

10. DISCUSS THE INSTALLATION OF A "COMMUNITY PIANO," ALONG WITH PROPOSED LOCATIONS FOR ONE PIANO IN SOUTH BEACH AND ONE IN NORTH BEACH

Applicable Area:

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Public Safety and Neighborhood Quality of Life Committee Members

FROM: Eric Carpenter, City Manager

DATE: March 12, 2025

TITLE: DISCUSS THE INSTALLATION OF A "COMMUNITY PIANO," ALONG WITH PROPOSED LOCATIONS FOR ONE PIANO IN SOUTH BEACH AND ONE IN NORTH BEACH

RECOMMENDATION

The Administration recommends that the Public Safety and Neighborhood Quality of Life Committee discuss the installation of a "Community Piano" program, along with proposed locations for one (1) piano in South Beach and one (1) in North Beach. Should the Committee have a favorable recommendation to fund a potential temporary Community Piano program, the Administration recommends that it be temporary in nature in line with previous activations of such a program throughout the country, including Miami-Dade County, and be considered as part of the FY 2026 budget process.

BACKGROUND/HISTORY

At the February 3, 2025, City Commission Meeting, the Mayor and Commission approved a referral by Commissioner Alex Fernandez to the Public Safety and Neighborhood Quality of Life Committee (PSNQLC) to discuss installing "community pianos" in South Beach and North Beach.

At the January 20, 2022, City Commission Meeting, the Mayor and Commission approved a referral by Commissioner Alex Fernandez to the Art in Public Places Committee (AiPP) to make recommendations regarding the selection of an artist-designed "Community Piano," along with proposed locations for the installation of the community piano within the Art Deco Cultural District.

The memorandum included considering partnerships with local schools to provide opportunities for students to earn community service hours and gain performance experience and explore other ways to collaborate with local arts organizations to sponsor activations such as free concerts or other performances.

The Tourism and Culture Cultural Affairs Division conducted due diligence to gather information to present to the AiPP Committee the potential of a community piano installation program. Staff identified two organizations: The Sing for Hope Pianos and Street Pianos.

Staff selected the "The Sing for Hope Pianos" as the organization with the most significant public art projects, placing temporary artist-designed pianos in parks and public spaces. The temporary placement timeline is called a "public residency," after which the pianos are placed permanently within a school or non-profit organization. The Sing for Hope Pianos provided the attached project summary, budget, and timeline. Exhibit A and B.

Proposed Project Summary

The Sing for Hope Pianos program offers a year-continuum of creative community-building in four dynamic stages:

Stage 1: RFP & Artist Selection Process

- SFH shares Request for Proposals (RFP) via cultural and educational networks.
- Proposals from artists are submitted and processed by SFH.
- SFH convenes an outside adjudication panel with participants from leading cultural and community-based organizations.
- Artist selections are made and communicated.

Stage 2: Artwork Creation

- Chosen artists convene at Sing for Hope Piano Art Studio (or alternative local site mutually determined with partnering organizations) to create their piano artworks.
- SFH piano technicians and studio managers ensure smooth artistic creation process.
- SFH staff maintain supplies, including artist paints from sponsor Liquitex.
- Post-painting, SFH staff applies plaques, weatherizes instrument via finishing, and affixes specially designed rain tarp.

Stage 3: Public Residency (including Launch Event)

- Sing for Hope Pianos kick off with a public Launch Event, our one-day open festival of “art for all” with pianos in a public space open for all to enjoy, featuring special performances by leading artists and community groups alike.
- SFH Pianos are then moved out to parks and public spaces for anyone and everyone to play, amplifying our partners’ reach and engagement.
- SFH Pianos remain open for anyone and everyone to enjoy for 3 weeks, featuring scheduled and spontaneous musical moments, countless social media shares, etc.
- Each location is chosen in tandem with city officials and co-managed daily by our consortium of Sing for Hope Piano Buddies and city parks managers, BIDS, community organizations, and local business owners.

Stage 4: Permanent Home & Ongoing Programming (including Ribbon-Cutting)

- After their public residency, the SFH Pianos are transported back to the SFH Pianos Art Studio to be retouched and tuned.
- SFH Pianos are then moved to selected under-resourced schools, hospitals, and/or community-based organizations to become hubs for future programming.
- SFH Pianos are presented to their new permanent homes in special Ribbon-Cutting events with communities.
- In NYC, SFH Pianos are now in 220+ public schools, serving 100,000+ students and community members.
- SFH Pianos live on forever in their new community homes, sparking imagination via our ongoing programs and igniting creativity year-round.

At the March 15, 2022, AiPP Committee meeting, the Committee discussed the Community Piano activation referral. The AiPP Committee made a motion to postpone the overall discussion while acknowledging the worthwhile gesture and spirit of the program. The Committee felt this program was not a true Art in Public Place project and did not to support this activation financially but would advise on placement and artistic choices should funding be identified.

ANALYSIS

Community Piano programs have been activated in cities across the U.S. to encourage community engagement. The pianos are generally available to beginners and experts alike and are painted by local visual artists.

On December 1-4, 2011, the Pop-Up Miami Piano 2011, a privately funded temporary public project by the Black Key Group, was unveiled. Eleven pianos, donated by Steinway Piano Gallery of Miami, were set up in public spaces throughout Miami-Dade County – including a spot outside The Adrienne Arsht Center for the Performing Arts of Miami-Dade County, which is in the middle of a master planning process to ensure the arts remain the central force in its downtown neighborhood development.

Pop-Up Miami Piano 2011 public art project was made possible by Whitney Lykins and Isabella Acker, co-founders of The Black Key Group and a host committee of local professionals who assisted in creating, executing, and engaging the Steinway Piano Gallery of Miami. In addition, the program received additional generous support from Tobias Hamilton's Professional Piano Service, who provided the logistics and transportation of the pianos. They took inspiration from Sing For Hope, which set up street pianos in New York City in 2010. Pop-Up Miami Piano 2011 host committee selected ten (10) local visual artists to customize each piano and curated live "pop-up" performances for December 1-4, 2011.

Community Piano Program in Miami Beach

A potential Community Piano Program as a creative placemaking program would bring vibrancy and encourage pedestrian engagement in the city's commercial corridors and neighborhoods that include Ocean Drive, Washington Avenue, Lincoln Road, 41st Street and Normandy Fountain Plaza.

Proposed Locations

The referral memorandum requested the proposed Community Piano program be placed in locations in South and North Beach neighborhoods. Potential locations for a community piano in South Beach neighborhood would be Lummus Park, Española Way, and Lincoln Road. In the North Beach neighborhood, potential locations include the Normandy Fountain Plaza, Bandshell Park or Altos del Mar Park. Also, a Community Piano should be considered for entrance to the 41st Street Corridor in Harry Liebman Square. Staff recommends engaging with the impacted neighborhood associations to receive input and buy-in on the Community Piano Program.

Potential Cost

Based on the proposal from Sing for Hope Pianos from 2022, the potential cost for a temporary Community Piano program may range from approximately \$50,000 to \$108,000. Iterations of similar programs have received funding solely from a private source or a combination of private and arts grant funding.

Should it be the desire of the Mayor and City Commission to create a potential temporary Community Piano Program, the Administration recommends that it be temporary in nature in line with previous activations of such a program throughout the country, including Miami-Dade County. In addition, funding would need to be identified during the FY 2026 budget process.

FISCAL IMPACT STATEMENT

The Administration recommends that while the PSNQLC evaluates the proposal of Community Pianos, it also carefully considers several critical factors that will significantly impact the General Fund budget, beginning in FY 2026:

1. The City's increasing unfunded capital improvement program
2. Long-term General Fund financial projections indicating a potential shortfall in upcoming fiscal years;
3. The recent notification of a \$5-6 million annual budget impact on the General Fund due to the new 2% collection fee imposed by the Miami-Dade Tax Collector;
4. The passage of Amendment 5 in November 2024, which increases the homestead exemption and further constrains the growth of taxable property values.

These considerations are essential to ensure that decisions regarding the Community Pianos align with the City's broader long-term financial stability and strategic priorities. If the Committee recommends funding the program, the Administration recommends it be considered as part of the FY 2026 budget process. Potential fiscal impact estimate is \$50,000 to \$108,000.

Does this Ordinance require a Business Impact Estimate? (FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on .

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

FINANCIAL INFORMATION

CONCLUSION

The Administration recommends that the Public Safety and Neighborhood Quality of Life Committee discuss the installation of a "Community Piano" program, along with proposed locations for one (1) piano in South Beach and one (1) in North Beach. Should the Committee have a favorable recommendation to fund a potential temporary Community Piano program, the Administration recommends that it be temporary in nature in line with previous activations of such a program throughout the country, including Miami-Dade County, and be considered as part of the FY 2026 budget process.

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?

No

Is this item related to a G.O. Bond Project?

No

Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? No

If so, specify the name of lobbyist(s) and principal(s):

Department

Tourism and Culture

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Condensed Title

Discuss the installation of a "Community Piano," along with proposed locations for one piano in South Beach and one in North Beach

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Alex Fernandez
DATE: February 3, 2025
TITLE: REFERRAL TO PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE TO DISCUSS THE INSTALLATION OF A "COMMUNITY PIANO," ALONG WITH PROPOSED LOCATIONS FOR THE INSTALLATION OF ONE PIANO IN SOUTH BEACH AND ONE IN NORTH BEACH.

RECOMMENDATION

Please place the following item on the February 3, 2025, City Commission agenda a referral to the Public Safety and Neighborhood Quality of Life Committee to discuss installing "community pianos" in South Beach and North Beach. These pianos will offer a fun, creative way for people to engage in music and connect with each other.

As part of this referral, the Administration should be prepared to discuss potential locations for the pianos.

BACKGROUND/HISTORY

ANALYSIS

FISCAL IMPACT STATEMENT

Does this Ordinance require a Business Impact Estimate?

(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:

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FINANCIAL INFORMATION

CONCLUSION

Applicable Area

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Department

Office of Commissioner Alex Fernandez

Sponsor(s)

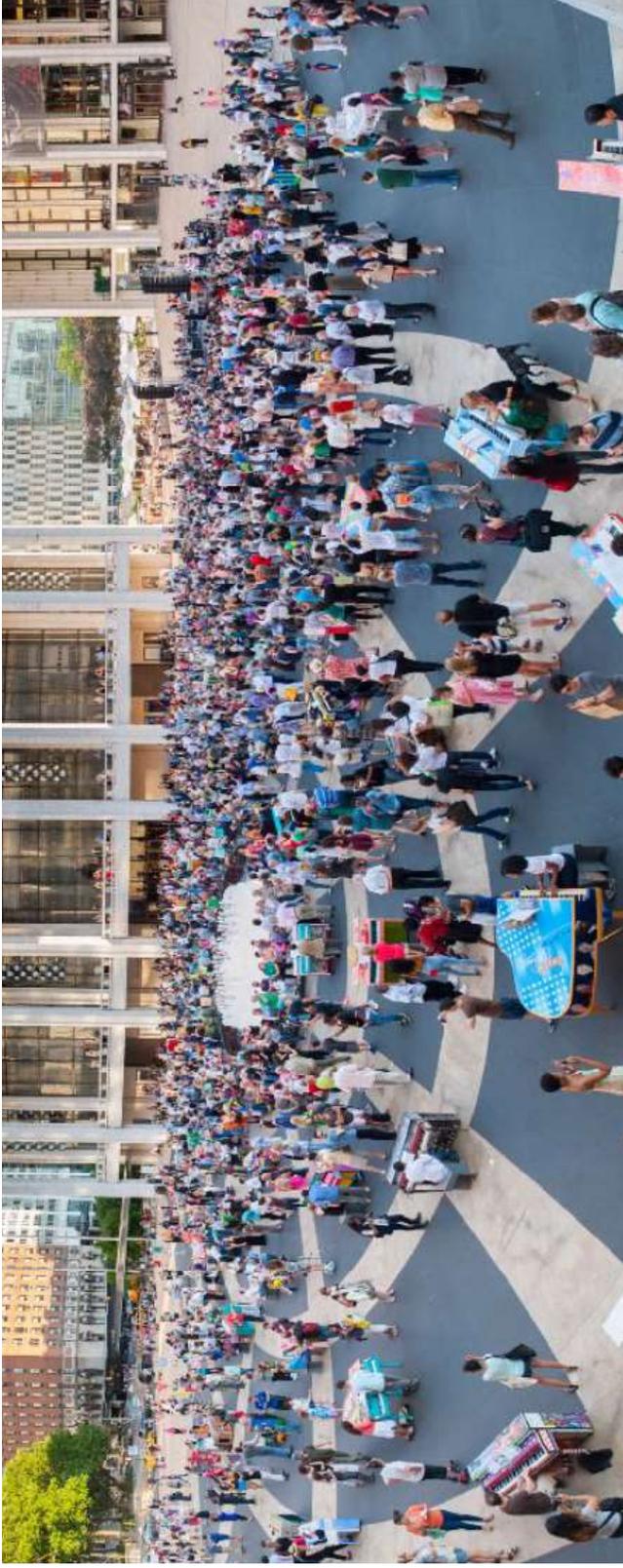
Commissioner Alex Fernandez

Co-sponsor(s)

Condensed Title

Ref: PSNQLC - Installing “Community Pianos” in South Beach and North Beach. (Fernandez)

Previous Action (For City Clerk Use Only)



THE SING FOR **HOPE** PIANOS
Creativity Unleashed // Social Purpose // Art for All

Sing for Hope Pianos Presentation for The City of Miami Beach

Brandi Reddick, Cultural Affairs Manager
Joshua Carden, Cultural Affairs and Art in Public Places Coordinator

THE SING FOR **HOPE** PIANOS

Sing for Hope harnesses the power of the arts to create a better world. Founded in 2006, Sing for Hope is a leading “arts peace corps” serving millions in New York City, across the US, and around the world.



Healing Arts

Research-based creative performances, workshops, and curated cultural experiences that promote wellness, connection, and respite in hospitals, long-term care facilities, hospices, and treatment centers.



Education

Dynamic arts workshops and standards-based curricula that inspire civic action and uplift youth, educators, and local communities.



Sing for Hope Pianos

From the Bronx to Beirut, a global arts initiative that creates artist-designed pianos; places them in parks, streets, and public spaces; then transports and activates them year-round in permanent homes in schools and hospitals.



Global

Creative advocacy, leadership, and program design that drive the integration of the arts in policy and at global convenings on social change.



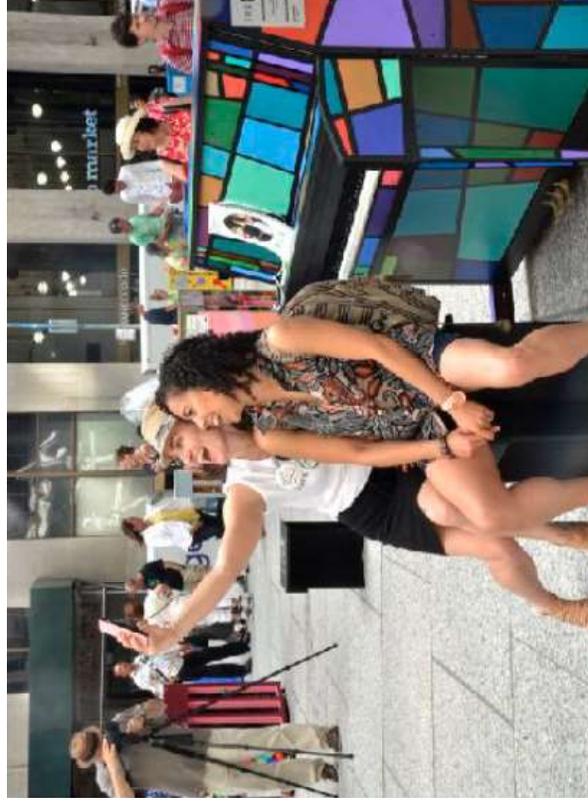
THE SING FOR **HOPE** PIANOS

Sing for Hope traces its roots to 9/11, when Juilliard sopranos Monica Yunus and Camille Zamora organized fellow musicians to perform for the firehouse at Lincoln Center, which had lost twelve firefighters that day.

Today, **The Sing for Hope Pianos** is the country's largest annual recurring public arts project, placing artist-designed pianos in parks and public spaces for anyone and everyone to play.

- Reaching 2 million people annually
- Garnering 4 billion media impressions
- Powered by 5,000+ artists
- 500+ Sing for Hope Pianos to date

Sing for Hope Pianos created by the Broadway cast of *Aladdin* and Victoria Wrubel



A Year-Round Continuum of Creative Community

1

Sing for Hope accepts piano proposals from around the globe.



2

Renowned artists, celebrities, school groups, and influencers bring their diverse visions to life.



4

The Sing for Hope Pianos are placed in their "forever homes" in schools, hospitals, and communities where SFH provides year-round programming.



3

The Sing for Hope Pianos hit the parks and public places for anyone and everyone to enjoy.

Sing for Hope Piano Artists Include Renowned Creatives...



Sing for Hope is proud to partner with a wide range of artists from around the globe. From graffiti artist **Lance Johnson** to muralist **Billy the Artist**...

... to renowned fashion icons including **Isaac Mizrahi** and **Diane von Furstenberg**...

... to stars of the entertainment world including **Nathan Sykes** of **The Wanted** and **Jon Batiste**, bandleader and musical director on **The Late Show** with **Stephen Colbert**.



Sing for Hope Piano Artists Include Beloved Broadway Casts...

The SFH Pianos have been embraced by Broadway, with leading casts coming together to perform, activate, and create their own unique piano artworks. SFH's cast partnerships include:





Sing for Hope Piano Artists Include Empowered Community Partners.



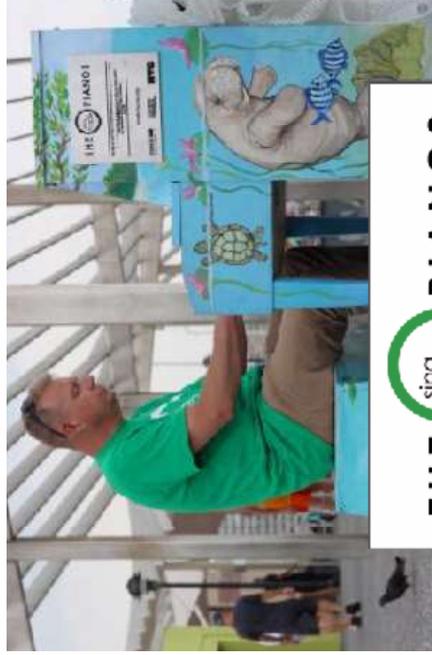
Members of ADAPT Community Network
(formerly, United Cerebral Palsy of NYC)



Student groups from NYC
Department of Education



**Sing for Hope Pianos Plaques on Front and Sides Credit our Partners
And Honor our Artists and Their Unique Artwork Titles.**



THE  **PIANOS**
singforhope.org

The Sing for Hope Pianos are made possible by the Sing for Hope Foundation Charitable Trust and the generous support of our donors and sponsors. We are grateful to the artists who have donated their time and talent to create these unique works of art. The artists' proceeds will go to the American Cancer Society.

The Trust's Pianos are made possible by the generous support of:
The Anna-Maria & Stephen Keller Foundation
Ann Zell
and the generosity of donors like you.

Little Island
FOSUN 福寿
28 LIBERTY
Liquitex
ONE by one
Paint
FundRazr



Sing for Hope
Learn more at singforhope.org
ARTIST NAME | WORK TITLE, 2020

Sing for Hope Pianos created by (from left): Christopher Spinelli and Diana Tonelli.



Igniting Creativity in Students

After their summertime public residency, all Sing for Hope Pianos go to public schools, where they are activated year-round by visiting Sing for Hope artists and our Citizen Artist Curriculum.

- Proven decade-long partnership with the NYC Dept. of Education
- Currently serving 100,000+ students and community members
- Now in 200+ NYC public schools



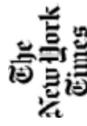
Sing for Hope Pianos created by (from top):
The Keith Haring Foundation and The Broadway Cast of FUN HOME.



THE SING FOR **HOPE** PIANOS

Global Storytelling

The Sing for Hope Pianos are visible on a global scale, with over **4 billion media impressions** — more than any other interactive initiative in the country in the last decade.



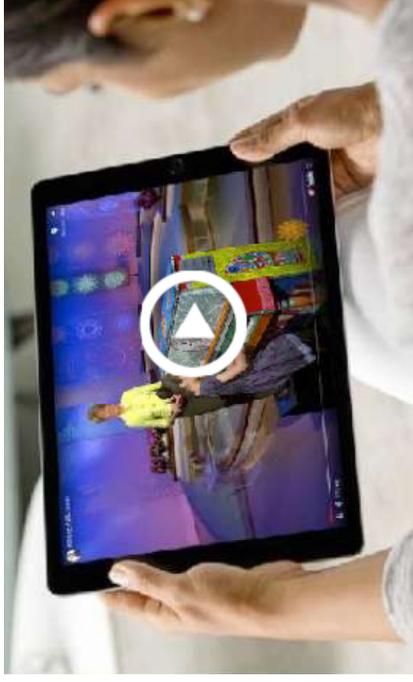


THE SING FOR **HOPE** PIANOS



About Sing for Hope

<https://bit.ly/2RTmFBW>



CBS Sunday Morning

<https://youtu.be/PVeKqXavukM>



THE SING FOR **HOPE** PIANOS

Rigorous COVID-19 Protocols Designed with Mount Sinai Health System and Hudson Yards

In collaboration with Mount Sinai Health System for our Winter 2020-21 NYC program at Hudson Yards (sponsored by Hudson Yards and SAP), Sing for Hope designed and implemented rigorous safety protocols, including mandatory face coverings, social distancing, disinfection, online performances scheduling, reduced capacity, and other virtual and in-person systems.



Sing for Hope Pianos created by Nick Stavrides and Danielle M. Chéry.



Summary of Proposal

The Sing for Hope Pianos program offers a year-continuum of creative community-building in four dynamic stages:

STAGE 1: RFP & ARTIST SELECTION PROCESS

- SFH shares Request for Proposals (RFP) via cultural and educational networks.
- Proposals from artists are submitted and processed by SFH.
- SFH convenes an outside adjudication panel with participants from leading cultural and community-based organizations.
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STAGE 2: ARTWORK CREATION

- Chosen artists convene at Sing for Hope Piano Art Studio (or alternative local site mutually determined with partnering organizations) to create their piano artworks.
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- Post-painting, SFH staff applies plaques, weathersizes instrument via finishing, and affixes specially designed rain tarp.

STAGE 3: PUBLIC RESIDENCY (including Launch Event)

- Sing for Hope Pianos kick off with a public Launch Event, our one-day open festival of “art for all” with pianos in a public space open for all to enjoy, featuring special performances by leading artists and community groups alike.
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- Each location is chosen in tandem with city officials and co-managed daily by our consortium of Sing for Hope Piano Buddies and city parks managers, BIDS, community organizations, and local business owners.

STAGE 4: PERMANENT HOMES & ONGOING PROGRAMMING (including Ribbon-Cutting)

- After their public residency, the SFH Pianos are transported back to the SFH Pianos Art Studio to be retouched and tuned.
- SFH Pianos are then moved to selected under-resourced schools, hospitals, and/or community-based organizations to become hubs for future programming.
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- In NYC, SFH Pianos are now in 220+ public schools, serving 100,000+ students and community members.
- SFH Pianos live on forever in their new community homes, sparking imagination via our ongoing programs and igniting creativity year-round.



THE SING FOR **HOPE** PIANOS

“I believe we have a responsibility and a built-in urge to use our creativity to help improve the lives of those less fortunate. Sing for Hope does this every day, from hospital rooms in Hell’s Kitchen, to after-school programs in the South Bronx, to the Sing for Hope Pianos on our city streets. I am inspired by this work and proud to be a part of an organization that uses creative expression to transform the lives of the underserved.”

— **Muhammad Yunus**

Sing for Hope Founding Board Member,
2006 Nobel Peace Prize Laureate,
and US Presidential Medal of Freedom Recipient





Appendix



BOARD OF DIRECTORS

Jon Batiste Internationally Acclaimed Musician, Bandleader of *The Late Show* with Stephen Colbert

David Beahm Founder, David Beahm Experiences

Andrea Bocelli Internationally Renowned Tenor and Recording Artist

Jeffrey Chertoff Investor, Advisor

Garance Choko Founder & Strategist in Chief, Coda

Monique Coleman, Actress, Global Youth Advocate

Cassandra Diggs Chief Financial Officer, Council of Fashion Designers of America

Renée Fleming Grammy Award-Winning Soprano; Creative Consultant, Chicago Lyric Opera

Annabelle Garrett Owner, Pritario Capital Management, LLC

Tahira Lore Grant Vice President of Corporate Communications, Sony Pictures Entertainment

Eva Haller Philanthropist

Linda E. Johnson President and CEO, Brooklyn Public Library

Andrea Jung President and CEO, Grameen America; Board Member, Apple

Rochelle King VP Creative Production, Netflix

Katie Loeb Director of Innovation, Loeb NYC

Margie Loeb Philanthropist

Midori Miyazaki, International Executive Director, IFAC

Josh Pultz Founder, Amplified Entertainment

Cara Smyth Vice President, Glasgow Caledonian University New York

Kara Unterberg Investor, Philanthropist; Founder New York SongSpace

Billy Weisman President, Weisman Enterprises; Founder, DoTopia

Damian Woetzel Former Principal Dancer, NYC Ballet; President, The Juilliard School

Monica Yunus Soprano; Co-Founder, Sing for Hope

Muhammad Yunus 2006 Nobel Peace Prize Laureate; Founder, Grameen Bank

Camille Zamora Soprano; Co-Founder, Sing for Hope

Ann Ziff Philanthropist; Chair, The Metropolitan Opera



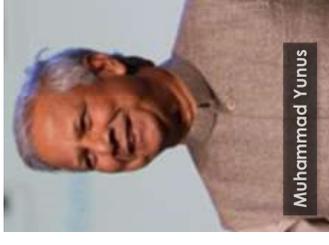
Jon Batiste



Andrea Bocelli



Renée Fleming



Muhammad Yunus



Sing for Hope is powered by co-founders Monica Yunus and Camille Zamora, Chief Operating Officer Richard Robertson, a full-time staff of fifteen, and an ever-expanding Artist Partner roster of creatives from countless genres.



Monica Yunus is the Co-Founder and Co-Executive Director of Sing for Hope. Ms. Yunus has performed with the world's leading opera companies, including The Metropolitan Opera, Washington National Opera, The Zouk Festival, and in recitals in Spain, Guatemala, and her native Bangladesh. She has been named a 2016 Young Global Leader of the World Economic Forum, honored with a 21st Century Leaders Award, as "New Yorker of the Week" by NY1, and named one of the "Top 50 Americans in Philanthropy" by Town & Country. A leading voice in the "artist as citizen" discussion, she has performed and spoken at Fortune's Most Powerful Women Summit, Skoll World Forum, Aspen Ideas Festival, and the United Nations. The daughter of Nobel Peace Prize Laureate Muhammad Yunus, Ms. Yunus is a graduate of The Juilliard School.



Camille Zamora is the Co-Founder and Co-Executive Director of Sing for Hope. An internationally acclaimed soprano, she has appeared with collaborators ranging from Yo-Yo Ma to Sting, with ensembles including London Symphony and Glimmerglass Opera, and in live broadcasts on NPR, BBC Radio, Deutsche Radio and Sirius. A graduate of The Juilliard School, she has been recognized by the Congressional Hispanic Caucus and named one of CNN's Most Intriguing People, NY1's "New Yorker of the Week" and one of the "Top 50 Americans in Philanthropy" by Town & Country. A regular contributor to The Huffington Post and a leading voice in the "artist as citizen" discussion, Camille has performed and spoken at Fortune's Most Powerful Women Summit, Skoll World Forum, Aspen Ideas Festival, and the United Nations.

THE SING FOR **HOPE** PIANOS

AROUND THE WORLD...



The Kennedy Center
WASHINGTON, D.C.



Highbert West Arts Space
LONDON, UNITED KINGDOM



Global Social Business Summit
WOLFSBURG, GERMANY



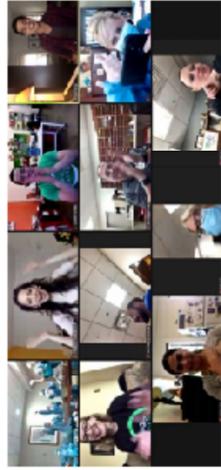
Duke Children's Hospital
DURHAM, NORTH CAROLINA



SESes Smiling Refugee Populations
ATHENS, GREECE



AUS Medical Center
BEIRUT, LEBANON



... & ANYWHERE
PEOPLE ARE, VIA
SING FOR HOPE
VIRTUAL.

Sing for Hope Pianos created by (clockwise from top left): Jordann Wine, Stuart Semple, Momoshi, Noël Copeland, Jordy Lievers-Eaton, and Billy the Artist.



THE SING FOR **HOPE** PIANOS

Our top question: What happens when it rains?

The Sing for Hope Pianos are made possible by our best-in-class community volunteer system.

SFH Piano Buddies receive daily updates from our Project Leaders, volunteering their time to keep an eye on their local pianos and covering them with our specially designed “rain-jacket” protective tarps in inclement weather.



Sing for Hope Piano created by Jordy Lievers-Eaton.



Join the Sing for Hope Pianos global movement and
share creative hope and healing arts worldwide

Contact

Richard Robertson, Chief Operating Officer
richard@singforhope.org





BUDGET

	<u>10 PIANOS</u>	<u>8 PIANOS</u>	<u>5 PIANOS</u>
Piano Purchase & Delivery	\$15,000	\$12,000	\$7,500
Program Supplies (Paint, dollies, tarps, benches, locks, etc)	\$18,500	\$15,400	\$11,750
Visual Artist Fees	\$10,000	\$8,000	\$5,000
Moving & Repairs	\$21,500	\$17,200	\$10,750
Staffing/Overhead/Contingency	\$57,500	\$56,500	\$55,000
Photography & PR Expense	\$7,000	\$7,000	\$7,000
Programming at Permanent Donation Sites	\$11,500	\$9,200	\$5,750
Public Launch Event	\$10,000	\$8,000	\$5,000
	<hr/>	<hr/>	<hr/>
	\$151,000	\$133,300	\$107,750

TIMELINE

Proposal to Miami Beach	April
Approval and MOU	May
Artist recruitment begins with RFP, applications accepted	June
Artist RFP ends, applications closed, studio space secured	July
Artists selected and notified, confirm outdoor locations & permits, open RFP for schools	August
Open and set up studio, close RFP for schools, select & notify schools	September
Studio open for painting, prepare pianos for outdoors	October
Launch event, outdoor installation	November
Pianos rehabbed in studio and tuned, delivered to schools, studio closed	December
Piano Ribbon-Cuttings and Global Citizen Artist Curriculum & Programming begin in Permanent Home Schools	January