



SETTING A NEW WORLDWIDE HOSPITALITY STANDARD IN PHILANTHROPY ARTS AND CULTURE
COMMUNITY RELATIONS IN ACTION

Betsy's deep and visible engagement with the nonprofit sector – including programs in service, arts, culture, and international relief - inspires every one of us at the hotel to push a little harder every day. We're really proud of the role The Betsy is playing in redefining what is possible when business sets its mind to 'making a difference'.
Jonathan Plutzik, Chairman

Beckoning like a jewel shimmering from an international treasure chest with a façade that harkens back to F. Scott Fitzgerald, The Betsy is at once improbably historic and incredibly Art Deco. The venue regularly hosts poetry readings in a variety of events that are as diverse as the South Beach crowd. In addition to book launches and readings by world renowned authors, The Betsy South Beach's philanthropy, arts, and culture program will be celebrating National Poetry Month in April.

CBS- Miami March 2012

The Betsy-South Beach is a legacy property that has been called a *small hotel with big ideas* in international press and (even) by the local nonprofit community. *"We are committed to both inner and outer beauty," Jonathan Plutzik says. "When we started doing the hotel, we felt strongly—both as a business and a personal matter—that the hotel establish itself as a philanthropic charitable force."*

Indeed, the painstakingly restored Betsy Hotel - the lone stunning example of Florida Georgian architecture - has become a catalyst for energized discourse and innovative thinking. By linking good work with core business goals, Betsy redefines community partnership in a model that reflects a new 21st Century social contract: citizens actively and effectively serving their communities as central to their business vision and goals. Against its Atlantic Ocean backdrop in the midst of the famed Art Deco district, The Betsy has emerged with a beauty that is more than skin deep, offering an inspiring outlook that extends beyond its own neighborhood in South Beach - to the world. Since it re-opened in 2009, an audit of its commitment to community based programs reveals:

- More than 200 separate on-property charitable events, including those initiated by The Betsy and those carried out by local, regional, and national charities with Betsy support. And 'too many to count' donations of room nights, dinners, brunches, 'first hour on us' receptions, to help nonprofits raise money for causes through silent auction programs.

- Participation as community-builder by leadership (ownership and management) to assist nonprofit neighbors in convening around pressing issues, such as sustainability, operations, and service. *(An example is the exclusive sponsorship of the Miami Dade County Public Schools Superintendent Luncheon Series for Major Miami Business, holding a fully subsidized monthly luncheon for business leaders, in addition to many other programs.)*
- Serving as host hotel for many emerging arts/culture programs, including O, Miami Poetry, and the Dranoff Piano Foundation, and serving as a preferred hotel for many other festivals, including the American Black Film Festival and the Jewish American and Holocaust Literature Association National Conference.
- Creating its own arts and culture initiatives, including gallery programs in partnership with major international partners such as the Museum of Arts and Design in NYC, Maryland Institute, College of Art, HBO, London's Rockarchive, and the Museum of Biblical Art in NYC.
 - **In 2011-2012** Betsy hosted a retrospective of the work of major entertainment photographer Robert Zuckerman with more than 90 works on display. The exhibition of 21 of these works continues in The Betsy Conference Center.
 - **Art Basel 2012 programs** included an exhibition of 200+ works called The Lost Photographs of the Beatles and Rolling Stones, which continue to grace The Betsy's walls.
 - **In January 2013 and opening for Martin Luther King Day** was a 'sneak peek' exhibition in partnership with the Museum of Biblical Arts in New York City, and the Miller Center for Judaic Studies at University of Miami, curated by Dr. Leslie King Hammond. The hotel featured the work of Kenneth Treister, designer of the Miami Holocaust Memorial.
 - **In April 2013, Betsy brought thought-leader Dov Seidman to Miami** to engage with almost 1000 emerging and established leaders, at Betsy, Florida International University (FIU), and the Miami-Dade County Public Schools (MDCPS). Using Seidman's recent book 'HOW' as a bouncing board for discourse, 600+ MDCPS principals/assistant principals and 200+ FIU students and faculty engaged about 21st century workplace values – around the premise that 'how one does business' is at least (or more) important than 'what we do'.¹ An evening business dinner provided the experience for 50 local business leaders – as a gift from Betsy and BLT Steak at The Betsy
- Betsy has 'renamed' the period between Thanksgiving and Valentines Day the **Season of Gratitude**, to embrace the universal desire for a world where giving thanks is a shared mission. An 'Homage to Veterans' movie can be viewed on The Betsy website by scrolling down to the bottom of the philanthropy page (thebetsyhotel.com). Past events included a project named Green Gracias in partnership with a local plant designer, an event that saluted the beauty of green, set against the

¹ "How" by Dov Seidman is a standard library book in Betsy guest rooms, in multiple languages.

traditional backdrop of South Beach neon and traditional holiday opulence. During the same holiday period, the hotel has hosted readings by artists who were in residence in The Betsy Writer's Room.

- A continued partnership with the John Lennon Educational Tour Bus, a two-million dollar recording studio on wheels has made three visits to the region to champion the role of arts programming in communities. The Betsy installed the Yoko Ono Wish Tree during its last visit and collected 3000 wishes from global travelers about how to make the world a better place. The Betsy continues to 'grow' the Wish Tree Project with an annual 're-installation in the lobby every winter.
- Co-sponsorship with PG Foundation of *Zara's Center for Youth*, a model respite program for AIDS orphans and other vulnerable children in Bulawayo, Zimbabwe that was founded by Betsy owner Lesley Goldwasser Plutzik and her daughter Rachael. As The Betsy's primary direct services program, it is supported in myriad ways: Betsy managers, along with 17 other marathon runners and a board of directors, have raised \$100,000, and profits from the signature Betsy book tote sold at the hotel are donated to the organization. (See zarascener.org for more information)
- Awarded a coveted Knight Foundation Challenge grant, The Betsy launched its Writer's Room in April 2012 during National Poetry Month, as part of a commitment to cultivating arts and literature programs and as a legacy to Poet Hyam Plutzik, a mid-century Pulitzer Prize finalist whose desk is in the room and whose sentiment to "Expect no more. This is happiness" is The Betsy's motto. The private, technologically advanced room on the hotel's second floor accommodates writers and great thinkers that come to South Beach and need a place to stay – to 'do their best work'. The Miami Design District was the local design partner on the project, with Apple the technology partner. The Writer's Room is booked with quality writers from all over the world including a National Poetry Month 2013 residency by Inaugural poet Richard Blanco, who read his poem, "One Today" at President Obama's inauguration in January 2013.

In addition to all of the philanthropic and arts programs that were inspired at the Leadership level in the hotel, The Betsy engaged in many community programs, with its staff doing the 'push up your sleeves' work. Some examples include but are not limited to:

- A yearly thanksgiving dinner cooked and served by the combined staff of BLT and Betsy at Camillus House.
- Two all-day services at Habitat for Humanity to build homes for the poor.
- Participation in the Susan Komen Race for the Cure and other marathon sponsorship programs.
- Participation in the 'adopt a beach' program; The Betsy adopted and maintain its own area.

- A deepening relationship with the Miami Dade Public Schools that includes ‘adopting classrooms’, nurturing young poets, sponsoring presentations by thought-leaders for leadership, and many other projects.

Soon after it opened its doors after an extensive restoration in April 2009, The Betsy became known as “a hotel with a heart,” a hospitality leader in the region (maintaining top TripAdvisor ratings), and ‘the new face of philanthropy’ on South Beach. The hotel is the 2013 Boutique and Lifestyle Lodging Association (BLLA) Hotel of the Year, Condé Nast Johansens “2013 Most Excellent Small Hotel in North America” and remains the only Four Star Boutique Hotel in Miami.

“We are excited about the opportunities that lie ahead to forge a new paradigm for community service, philanthropy, arts, and culture in the world of hospitality, not just locally, but regionally, nationally, and internationally.” Jonathan Plutzik, Principal Owner and Chairman, The Betsy

See pictures of The Betsy activities and programs on the following page.
High-resolution images available for media use.




Exhibitions



Miami Dade Schools Celebration

THE WRITER'S ROOM AT THE BETSY
IN PARTNERSHIP WITH UNIVERSITY OF WYNWOOD
IS PROUD TO PRESENT



John Murillo is a writer whose poetry is widely
inspired by an ear for rhythm and an eye for the
strange and beautiful architecture of Miami. His "Yard
Kathay" and "Sharon Oaks"

—The Orlando Sentinel

A READING BY JOHN MURILLO
HOSTED BY P. SCOTT CUNNINGHAM



PLEASE JOIN US AS WE
HONOR OUR VETERANS
SUNDAY, NOV 11 AT 4PM
NOTHING CAN BE DONE
BUT SOMETHING CAN BE SAID

A documentary created by The Betsy-South Beach and The John Lennon Educational Tour Bus
With a Reception to Follow



Honoring Veterans-A Documentary



THE WRITER'S ROOM AT THE BETSY
IN PARTNERSHIP WITH
THE CREATIVE WRITING PROGRAM AT FIU
IS PROUD TO PRESENT

A BREAKFAST SALON
Courtesy of BLT Steak



Thursday, Nov 29
9-30AM
BLT Steak at The Betsy
1440 Ocean Drive
Miami Beach
With John McNally
Work Lead Provocateur

Honoring Local Writers



WEDNESDAYS & THURSDAYS, 8PM - 11PM
"The Betsy continues to welcome music lovers with performances every
Wednesday and Thursday evening..." - Miami Herald, 2012



Supporting Zara's Center in Zimbabwe

VISIT THEBETSYHOTEL.COM
VISIT OUR THEBETSYHOTEL/FACEBOOK
VISIT THEBETSYWRITERSROOM.COM

(PHILANTHROPY)
(PHOTO ALBUMS)
(HOME PAGE)