

# 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 Miami Beach as a world-class, international destination, while ensuring residents, businesses, and visitors enjoy arts and cultural programming on an annual basis.

## DEPARTMENT DESCRIPTION

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 programmatic use of public spaces.

To achieve the TCD mission, the department is comprised of two divisions that focus on providing sustaining support to residents, businesses, and visitors to encourage a robust cultural climate and facilitate the development of a healthy economy.

The **Cultural Affairs Division** manages the grant-making 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. The division also oversees management agreements with The Bass, The Colony Theatre, and the Rotunda in Collins Park, working closely to ensure that financial and lease agreement obligations are met.

In addition, Cultural Affairs oversees the Art in Public Places Program (AiPP), the installation and maintenance of all 26 current installations, and the AiPP Committee’s curatorial work on all new and proposed artwork. The division oversees a portfolio of temporary public art installations, including No Vacancy Miami Beach, Elevate Española, Legacy Purchase Program, and Aspen Ideas: Climate.

The **Special Event and Film 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 team-building activations. TCD issues close to 1,000 permits for film and photography productions and special events 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.

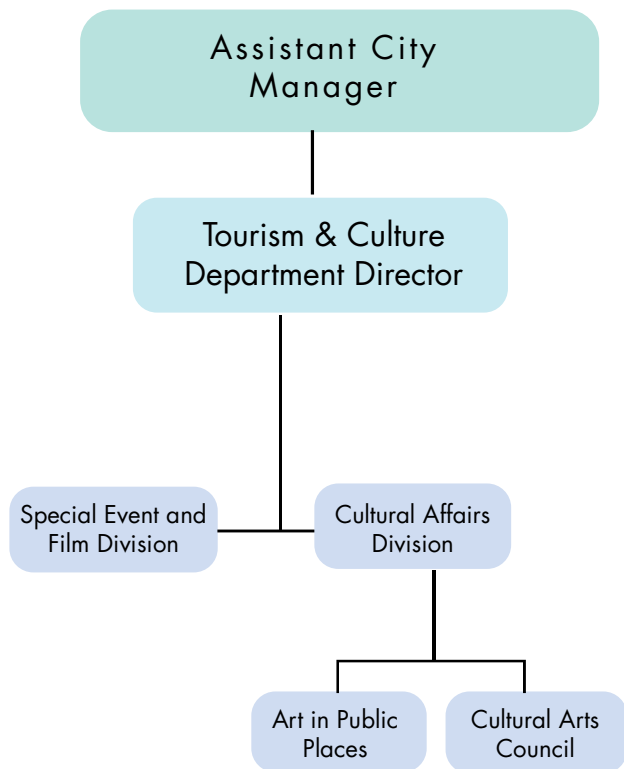
## DEPARTMENT DESCRIPTION CONT'D

TCD oversees five (5) City Advisory Committees comprised of industry experts and residents appointed by the Mayor and City Commission including the Cultural Arts Council, Art in Public Places, Production Industry Council, Black Affairs Advisory Committee, and the Hall of Fame Committee.

The Department also oversees the multi-year management agreement with Friends of the Bass Museum for the management of the Bass Museum and with Miami New Drama for the management of the Colony Theater, two of the City’s cultural anchor institutions.

The Tourism and Culture Department serves as the contract administrator for various agreements with organizations that include local business improvement and neighborhood associations such as the Collins Park Neighborhood Association, Normandy Fountain Business Association, Ocean Drive Improvement Association, and the Lincoln Road Business Improvement District. The City generously funds these local organizations through annual sponsorships totaling an amount of \$223,450, approximately 90 public programs and serving approximately 400,00 attendees a year.

The Department also serves as the contract administrator for multi-year agreements with local, national, and international organizations that include Art Basel Miami Beach (Art Basel Zone), Design Miami, South Beach Wine and Food Festival, Miami Beach Pride, and the Hyundai Air and Sea Show.



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## FISCAL ENVIRONMENT

TCD, specifically the Special Event and Film Division, is funded by the City's General Fund, which includes revenues generated from the collection of special event and film permit fees. Additional departmental items that are funded from the General Fund include the Film Incentive Program, Soundscape Cinema Series, Normandy Fountain and North Beach programming, and the agreements for the Bass Museum and the Colony Theatre.

The Cultural Affairs Division oversees various Cultural Arts Council Grants awarded to cultural anchors and presenters that are funded by Resort Tax revenues. Additional cultural programming presented by TCD is also supported by the Resort Tax Fund.

The Department manages sponsorships of various large-scale community events approved through the Special Events Sponsorship Program or as directed by the City Commission. In addition, the department sponsors cultural programming throughout the City in areas such as Collins Park and Lincoln Road, in addition to the sponsorship of the Ocean Drive Promenade Music Series. TCD also produces various events through the City's Miami Beach OnStage! program and produces the City's annual Fire on the 4th event. The previously mentioned sponsorships and programming is funded by the Resort Tax Fund.

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."



## 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:

- Additional Funding - Film Incentive Program
- Additional Funding - Normandy Fountain Business Association
- Funding Set aside for Miami New Drama Management Agreement

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## BUSINESS ENVIRONMENT

The Tourism and Culture Department serves the community by increasing the City's reputation as a culture capital, while ensuring residents, businesses, and visitors enjoy arts and cultural programming on an annual basis.

The Department 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 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 66 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

Historically, TCD was primarily tasked with permitting special events and film activations to take place in the city. However, the department has experienced a higher demand for in-house cultural programming for the benefit of residents and visitors alike. In the previous year, the department produced six cultural events and programs. They are detailed as follows:

## SIGNIFICANT ACCOMPLISHMENTS CONT'D

- Partnered with the Visitor and Convention Authority (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 16 through December 8, 2023. No Vacancy garnered extensive national and international media coverage.
- Launched the fifth season of **Culture Crawl** in October 2023, 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.
- Partnered with Miami Dade County Cultural Affairs Department for the second year in a row for the 2023 **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.
- In 2023, commissioned the fourth and fifth installations for **Elevate Española**, a dedicated art presentation site featuring installations suspended above the historic Española Way corridor with Brazilian collective assume vivid astro focus and local artist Jillian Mayer. Featuring two projects annually, Elevate Española plays an important role in bringing contemporary art to one of the most publicly visible areas of Miami Beach, while promoting pedestrian connectivity to Ocean Drive.
- Produced the annual **Fire on the Fourth**, with fireworks and a drone show lighting up the skies over Miami Beach! The annual family-friendly event includes activities for residents during the 4th of July holiday.
- In 2022, TCD created a new program the **Holiday Drone Show** in December. For its second year, the audience grew to approximately 5,000 attendees. Due to the audience participation and residents desire to grow the drone display, for 2024 the City will be formally partnering with Miami Beach Classical Music Festival with a projection mapping display on Ocean Drive to further enhance the holiday event.

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## SIGNIFICANT ACCOMPLISHMENTS CONT'D

- For the fourth iteration of the **Juneteenth Freedom Day Celebration**, along with distinguished speakers, the program was further expanded to partner with local non-profit organization Hue'd Songs at the Miami Beach Bandshell. The event included performances by Jim Gasior and the New World School of the Arts Jazz Band and the Harden Project.
- The annual **Miami Beach OnStage!** series 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.

### Art in Public Places (AiPP)

- Through the Legacy Purchase Program, Art in Public Places acquired glass and mixed media sculpture by emerging Dutch artist Anneke Eussen. In her work, *It's Alright*, Eussen presents a wall-mounted glass and mixed media sculpture. Growing up in a Dutch town neighboring Germany and Belgium, Eussen's use of recuperated glass strips and panes evoke map-like shapes and imaginary territories that, when overlapped and reused, question the idea of borders by creating a new, composite form. Annual maintenance included the restoration of Bent Pool (2019) by Elmgreen & Dragset, Jaume Plensa's *Minna*.
- A complete restoration of the obstinate lighthouse (2011) by Tobias Rehberger and the Jack Stewart Apollo. Additional oversight included the acceptance of the Apollo and transportation to storage facility.
- In 2023, the program coordinated twelve installations for No Vacancy, Miami Beach, fourteen installations for Aspen Ideas: Climate, and the temporary art installation on the 41 Street Corridor, *Run, Run, Run, Like the Wind*, a street pole banner exhibition by local artist Edison Peñafiel

### Bass Museum - Friends of the Bass Museum

- Achieved a \$5.6 million budget for FY 2024, a 19.5% budget increase from FY 2023
- STEAM+ has completed its sixth year and served 3,050 students through 35 partnerships with all 7 area public schools.
- Secured scholarship funding for Summer Art Camp, enabling the museum to award 40 five-week scholarships to 55% of camp attendees.

## SIGNIFICANT ACCOMPLISHMENTS CONT'D

- Expanded the Family Art & Literacy program to West Coconut Grove, increasing the number of workshops by 115% and the number of participants by 188%

### Colony Theatre - Miami New Drama

- In 2023, Miami New Drama received the Remy award for Outstanding Contribution to Children's Theatre, the Silver Palm Award for Cultural Contribution for its world premiere production of *Create Dangerously*, and five Carbonell Award nominations, as well as the PNC Arts Alive Grant, a grant from the Jorge Perez Family Foundation, and a \$1M multi-year Digital Transformation grant from Knight Foundation.



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## SIGNIFICANT ACCOMPLISHMENTS CONT'D

### Special Event and Film Division

In 2023, the City of Miami Beach experienced slight decreases in both occupancy rates and revenue per available room (RevPar) in comparison to 2022. The future trends look favorable, however, with early 2024 numbers displaying an increase in air travel compared to 2023 and hotel occupancy on par with 2023.

As has been the case in previous years, the City continues to attract the interest of notable events, conventions, and conferences. The division effectively worked through the permitting process for various large-scale annual events, including South Beach Wine and Food Festival, Hyundai Air and Sea Show, Miami International Boat Show, Art Basel Miami Beach, Design Miami, Miami Beach Gay Pride Festival, Art Deco Weekend, and for events during major impact periods including Miami Beach Art Week and Miami Beach Race Weekend.

- Successfully worked with Oolite Arts for a third partnership with the City, to commission three short films on climate solutions to debut at the 2024 Aspen Ideas: Climate conference. The filmmakers, all South Florida based, received \$15,000 to create a 10–12-minute film on the climate crisis. The new works will be screened during the third annual event in March of 2024.
- Completed a revision to the Special Event Guidelines, to include updates from departments affected by Special Events, including Building, Code Compliance, Environmental and Sustainability, Fire, Parking, Parks and Recreation, Police, Facilities & Fleet Management, Public Works, and Transportation
- Completed a revision to the Special Event Sponsorship Program Guidelines, with said revisions including a two-tier program with qualifying criteria and evaluation process to analyze and process sponsorship requests based upon weighted criteria, and a maximum funding request allowable
- Successfully worked with Oolite Arts for a third partnership with the City, to commission three short films on climate solutions to debut at the 2024 Aspen Ideas: Climate conference. The filmmakers, all South Florida based, received \$15,000 to create a 10–12-minute film on the climate crisis. The new works will be screened during the third annual event in March of 2024.

## SIGNIFICANT ACCOMPLISHMENTS CONT'D

- Participated in a cross-sector collaboration with the Miami-Dade County Film Office and the Greater Miami Convention and Visitor Bureau (GMCVB) to present at film conferences in an effort to promote both the City's existing and the County's new Film Incentive Programs. Unveiled in March of 2024, the County's \$10-million-dollar Film Incentive program along with the City of Miami Beach Film Incentive were promoted at premiere film-specific industry conferences including MIPCON (Cannes and Cancun), NATPE Global (Miami) and Content Americas (Miami) with panel presentations

Below are representative samples of articles highlighting Miami Beach as a tourist destination:

1. This Florida City Has the Best Beach in North America (Travel + Leisure) - October 4, 2023
2. The World Travel Awards Recognizes Miami Beach as World's Leading Lifestyle Destination 2023 (PR Newswire) - January 2, 2024
3. Miami Beach is a Sweet Spot in 2023 for Travelers Looking to Make Their Vacation Budget Go Farther (Breaking Travel News) - February 22, 2023
4. International visitors send Miami travel industry soaring (Miami News Today) - May 23, 2023
5. The Best Beaches in Miami (Conde Nast Traveler) - September 12, 2023
6. The Best Convention Centers in the U.S. (The Wall Street Journal) - September 14, 2023
7. 3 Hidden Michelin Star Restaurants Worth Traveling For (Luxury Travel Magazine) - September 14, 2023

**Completed revision to Special Event Guidelines to address community concerns and Sponsorship Program to create a two-tier program.**

# TOURISM & CULTURE

## CRITICAL SUCCESS FACTORS

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### 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-term and long-term plan to build awareness and access to world-class art and culture

### Special Event and Film Division

- 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
- Attending film production conferences to promote the City's film incentive
- Collaborating with Miami-Dade County and the Greater Miami Convention and Visitors Bureau (GMCVB) to create stackable film incentives
- Collaborating with FilmFlorida to continue implementing best practices for the local film industry

## FUTURE OUTLOOK

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The City's profile as a tourism location was enhanced during FY 2023, as residents and visitors explored new arts and cultural offerings. The Department 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.

