

**Interview Subject:** **Marlo Courtney, President of Ocean Drive Association and associate of Tony Goldman**

**Date Recorded:** **6/9/12**

**Location:** **MDPL office, Art Deco Welcome Center**

**Date of Birth:** **3/27/51**

Marlo Courtney worked with Tony Goldman for 35 years; he had a vision for seeing into the future. He tells the story about Tony calling him as soon as he saw the Beach for the first time and said, "I've seen the American Riviera."

He studied the grid and assembled 18 properties over the course of a year - The Park Central, the Tiffany, the Palace, the News Cafe. He wanted to make sure he picked the right buildings to make the assemblage. He saw the potential and knew that South Beach was going to become a beautiful, diverse community: sidewalk cafes, retail shopping. All this was immediately in his vision.

Courtney says it was always about mixed use. Beautiful topography. Armani Exchange was the first significant retailer he attracted.

Tony had incredible respect for Barbara Capitan, for her hard work. Genius of [her] plan was to get involved politically. Film and fashion industry was key to putting South Beach on the map.

Tony Goldman was a good marketing and press person. Courtney talks about Tony's background in New York. Talks about Wynwood Walls and Tony's role. Art Basel's impact on Miami and Miami Beach. Built first parking garage on Beach (7th Street).

"We want people walking the streets, using the stores, and living above the shops." Will be trying to get Ocean Drive more involved in Art Basel.

President of Ocean Drive Association; responds to criticism of over-commercialism of Ocean Drive.

Lenny Horowitz had the greatest eye for color. He could pick the perfect colors from the terrazzo floors. Lenny would hit with a fourth color. Tony offered to repaint the Manolo Bakery back like Lenny had previously painted it.

“It's all about critical mass. Its not about the one building. It's about the totality.”

City filled with life. Great restaurants. Art town, club town, food town. Art Deco weekend.

Ocean Drive Association, created in 80's, bond issue/referendum. Talks about the work. Open forum and staying connected with administration.

Tony went out and spoke and made sure South Beach was talked about. He made deals to get people to come.

A big city that has still maintained the atmosphere of beauty. "Nobody's better than us."