

Ocean Terrace Projections Proposal



About us

Since its 2013 inception, the Miami Beach Classical Music Festival (MMF) has been proud to establish Miami Beach 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 eleven 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.



PAST PERFORMANCES

A symphonic orchestra and singers perform classical music while projectors illuminate the facades of Ocean Drive's iconic buildings - an entire block of audiovisual activations sure to stop viewers in their tracks!



Engaging Performance

Performances wow audiences each night with surprise appearances from Santa, the Grinch, and Elsa throughout the performance.



Free & Family-Friendly

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 and classical music.



Captivating Visuals

Projection mapping creates captivating and visually stunning experiences with dynamic content tailored to the event.

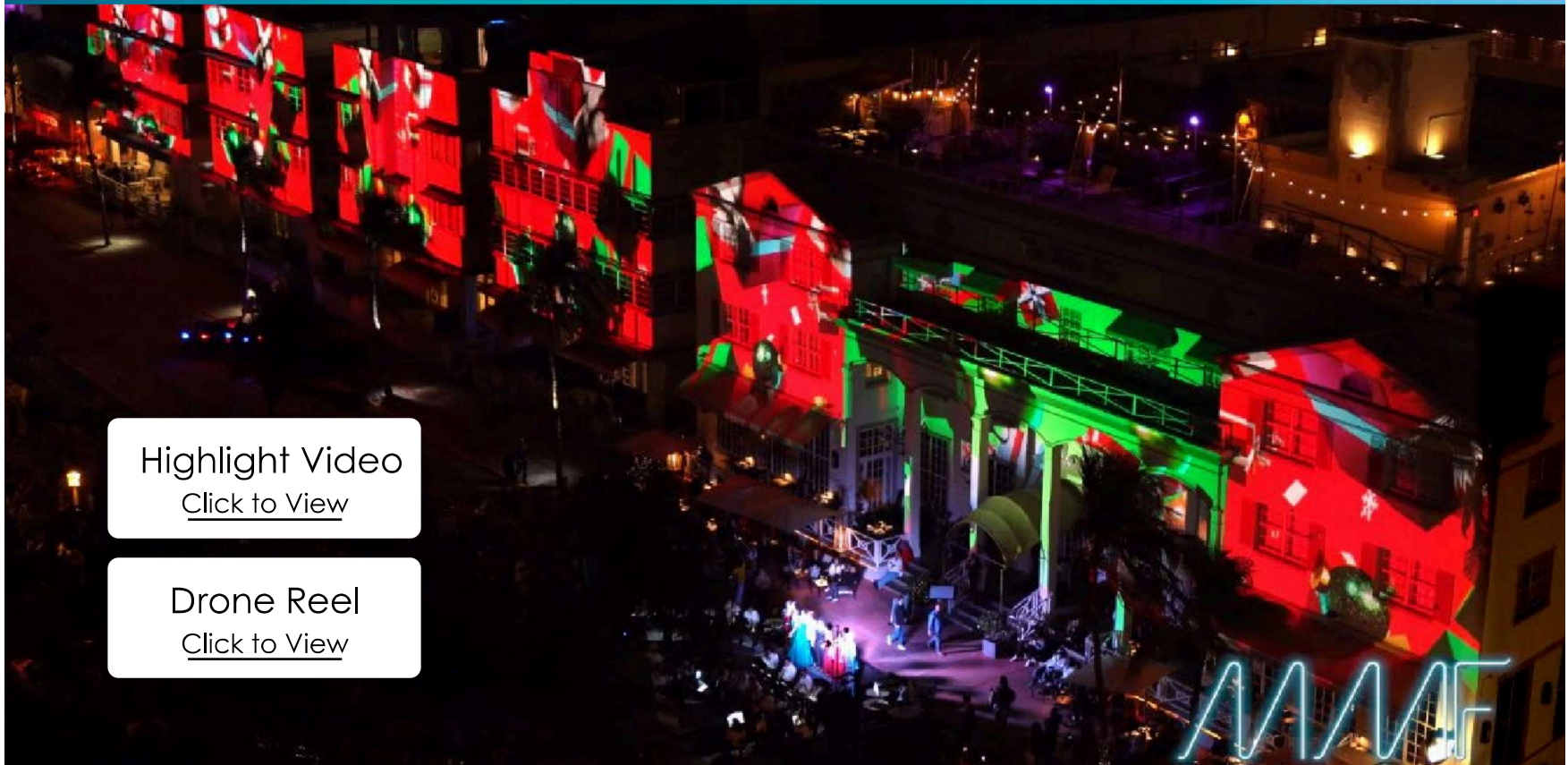
VIDEO HIGHLIGHTS

Highlight Video

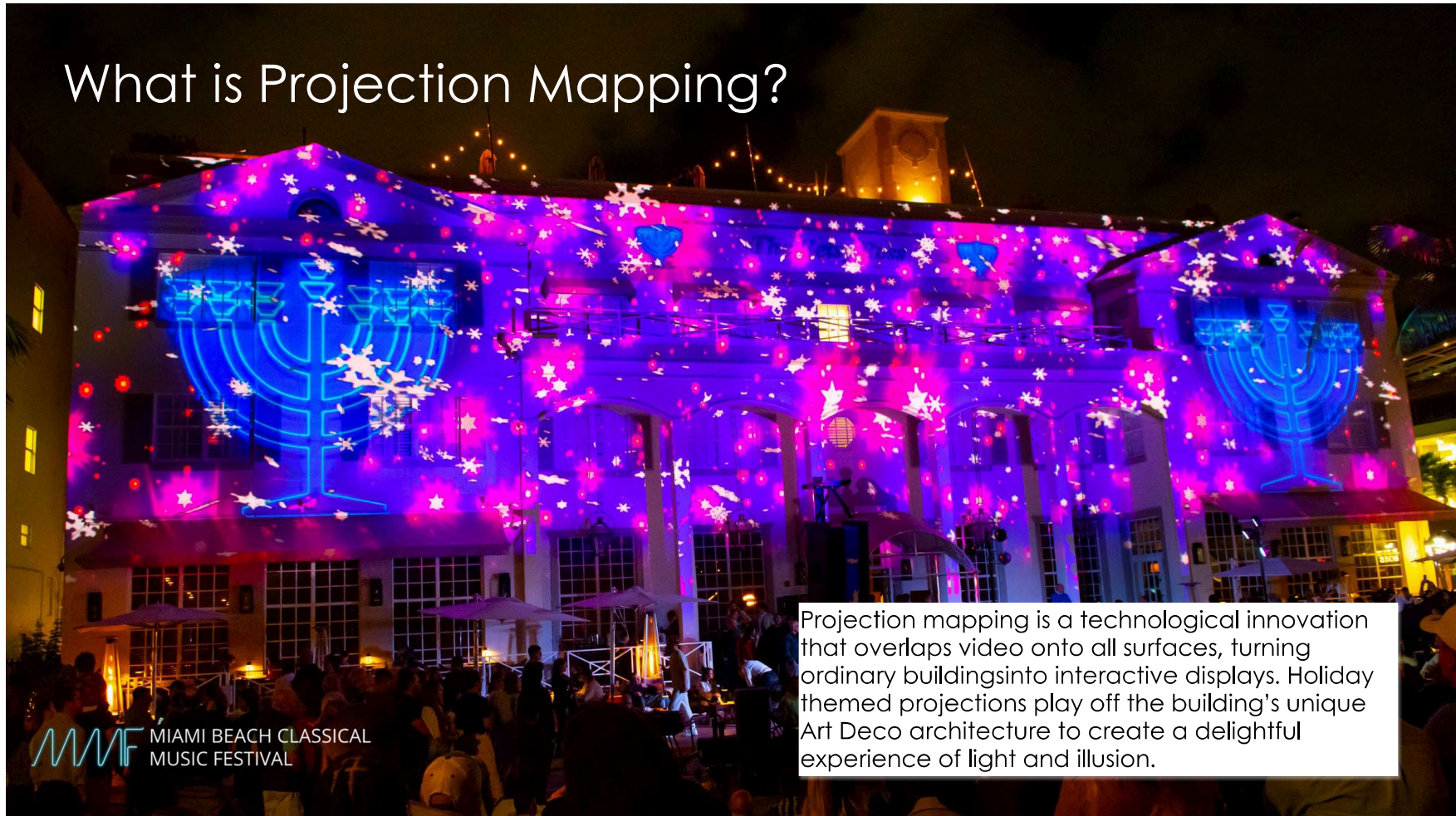
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Drone Reel

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What is Projection Mapping?



Projection mapping is a technological innovation that overlaps video onto all surfaces, turning ordinary buildings into interactive displays. Holiday themed projections play off the building's unique Art Deco architecture to create a delightful experience of light and illusion.

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MUSIC FESTIVAL

BUDGET

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Budget A:
Projection mapping
concert with 32-piece
orchestra and singers

Budget B:
Projection mapping
concert with singers
and audio backing
track

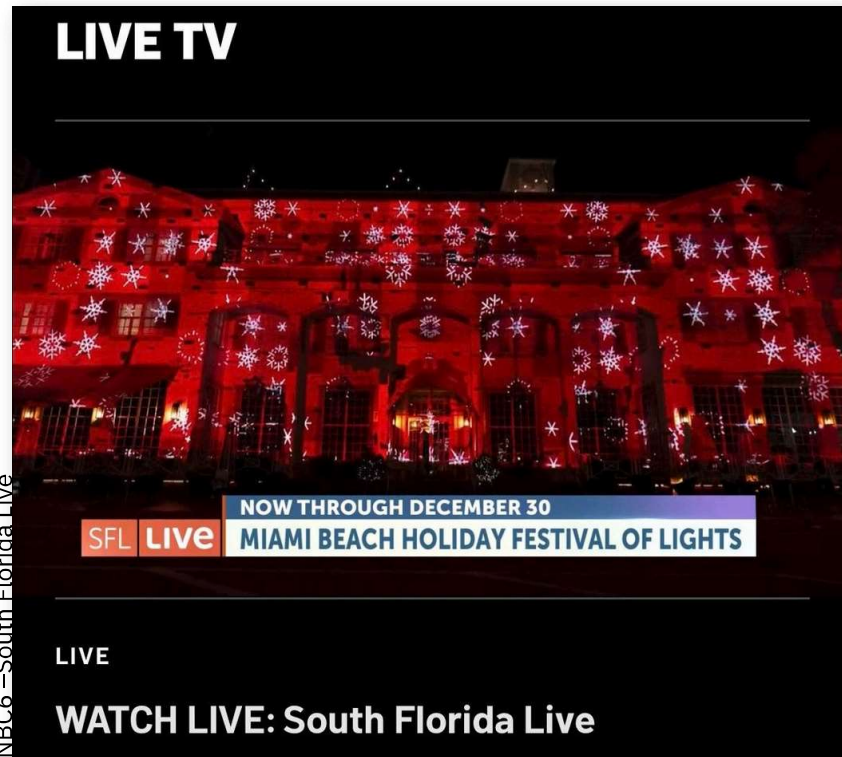
Name	Description	Budget A:	Budget B:
		July 4th Weekend with orchestra	July 4 Weekend Mapping, no orchestra
Production Costs		120390	84650
Orchestra and Singers Total		47690	13750
Production Services Audio, Stage Lighting, Power	All Stage, Lighting, Sound, Power, Production Labor	15000	10000
Conductor		4500	0
5 Professional Singers		3750	3750
Orchestra Musicians	32 Professional Musicians	23440	0
Percussion and Backline Equipment Rental		1000	0
Projection Mapping Expenses Total		46000	46000
Go Bond Equipment (100% Discount for City Event) \$35k Rental Value	Includes all Projectors, Cables, Servers	0	0
Go Bond Equipment Service	GO Bond Equipment Cleanup (Sandblasting)	1000	1000
1 Time Pre Event Mapping Fee	Includes Scans and Digital Templates of 6 Buildings	10000	10000
Event Projection Mapping Labor	Includes Onsite Mapping of 6 Buildings, 3d Plans, and Onsite Prep and Labor.	25000	25000
Electrical and Production Services	Includes Scaffolds, Electrical Wiring and Setup, Projector Prep and Delivery	10000	10000
MMF Labor		12250	11050
Project Manager		4000	4000
Security	Includes Event and Overnight Protection	4500	4500
Orchestra Personal Manager		1000	0
Costumes		200	0
Stage Hands		1050	1050
Video Mapping Assistant		1500	1500
Travel Total		1800	1200
Flights - Out of Town Projection Team		1800	1200
Permit and City Expenses Total		12650	12650
VBAs		800	800
General Contractor Permitting Fees		10000	10000
Electrical Inspection		1850	1850

LOCATION

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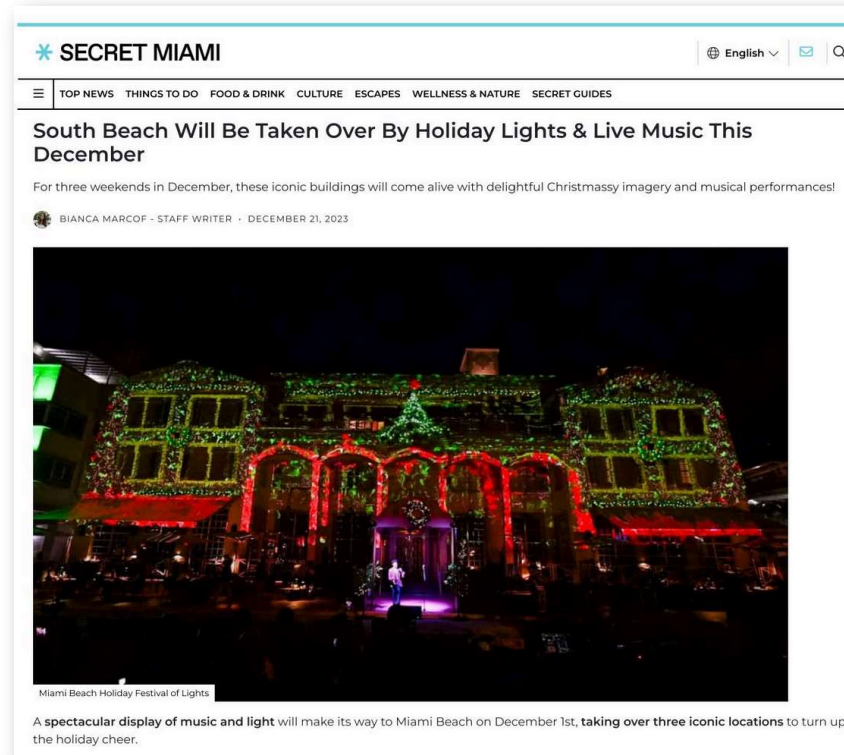
TV SEGMENTS



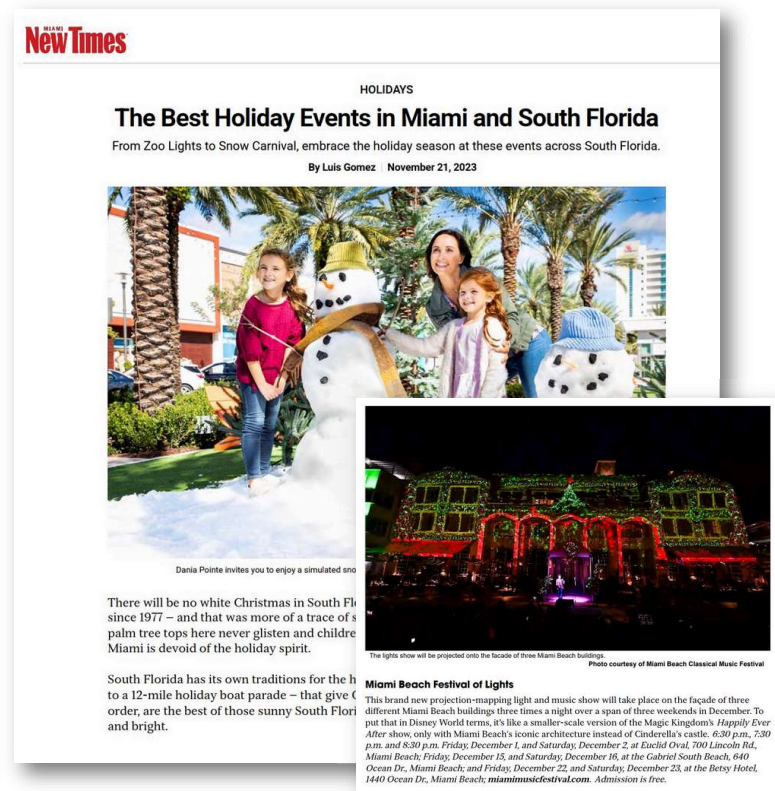
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PRESS



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SOCIAL MEDIA & INFLUENCERS



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visitmiami Immerse yourself in the magic of the season @MiamiMusicFest Holiday Festival of Lights in the heart of #MiamiBeach at @TheBetsyHotel! Join in on an enchanting experience featuring live music, festive characters and captivating projection mapping displays. The festivities unfold every half hour from 6:30-8:30pm tonight! Check the link in bio for more details on all things holiday lights in Miami!

9w

miamifriends 🍷🍷🍷
8w Reply

primeluxuryexperiences Cheers to the good life on the open water! Who's ready for a day of relaxation and luxury? 🍷🍷
8w Reply

dicecardona2 It was amazing! ❤️
9w Reply

asisevivemiami 🍷🍷🍷
9w Reply

bestsouthbeachsunsets 🍷🍷🍷🍷🍷🍷
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219 likes
December 23, 2023

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John Williams • Making the Plane (Instrumental)

miami_wonderful Save and share ❤️ info en español en el primer comentario 🇵🇸 Celebrate the holiday season at the Miami Beach Holiday Festival of Lights. FOR FREE ❤️

Prepare to be dazzled as we transform The Betsy Hotel and 4 adjoining buildings along Ocean Drive into a breathtaking wonderland of lights through the art of projection mapping and live musical performances.

Presented by the Miami Beach Classical Music Festival in collaboration with the Ocean Drive Association.

Dates:
Friday, December 22 Saturday, December 23 (with orchestra)

Performances at: 6:30, 7:30 & 8:30 PM

Address:
Ocean Drive and 14th Street
Miami Beach, FL 33139

All performances are FREE and open to the public! Don't forget to bring your chairs or blankets to comfortably enjoy the performance.

📍: @rosaliveros GRACIAS 🍷

#miami #miamiach #miamiwonderful #florida

1,219 likes
December 22, 2023

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