

MIAMI TAKEOVER X CITY OF MIAMI BEACH LETTER OF INTENT

Support from the City of Miami Beach is requested for *The Miami Takeover Weekend*, an annual three-day event that's held every year in July (this year, from July 26th - 29th) for upwardly mobile professionals that are equally enthused by entrepreneurship, entertainment, and the spirit of community. This signature weekend provides travel enthusiasts with a post-COVID19 experience primed on relaxation, communication, and community collaboration themed around the arts and culture of Washington, DC and its official Go-Go music– all while enjoying the beautiful beaches and sights of Miami Beach greater Miami-Dade County. Receipt of the Miami Beach Special Event Sponsorship Grant will allow us to enhance our current marketing and promotion budget and allow for both direct tourist and current Miami Beach residents to experience the culture of the real Washington, DC and the music and culture that sustained and grew the BIPOC population of the area for decades before gentrification changed the landscape of the city and the impact of the culture.