

# MAGIC CITY™

## INNOVATION DISTRICT

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### **Magic City Innovation District Announces Strategic Partnership with Lune Rouge, Guy Laliberté's new company**

MIAMI, Fla. –Earlier today, Magic City Innovation District announced a strategic partnership with Lune Rouge, the new company of Guy Laliberté, founder and creative visionary behind Cirque du Soleil. Mr. Laliberté and Lune Rouge's team will have a pivotal role in the curation and creative direction of Magic City's new technology, arts and entertainment district.

Lune Rouge joins Plaza Equity Partners, a Miami-based real estate development and investment firm led by Neil Fairman, Anthony Burns and George Helmstetter; and founding partners Bob Zangrillo of Dragon Global, a Miami based private investment firm focused on venture capital and real estate investments; and Tony Cho of Metro 1, a forward thinking real estate brokerage, management and development firm.

Magic City Innovation District intends to develop Little Haiti and Little River neighborhoods to create a distinctive and unique destination. The goal is to provide Miami with a walkable, campus-like neighborhood where individuals from all demographic backgrounds can enjoy a quality life and re-write history on how communities live, work, play and learn together.

In achieving such, Magic City Innovation District intends to attract leading innovators with ambition of changing the world through advanced technologies. The development of the neighborhood could become a model for real estate development and modern urban revitalization leveraging the combination of traditional entertainment and technology.

Mr. Laliberté built Cirque du Soleil into one of the largest live entertainment companies in the world. He now focuses his attention towards the entertainment technology sector. He has established Lune Rouge, a Montreal based company that develops and supports projects mainly related to the technology, arts, entertainment and real estate sectors as well as initiatives with a positive social and environmental impact. Lune Rouge promotes innovation, creativity and entrepreneurship.

In the short term, the partnership wants to prioritize the activation of the former Magic City Trailer Park and will be applying for a Temporary Use Permit (TUP).

"Magic City is an opportunity for us to put all our creativity to the service of entertainment and new technologies. This collaboration will allow us to explore new forms of entertainment and make

available multimedia and interactive installations adapted to future Magic City residents and visitors. Lune Rouge is proud to be a partner in this important revitalization project," explains Guy Laliberté, founder of Lune Rouge.

"We are thrilled to have Lune Rouge join us as a strategic partner. Its team is focused on the entertainment technology sector, and it is their intention to make Miami the high-tech and innovation center for next-generation creative entertainment content," said Neil Fairman, Partner, Magic City Innovation District. "Our team has been working with institutions and community leaders to ensure that each proposal embraces the rich culture that has been thriving in Little Haiti for decades. As we move forward, we will continue to identify partnerships and opportunities to facilitate their growth and cultural prosperity in Little Haiti."

To bring this vision to life, the team behind the project also announced the start of the Magic City Innovation District Foundation to support the economic, social, and cultural prosperity of Little Haiti and the diverse population of people who live and work there. Preserving and celebrating the thriving Caribbean culture of Little Haiti and the surrounding neighborhoods has been a foremost priority throughout the development of Magic City. In the process, they have actively participated in the local community, working alongside organizations that have been serving the Little Haiti population for decades.

Throughout this process, Magic City will be working with the Little Haiti community to ensure that the proposal is inclusive and embraces the rich culture that has been thriving in Little Haiti for decades.

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### **About Magic City Innovation District (MCID)**

Magic City Innovation District is an innovation district focused on technology, sustainability, health and wellness and art and entertainment. Magic City Innovation District is revitalizing the Little Haiti and Little River neighborhoods to create a world-class destination. It will provide Miami a walkable, campus-like neighborhood where individuals from all demographic backgrounds can enjoy a quality life and re-write history on how communities live, work, play and learn together. Magic City will serve as a new model for future innovation districts and real estate development worldwide.

### **About the Magic City Innovation District Foundation**

The Magic City Innovation District Foundation is a charitable fund at the Miami Foundation, a 501(c)3. It is committed to the economic, social, and cultural prosperity of Little Haiti and the diverse population of people who live and work there. In partnership with community leaders, activists, organizations and government entities, the Foundation provides funding and support to programs that benefit the local community and facilitate sustainable growth.