2020, Board of Governors meeting Greg Elias and John Lycan of Mojo Concert, a subsidiary of Live Nation, presented a Concert for Spring 2021 Proposal;

Whereas, the Board of Governors voted to support positive programming for March 2021 in the form of a high end concert series and to fast track discussions with the City of Miami Beach;

Whereas, discussions with Mayor Gelber and his team resulted in a presentation to the Commission of the Concert Series Proposal;

Whereas, the a Covid pandemic required that planning for the Concert Series be suspended;

Whereas, the Pillar Board seeks to encourage businesses and entities to create events that will stimulate tourism while also attracting the attendance of local residents to them;

Whereas, it is the intent of the sub-committee and the Pillar Board to make recommendations to the Miami Beach Chamber Board of Governors to urge the City Commission to support appropriate programming during high profile periods, and;

Whereas, on June 1st, 2021 the sub-committee met with Greg Elias, the producer of the proposed, 2021 North Sea South Beach Music Festival, which was postponed due to Covid-19, and;

Whereas, Mr. Elias represented that his partners, Mojo Concerts, the Dutch division of Live Nation and others are prepared to move forward with a three day weekend Concert in Miami Beach during a weekend in March of 2023,

Now therefore, the Pillar Board and the High Profile weekend sub-committee do hereby recommend to the Chamber Board of Governors that the Chamber put its full weight behind this initiative and begin to line up support from the Miami Beach City Commission for said concert.

Passed this day, June 1st, 2021.

Seth Feuer, Pillar Board Chair & Arathi Ramappa, High Profile Weekend Committee Chair

Therefore, the Board of Governors heard this item and after deliberation adopted this resolution of support on this day, June 8th, 2021.

Robin Jacobs,
Chair
Board of Governors

Jerry Libbin,
CEO & President
Miami Beach Chamber of
Commerce

Aaron Tandy,
Chair-Elect
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