ITEM ELEVEN

Life is Art & PARK Project
present

MIAMI BEACH FESTIVAL OF THE ARTS

MBFA

Date: February 9-10, 2013
Time: 10am - 6:00pm
Historic Location: Ocean Terrace, east of Collins from 73rd to 75th Street

150+ High Quality Artists & Booths
Cultural and Performing Arts Entertainment
Engagement of Residents, Local Businesses, Civic & Non-Profit Organizations
International Cuisine, Live Music, Kids Corner and Fun for the entire family!

Proposal For
The City of Miami Beach Commission

Mayor Matti Herrera Bower
Vice-Mayor Jerry Libbin
Commissioner Jorge Exposito
Commissioner Michael Gongora
Commissioner Jonah Wolfson
Commissioner Edward L. Tobin
Commissioner Deede Weithorn

INTRODUCTION

The Miami Beach Festival of the Arts (MBFA) is nearly 40 years old and one of the most prestigious cultural arts festivals on the East Coast of the United States. MBFA is recorded to bring an estimated 30,000 people every year to the City of Miami Beach to peruse fine art exhibits and enjoy an outdoor festival with a diverse span of cultural and performing arts entertainment. This magnificent and long-standing tradition offers two days of music, dance, theatre, arts & crafts, storytelling, and international cuisine for people of all ages.

The City of Miami Beach prides itself as an artistic destination and should have a renowned, self-branded arts festival as part of its identity and cultural offerings. As Miami Beach residents, participants and overall supporters of MBFA for the past several years, we feel a responsibility to offer our collective expertise to bring it back, earn your trust and ensure it grows with each passing year. We are confident in our ability to create a historic "come back" event for the City of Miami Beach in 2013 with the biggest and best MBFA seen yet! With Life is Art and PARK Project at the reigns, MBFA will surely be propelled to new heights.

We will reinvigorate and infuse MBFA with our passion, contagious spirit, industry knowledge and the new life it has been craving for. We are a tight knit team of event professionals, marketers and all around do-gooders who are passionate about turning MBFA into one of our signature annual events!

GOALS

Our goal is to reinstate MBFA back to its original glory and earn local, regional and internationally acclaimed status in the next few years.

Life is Art and PARK Project seek approval of the Title Partnership opportunity that follows, and establishing an ongoing relationship with the City of Miami Beach. We are committed to produce MBFA in a way upholds the event's mission and honors the City of Miami Beach and its high quality standards. Our extensive experience in events, branding, marketing & advertising coupled with our forward thinking strategies and creative solutions will build on MBFA's success and reinvigorate Miami Beach residents, businesses and the community at large to PARK for the arts!

INCREASE the Quality of Artists & Exhibits

INCREASE in Resident Participation & Overall Attendance

INCREASE in Local Business Impact & Community Engagement

INCREASE in Sponsor Support and overall Event Revenue

MIAMI BEACH FESTIVAL OF THE ARTS MBFA

CITY OF MIAMI BEACH
TITLE PARTNERSHIP OPPORTUNITY

RIGHTS TO EVENT & TITLE
Life is Art & PARK Project present the Miami Beach Festival of the Arts

REINSTATEMENT OF CITY BUDGET
$55,000

IN-KIND REQUEST INCLUDES
Marketing & PR Support
Logistical Support
Police Coverage
Waste Management / Sanitation
Parking Management
Permit Fees
Website Domain

Preliminary Budget Estimate

TARGET EVENT BUDGET	PROJECTED 2013	ACTUAL 2009
Event Production / Logistics	$50,000.00	$44,474.31
Branding, Marketing & Advertising	$25,000.00	$22,065.00
Design & Printing	$5,500.00	$4,008.30
Entertainment	$10,000.00	$8,900.00
Website & Registration System	$2,500.00	$2,268.77
Professional Services	$40,000.00	$40,360.77
Other Operating Expenses	$10,000.00	$14,905.00
	$143,000.00	**$136,982.15**

TARGET EVENT REVENUE	PROJECTED 2013	ACTUAL 2009
Artist Application Fees	$5,000.00	$4,760.00
Booth Fees	$35,000.00	$29,415.00
Vendor Fees	$6,500.00	$6,970.00
Merchandise Sales	$1,000.00	$1,465.00
Kids Corner Fees	$1,000.00	$0.00
Program Ad Sales	$10,000.00	$7,175.00
Sponsorships	$25,000.00	$21,500.00
Grants	$40,000.00	$8,193.00
Claire Paul Award	$1,500.00	$1,500.00
City of Miami Beach	$55,000.00	$55,000.00
	$180,000.00	**$135,978.00**

TARGET REVENUE *	**$37,000.00**	**$10,507.00**

* Event Revenue benefits local artists and non-profit organizations through Life is Art & PARK Project grants, programs and events year round.

MIAMI BEACH FESTIVAL OF THE ARTS
M B F A