



February 29, 2024

Letter of Intent

Miami Beach Holiday Festival of Lights

On behalf of the Miami Beach Classical Music Festival (MMF), I am thrilled to submit our letter of intent for the Miami Beach Holiday Festival of Lights to be considered for funding through the City of Miami Beach Special Events Sponsorship Program. The Miami Beach Holiday Festival of Lights is an ambitious and innovative family-friendly event that aims to transform an entire city block on Ocean Drive into a magical holiday experience of interactive projection displays and live musical performances.

From December 18-22, 2024, MMF will present three performances each day, featuring MMF's talented vocal and instrumental performers alongside beloved holiday characters, including Santa Claus, The Grinch, and Elsa. The live musical performances span a diverse range of genres and honor worldwide holiday traditions, allowing attendees to revel in the joyous sounds of the season. MMF's projections will create an audiovisual narrative where cues from live singers trigger the holiday-themed video projections on the buildings behind them.

The Miami Beach Holiday Festival of Lights uses state-of-the-art projection mapping, a technological innovation that overlaps video onto all surfaces, turning ordinary objects - such as buildings - into interactive displays. Every surface becomes a canvas, with graphic projections that play off the unique architectural features of 5 consecutive buildings to create a delightful light and music experience. Similar to the Lyon Festival of Lights, a moveable image such as Santa Claus and their reindeer can fly from one building to the next.

Media Links:

- 2023 Miami Beach Holiday Festival of Lights Highlight Video:
<https://vimeo.com/903052430?share=copy>
- Santa's Entrance:
<https://vimeo.com/916986876?share=copy>
- Instagram Recap Reel:
<https://www.instagram.com/reel>
- Deco Drive News Segment:
<https://vimeo.com/916986620?share=copy>
- Miami Beach Classical Music Festival's webpage for Immersive Opera Experiences:
<https://www.miamimusicfestival.com/immersive-opera-experiences>

Previous Experience

Since its 2013 inception, the Miami Beach Classical Music Festival (MMF) has been proud to establish Miami as a premier destination for elite young classical musicians to train and perform at a fraction of the cost of professional companies while maintaining professional-level performances.

In ten seasons, MMF has established itself as one of the fastest growing and most important classical music festivals in the country, presenting 30+ public events each year, including fully staged operas,



symphonic concerts, chamber music recitals, and masterclasses where our highly talented students are front and center.

In June 2022, MMF presented the world's first fully immersive opera production in a theater setting using state-of-the-art projection mapping technology, immersing the audience within the scenes of the opera. This production of *Das Rheingold* marked the first time projection mapping was used for live opera, a significant achievement for the industry.

MMF has delved into the technology's possibilities, creating audiovisual concerts in different venues which have garnered immense praise and have sparked a strong desire for more projection activations in the community. In May 2023, MMF secured the G.O. Bond for the purchase of cutting-edge projection mapping equipment. The acquisition of top-of-the-line projection mapping equipment allowed MMF to create awe-inspiring and immersive events at a fraction of the usual expense. Traditionally, the costs associated with renting such advanced equipment limit the accessibility of these extraordinary experiences. However, with the support of the GO bond, MMF was able to bring these extravagant events to the City of Miami Beach at a much more affordable price.

During MMF's 10th Anniversary Season in July 2023, MMF featured an awe-inspiring trifecta of immersive performances: 2 full operas and 1 symphony. The response from attendees was overwhelming, leading to sold-out venues and a palpable buzz that extended far beyond the confines of the performance spaces. Social media platforms were ablaze with excitement as attendees shared their exhilarating experiences, spreading the word like wildfire.

In February 2023, MMF presented its first outdoor projection mapping concert at The Betsy Hotel, where MMF designed Valentine-themed graphics to accentuate the building's architectural features, turning a static structure into a dynamic canvas for visual art and storytelling. The projections were combined with live MMF singers helping the building come alive with images that shift and change in time with the music.

After the immense success of this event, MMF presented the first Miami Beach Holiday Festival of Lights in December 2023. The performances took place throughout three weekends in three different locations: Lincoln Road's Euclid Oval, The Gabriel South Beach Hotel, and The Betsy Hotel (and 4 adjacent buildings). Each event drew over 3,000 attendees and solidified MMF's reputation as a driving force in redefining the boundaries of live performance, leaving audiences eagerly anticipating the next groundbreaking endeavor.

Social and Community Impact

The Miami Beach Holiday Festival of Lights serves as a dynamic catalyst in enhancing Miami Beach's reputation as a premier tourist destination. By blending live, family-friendly musical performances with captivating visuals in an iconic outdoor setting, the festival creates an unforgettable cultural experience.

By offering a groundbreaking fusion of technology and artistry, the festival elevates Miami Beach's image as a sophisticated artistic destination. The innovative projection mapping technology showcases the city's commitment to embracing cutting-edge experiences, resonating with modern travelers seeking both cultural enrichment and technological marvels. As one of the few cities worldwide to employ this technology on a grand scale, Miami Beach will emerge as an innovator in blending visual arts with entertainment. This distinct appeal will draw tourists seeking exclusive experiences that only a handful of destinations can provide.



Miami Beach Classical Music Festival

1440 Ocean Drive
Miami Beach, FL 33139

The festival's open and family-friendly nature will draw in visitors from nearby cities and states, encouraging repeat attendance each year. Not to mention, the free, outdoor nature of the festival reduces barriers for access and allows attendees of all ages and backgrounds to experience the cutting-edge technology. The festival's unique audiovisual appeal will catch the attention of any onlookers on Ocean Drive, drawing large crowds and garnering attention through media coverage, social media posts, and word-of-mouth. By hosting an event of this caliber, the City of Miami Beach will elevate its appeal as a cultural epicenter, drawing visitors from around the world who are seeking unique and enriching travel experiences.

The festival's cultural components during the Holiday season are a major draw, offering an immersive journey into the spirit of the season. With diverse themes appealing to all ages, from traditional carols to iconic holiday characters, attendees can expect a magical atmosphere that resonates with families and individuals alike. The prospect of experiencing such a unique and immersive holiday festival in a vibrant city becomes a powerful motivation for travelers, further enhancing Miami Beach's allure.

I appreciate your time and consideration of our application. In seeking your support through the Special Events Sponsorship Program, MMF aims to make the Miami Beach Holiday Festival of Lights a hallmark event that not only entertains but also contributes to the cultural vibrancy of our city. I believe that this festival will highlight Miami Beach as a city at the forefront of technological innovation while fostering community spirit and enhancing the holiday experience for residents and visitors alike.

Thank you for considering our organization for this opportunity.

Sincerely,

A handwritten signature in black ink that reads "Michael Rossi". The signature is written in a cursive, flowing style.

Michael Rossi

Artistic Director and Founder

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