

TOURISM & CULTURE

DEPARTMENT MISSION STATEMENT

The Tourism and Culture Department (TCD) is dedicated to supporting, attracting, and retaining innovative tourism and cultural programming that accentuates the Miami Beach brand as a world-class, international destination, while balancing resident and visitor quality of life.

DEPARTMENT DESCRIPTION

TCD develops and sustains quality programs and initiatives to support the City’s tourism-based economy, including meaningful engagements and partnerships with key industries, specifically hospitality, as well as collaborative efforts with local and regional stakeholders.

In support of these efforts, TCD partners with tourism and marketing organizations, including the Miami Beach Visitor and Convention Authority (VCA) and the Greater Miami Convention and Visitors Bureau (GMCVB) to market and promote the City of Miami Beach as a world-class destination.

DEPARTMENT DESCRIPTION CONT'D

The City of Miami Beach is an international tourist destination and premiere residential community. The City’s goal is to attract high-quality events that measurably benefit Miami Beach, its residents, visitors, and businesses. As a pristine, 7-mile beach community, the City is a preeminent special event venue as well as a desirable business location, placing a significant demand on City services and resources. This presents the added challenge of striking an appropriate balance between the need to maintain a high residential quality of life and the desire to bring major event activations to Miami Beach. As the liaison to the Miami Beach hospitality, cultural, event and film industries, TCD recognizes the important role it plays in supporting these organizations. Moreover, TCD, in collaboration with other City departments, continues to fulfill a regulatory role in overseeing the use of public spaces.

To achieve the TCD mission, the department has created two areas of focus that address the rich and diverse Miami Beach cultural and business communities:

1. Cultural Affairs and Art in Public Places
2. Film and Special Event Production

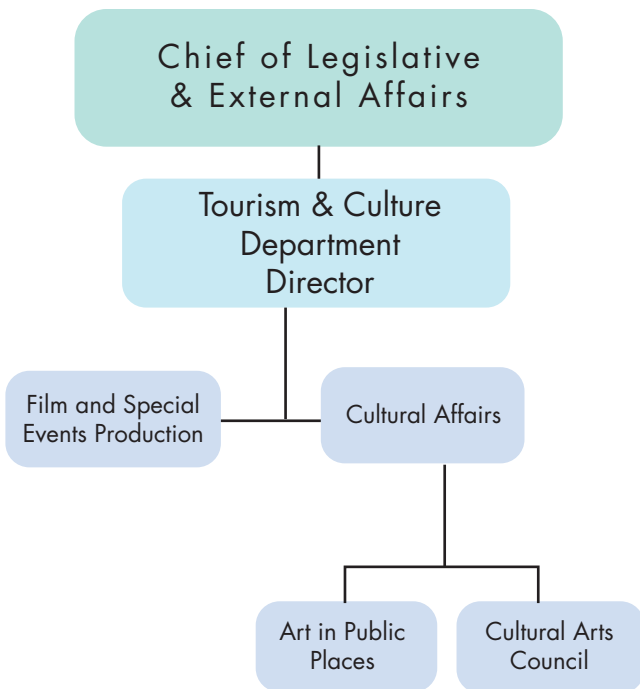
Each of these units provides sustaining support to residents, businesses, and visitors to encourage a robust cultural climate and facilitate the development of a healthy economy.

Unit & Major Project Summaries:

Cultural Affairs manages the grantmaking process of the Cultural Arts Council (CAC), which distributes funding annually through anchor grants and cultural presenter grants each season. TCD serves as the primary liaison to cultural institutions such as The Bass, The Wolfsonian–FIU, Miami New Drama at the Colony Theatre, and New World Symphony, among others.

Cultural Affairs oversees management agreements with both The Bass and Miami New Drama, working closely to ensure that financial and lease agreement obligations are met.

The Miami New Drama Management Agreement for the Colony Theatre includes a five-year projection for targeted audience and performance numbers. In 2022, Miami New Drama received numerous awards and grants, including the 2022 Thorton Wilder Prize presented by New York City’s America Academy for Arts and Letters, seven Carbonell Awards, topping the list with 24 nominations, and a \$1M grant from The Knight Foundation.



TOURISM & CULTURE

DEPARTMENT DESCRIPTION CONT'D

Cultural Affairs also provides oversight to the maintenance and permanent collection at The Bass, which offers a significant portfolio of in-person and virtual art experiences, education programs, and temporary public art commissions to keep the community engaged. Museum operations are supplemented by the Friends of the Bass Museum, Inc., a 501(c)3 organization established to advise trustees and serve as the museum's main fundraising entity. Highlights of the season included Adrián Villar Rojas with Mariana *Telleria: El fin de la imaginación*, Jamilah Sabur: *The Harvesters*, and *Phraseology*, a new exhibition that explores language in modern and contemporary art. In March 2023, The Bass unveiled Venezuelan American artist, architect and cultural activist Carola Bravo as the 2023 winner of the New Monuments open artist call, a project established in 2020 with support from the John S. and James L. Knight Foundation through the museum's Knight Art Commissions Program. As well, in November 2022, The Bass was awarded an additional \$1.25M by the Knight Foundation to support technology-based initiatives.

In addition, Cultural Affairs oversees the Art in Public Places Program (AIPP) Committee, the installation and maintenance of all current installations, and the AiPP Committee's curatorial work on all new and proposed artwork. Over the past year, the program has overseen the donation process and installation of *Minna* by Jaime Plensa, a monumental sculpture which opened in Pride Park during Art Week Miami Beach 2022. Through its Legacy Purchase Program, AiPP acquired an installation by multi-disciplinary Afro-Cuban artist Juana Valdes, which will be installed in the East Lobby of the Miami Beach Convention Center. Cultural Affairs also oversees a portfolio of temporary public art installations, including *No Vacancy*, *Miami Beach*, *Aspen Ideas: Climate*, *Elevate Española* and projects funded through OnStage! Miami Beach. In 2022, this included twelve installations for *No Vacancy*, *Miami Beach*, fourteen installations for *Aspen Ideas: Climate* and the largest-to-date commission through OnStage!, *Starchild* by the artist duo FriendsWithYou. In addition, AiPP is managing a major restoration of Tobias Rehberger's "obstinate lighthouse (2011)" located in South Pointe Park.

Film and Special Event Production division manages, and issues special events and film permits, working closely with local and national event producers to authorize events on public and private property, including weddings, ceremonies, and teambuilding activations. TCD issues close to 1,000 permits for film and photography productions and over 300 special event permits each season. The special event permitting process includes major oversight and knowledge of interdepartmental guidelines and regulations, all managed by the TCD team with direct on-site monitoring of events. The team serves as a liaison to statewide film agencies, acting as both an ambassador and advocate for legislative support and business development of film and print production in Miami Beach. It also serves as liaison to the Production Industry Council (PIC) and hosts monthly special event community meetings. In FY 2022, the team effectively worked through the permitting process for various

DEPARTMENT DESCRIPTION CONT'D

events celebrating anniversaries during Miami Beach Art Week 2022, including Art Basel's 20th anniversary.

FISCAL ENVIRONMENT

TCD, specifically Film and Special Event Production, is funded by the City's General Fund. The Film and Special Event Production division generates revenue from the collection of fees to offset the costs associated with permitting special events and film and print activations to ensure compliance with City regulations and guidelines.

Cultural Affairs programming is funded by Resort Tax revenues.

The AiPP program is funded by a City ordinance that reserves 2% of hard costs from capital construction projects, joint development projects, City renovations projects greater than \$250,000, and City capital change orders greater than \$200,000. These funds are set-aside for "works of art in public places other than museums which enrich and give diversion to the public environment."

In 2022, the City of Miami Beach experienced a decrease in occupancy rates, in comparison to 2019 - the last pre-COVID year. This decrease, however, was offset by an increase in room rates along with an increase in revenue per available room (RevPar) compared to 2019. Future trends look favorable with current air travel into Miami International Airport setting new records and accommodating demand by adding additional air service. As has been the case in previous years, the City continues to attract the interest of notable events, conventions, and conferences including, but not limited to, the Miami International Boat Show, South Beach Wine and Food Festival, Art Basel Miami Beach, Design Miami, Air & Sea Show, Miami Beach Gay Pride Festival, Art Deco Weekend, Seatrade Cruise Global Annual Meeting, eMerge America's Technology Conference, Florida Super-Con, Jeweler's International Showcase, and the Miami International Auto Show. New events in 2022 were the FTX Grand Prix Festival, during Formula1 weekend, which brought international visitors and race car aficionados to the Art Deco Cultural District, and the Bitcoin 2022 Conference, which included the Sound Money Fest in Pride Park.



TOURISM & CULTURE

STRATEGIC ALIGNMENT

Main Vision Area:

Prosperity

Management Objectives:



- **Prosperity**
 - Market, promote and strengthen Miami Beach as a world class arts, culture, and quality entertainment destination
 - Balance residents' quality of life with tourism and special events through careful planning and exploring strategies from other global destinations
 - Revitalize targeted areas and increase investment through master plans and business vibrancy efforts as well as core services like safety and code enforcement. Better leverage our assets and parking lots. Areas include North Beach, Ocean Drive, 41 Street, Lincoln Road and Washington Avenue
- **Neighborhoods**
 - Evolve parks and green spaces to meet the changing needs of the community through creating a Parks Master Plan to improve programming, facilities, cycling, and water management. The plan should include iconic art, cultural opportunities and appropriate lighting
- **Organizational Innovation**
 - Support all objectives to improve strategic decision making and financial stewardship, making the city more business friendly and user friendly, with an employee culture of problem solving and engagement

Strategic Plan Actions:

- **DEVELOP** a renovation and finance plan for Fillmore Theater
- **COMPLETE** Ocean Drive renovation, activation, and programming
- **COMPLETE** revisions to special event and film guidelines and special event sponsorship process
- **INCREASE** communication with residents and business owners for special event notification
- **ATTRACT** signature world-renowned events that provide public, and resident benefits
- **COORDINATE** implementation of public art in G.O. Bond-funded Parks projects

Budget Enhancement Actions:

- Normandy Fountain Programming
- CAC Grant Funding Increase
- Legacy Purchase Program

BUSINESS ENVIRONMENT

Miami Beach's reputation as an international hub of arts and culture continues to attract new events, tourists, and conventions — locally and globally. TCD remains focused on increasing international awareness on Miami Beach as a cultural capital, while ensuring our residents, businesses and visitors enjoy the fruits of creative programming.

TCD has developed clear and consistent processes and regulatory frameworks for special events and encourages high standards from vendors that balance the economic, environmental and community benefits and concerns. TCD has managed to maintain a cohesive relationship with the arts, culture, special events and film industry leaders. Internally, TCD has a close working relationship with various city departments, such as Fire, Police, Code, Public Works, Parks and Recreation, Property Maintenance, Beach Maintenance and Environmental Sustainability in order to ensure city rules and regulations are followed.

SIGNIFICANT ACCOMPLISHMENTS

Cultural Affairs

- Instituted significant technology-based upgrades to grant applications and final reports for cultural anchors and cultural presenters, which improved the effectiveness and efficiency in administering over 50 grant applications
- Provided year-round arts programming for residents and visitors. Nonprofit recipients of cultural grants administered by the CAC provide year-round arts programming for Miami Beach residents and visitors, including music concerts, dance performances, theater, opera, spoken word, film screenings, art exhibitions, architectural tours, lectures, workshops, and classes. Many of these events are free and open to the public, including the Arts in the Parks series produced in collaboration with The Rhythm Foundation.

Cultural Programs

TCD, historically, has been a film and special event permitting office. Since FY 2020, the department has experienced a growth in demand for in-house produced programming. In FY 2022, TCD produced seven cultural events and programs. They are detailed as follows:

- **No Vacancy:** Partnered with the VCA to implement the third edition of No Vacancy, a juried art competition that supports and celebrates mainly local artists, provokes critical discourse, and encourages the public to experience Miami Beach's famed hotels as temporary art destinations. This year was the largest to date, with an expanded program presenting 12 artists creating site-specific works at 12 iconic Miami Beach hotels. The installations were on view from Thursday, November 17 through December 8, 2022. No Vacancy garnered extensive national and international media coverage.

TOURISM & CULTURE

SIGNIFICANT ACCOMPLISHMENTS CONT'D

- Launched the fourth season of **Culture Crawl** in October 2022, which featured free and unique cultural experiences throughout the city each third Thursday of the month through May, from 6 p.m. to 9 p.m.
- In conjunction with the **Aspen Ideas: Climate** conference, commissioned a series of temporary site-specific public art commissions, film screenings, and performances highlighting issues related to climate change and sea level rise. Fourteen (14) Miami-based artists presented their work
- Launched **Elevate Española**, a dedicated art presentation site that will commission installations suspended above the historic Española Way corridor. Featuring two projects annually, Elevate Española will play an important role in bringing contemporary art to one of the most publicly visible areas of Miami Beach.
- For the third iteration of **Juneteenth Freedom Day Celebration**, along with distinguished speakers, the program grew to include performances by Jim Gasior and the New World School of the Arts Jazz Band, jazz singer Carole Ann Taylor, and three-time Grammy nominated jazz musician Melton Mustafa Jr. The morning event kicked off a full day of City sponsored programming.
- **Miami Beach OnStage!**: This event marks the City's largest free outdoor performing and visual arts program with live performances and site-specific temporary art installations in Miami Beach's beautiful parks, pedestrian streets, and other unexpected locations throughout the City. These culturally diverse performances include music, movies, dance, and art.
- **Miami Beach Live!**: Production for the second Miami Beach Live! For March 2023 started in June of the previous year, with a fitness theme for the month-long activation. International and national sports organizations were incentivized to bring their events to Miami Beach, In addition, the Kiwanis Club of Little Havana activated a new Carnival Miami Experience, Art on the Drive. TCD worked closely with the GMCVB and Miami Beach VCA in the marketing of the events.

Art in Public Places (AiPP)

- Completed installation of Jaime Plensa's *Minna*, a monumental sculpture sited on the east side of Pride Park. The work, valued at \$2M, was generously donated to the City of Miami Beach by Norma and Irma Braman.
- Through the Legacy Purchase Program, Art in Public Places acquired *Colored Bone China Rags* by Juana Valdes. In her work, Valdés examines Afro-Cuban migration through the lens of material culture and personal experience.
- Annual maintenance included the restoration of *Bent Pool* (2019) by Elmgreen & Dragset, oversight of the *Apollo* mural restoration, and *obstinate lighthouse* (2011) by Tobias Rehberger. Staff continues to work with outside counsel with issues related to *Morris Lapidus* by Sarah Morris.

SIGNIFICANT ACCOMPLISHMENTS CONT'D

Bass Museum

- The Bass was honored to receive \$1.25 million in arts investments from Knight Foundation during Miami Art Week. As Knight Arts Miami Grantee, The Bass will direct this support towards expanding art exhibitions and public programs that explore the intersection between art and technology.
- The Knight Foundation award comes on the heels of The Bass receiving \$20.1 million from Miami Beach's General Obligation Bond (G.O. Bond), which passed in the November 6, 2022, election. The bond, which totals \$159 million and supports 16 local city-owned cultural facilities, improves resiliency and infrastructure for arts and cultural groups to transform and expand their impact on the community. With the G.O. Bond funds, The Bass plans to update Pritzker Prize-winning architect Arata Isozaki's original 1995 building concept by adding a new wing south-west of the museum, as well as undertake infrastructure enhancements to the current facility.



TOURISM & CULTURE

SIGNIFICANT ACCOMPLISHMENTS CONT'D

- STEAM Plus, initiated in 2018 by Mayor Dan Gelber, is a curriculum-based art program managed by The Bass which integrates visual and performing arts into science, technology, engineering, and mathematics (STEM) classes in the local public schools. The project has breathed new life into the curriculum of seven schools in Miami Beach by inviting creatives from the city's most esteemed arts institutions to go in and help teach core subjects. STEAM+ has worked with 11 arts institutions – including Miami New Drama, Young Musicians Unite, Wolfsonian-FIU, Miami Beach Botanical Gardens, Miami City Ballet, and New World Symphony – reaching close to 5,000 students across seven public schools. As part of Art Basel: Miami Beach's 20th Anniversary celebrations, Art Basel committed a \$100,000 gift of support to The Bass' Miami Beach STEAM+ program. In 2022, the STEAM Plus employed 48 teaching artists, reached 178 classrooms, and provided 1,400 instruction hours.
- The Bass continued to engage the Miami Beach community with programs such as Curator Culture, Creativity in the Community and Bruch at the Bass. These programs presented a series of conversations designed to provoke and debate creative solutions to the urgency of our time.

Launched Elevate Española, a dedicated art presentation site that will commission installations suspended above the historic Española Way corridor, one of the most publicly visible areas of Miami Beach.

SIGNIFICANT ACCOMPLISHMENTS CONT'D

Film & Special Event Production

- In 2022, TCD successfully worked with Oolite Arts for a partnership with the City, for "Local Love Letters," film contest which featured an open call to Miami-based filmmakers to show their affection for the city. Nine winners received \$5,000 to develop a 3-to-5-minute short film featuring Miami Beach as the backdrop. The films will debut, free of charge, outdoors at New World Symphony's SoundScape Park. Both narratives and documentaries, the films took the viewer through the sites, present and past, that make Miami Beach. One features three chapters of a Haitian family's life, all played out on the shores of North Beach. In another, a couple reminisces about how they met when a parrot swooped too close to them on Lincoln Road, forcing them into each other's path.
- Notable special events in FY 2023 included The Miami International Boat Show, South Beach Wine and Food Festival, Art Basel Miami Beach, DesignMiami, Miami Beach Gay Pride Festival, Art Deco Weekend, and Hyundai Air & Sea Show. We were also excited to have the Formula 1 Festival in May 2023, bringing international visitors and race car aficionados to the Art Deco Cultural District.
- Below are representative samples of articles highlighting Miami Beach as a tourist destination:
 1. Where do travelers want to go in 2023? Study says Miami Beach, Key West – and Cuba? (Miami Herald)
 2. Miami tourism glows as international arrivals soar (Miami Today News)
 3. Miami Beach's World-Famous Waters Inspire Seasonal Travel Experiences (PR Newswire)
 4. Award-Winning Year for Miami Beach in Tourism (West Orlando News)
 5. Miami Is Receiving Record Numbers Of Tourists And The Trend Isn't Stopping Any Time Soon (Traveling Lifestyle)
 6. 2022 Marks an Award-Winning Year for Miami Beach, Miami Beach Visitor and Convention Authority and Chairman (Miami's Community News)
 7. Michelin puts Sunshine State on the menu (Travel Weekly)
 8. Why There's Never Been a Better Time to Visit Miami (Conde Nast Traveler)



TOURISM & CULTURE

CRITICAL SUCCESS FACTORS

Cultural Affairs

- Creating awareness for residents and visitors regarding the many significant cultural venues in Miami Beach underlines the City's reputation as an emerging arts and culture leader, which provides an international profile lift for Miami Beach. Venues include The Bass, Fillmore Miami Beach at the Jackie Gleason Theater, Miami Beach Bandshell and Colony Theatre.
- Developing a cultural strategic plan will be critical to a successful short- and long-term plan to build awareness and access to world-class art and culture

Film & Special Event Production

- Working with the Production Industry Council (PIC) to develop a strategic plan that will promote the city as a premier location and attract film and print industry projects
- Collaborate with Miami-Dade County and the Miami Beach Visitor and Convention Authority (MBVCA) to create stackable film incentives
- Collaboration with the state's Office of Film and Entertainment (OFE) and FilmFlorida to continue implementing best practices for industry



FUTURE OUTLOOK

The City's profile as tourism location was enhanced during FY 2022, as residents and visitors explored new arts and cultural offerings. We will continue to look for ways to further market City attributes to ensure that both tourists and residents are aware of the many cultural and artistic offerings in Miami Beach. The City's cultural profile continues to expand with new events and arts activations.

