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**ALMODOVAR MUSICA LLC**

540 NW 166<sup>th</sup> Ave  
Pembroke Pines, FL. 33028  
melinasalsa@gmail.com  
305-321-1087  
2/19/25

**City of Miami Beach Tourism and Culture Department**

1755 Meridian Ave. Suite 500  
Miami Beach, FL. 33139

To Whom It May Concern:

I hope this letter of intent finds you well. I am writing to express my production company's strong interest in producing and hosting the upcoming **Miami Beach Salsa Festival** on September 27<sup>th</sup>, 2025 in partnership with AYUDA of Miami Beach and the Hispanic Affairs Committee of Miami Beach at the Miami Beach Bandshell. As an avid advocate of Latin culture and vibrant Hispanic community of Miami Beach, I am excited about the opportunity to bring this dynamic and celebratory event again to Miami Beach. We have reserved the date already at the Miami Beach Bandshell.

This festival is intended to showcase for ten years in a row in Miami Beach the rich cultural heritage of salsa music and dance, attracting both local residents and international visitors. Miami Beach, known for its diverse cultural influences and lively entertainment scene, is the perfect backdrop for this event, and we aim to celebrate the art form in a way that brings together people of all ages, backgrounds, and skill levels.

Throughout the festival, we plan to offer an exciting lineup of salsa performances, free salsa lessons for the community, and live music by renowned artists from around the world as well as local artists. Additionally, we hope to feature local vendors, food, and art, creating a vibrant and inclusive atmosphere for all attendees to enjoy. We envision this event to not only celebrate Latin music but also to highlight Miami Beach as a global hub for cultural exchange and artistic expression.

We are honored to have collaborated for more than ten years with the City of Miami Beach and the Miami Beach Bandshell in making this event a success and look forward to the next ten years.

Thank you for your consideration. I look forward to your response and the possibility of working together to bring this unforgettable celebration of Latin Culture to Miami Beach.

Warm regards,

**Melina Almodovar** CEO – Almodovar Musica LLC  
[melinasalsa@gmail.com](mailto:melinasalsa@gmail.com) / 305-321-1087