



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, FL 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

OFFICE OF MARKETING & COMMUNICATIONS, Tel: 305.673.7575  
Tonya Daniels, E-mail: [tonyadaniels@miamibeachfl.gov](mailto:tonyadaniels@miamibeachfl.gov)  
Melissa Berthier, E-mail: [melissaberthier@miamibeachfl.gov](mailto:melissaberthier@miamibeachfl.gov)

## PRESS RELEASE

FOR IMMEDIATE RELEASE  
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### **Miami Beach Opens the Door for New Artistic Concept During Spring Break 2021**

*—Seeking an Original Public Programming Concept for the High-Impact Period —*

**Miami Beach, FL** – As a world-class city for arts and culture, the City of Miami Beach is continuing its commitment to offering visitors unparalleled cultural experiences. The tropical metropolis is seeking ideas from cultural producers or sponsorship agencies to bring a larger-than-life vision to public programming during the Spring Break period – directly on the sands of South Beach.

“We’re looking for an original idea that not only fits our character, but brings a fresh perspective and new look and feel to our streets and beaches,” shared Director of Tourism and Culture Matt Kenny. “Whether it’s through music, fashion or performance art, the winning idea will be an inventive avenue for engaging the diverse and high number of visitors that travel to our beaches and will solidify our position on the international cultural stage.”

The municipality is seeking firms who have experience in producing large-scale city events. Firms are required to submit a letter of intent along with details on how they plan to execute the thought-provoking programming. A purposeful design aimed to drive tourism and reduce traffic impact, the chosen event will be executed in March 2021.

[Click here to read the full Request for Letters of Interest.](#)

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