



The Beatles took in the sea and sun of Miami Beach during their record-breaking US tour in 1964.

## magical miami tour

ALMOST 50 YEARS AGO, THE FAB FOUR PAVED THE WAY FOR MUSICAL ACTS OF ALL KINDS TO DESCEND ON MIAMI. BY AIMEE DINGWELL

The Beatles landed on American soil in 1964 to fan frenzy for their first-ever US performance on *The Ed Sullivan Show*. And before the millions of screaming girls could get their voices back, the band would fly to Miami, staying at the Deauville Beach Resort on Collins Avenue, to tape a second *Ed Sullivan* episode and make quite a splash, forever changing the Magic City's relationship with music.

At the time, the music scene was bopping with jingles from The Chiffons and the Beach Boys. But Miami (and the Deauville), long the playground for Rat Pack members Sinatra, Dino, and Sammy, had a few new kids in town, and we never looked back.

In this photo, the band soaks up the sun before taping at the Deauville's Napoleon Ballroom. The performance—which was viewed by an estimated 70 million people—was preceded by two rehearsals magically open to hotel guests, including those from neighboring Casablanca and Versailles hotels. The headlines for that broadcast read, “Great Britain's cultural gift to America, the Beatles.” A gift unwrapped right here in Miami.

Their visit set the tone for a wild next 50 years of Miami music moments: In 1969, when The Doors' Jim Morrison exposed himself onstage, Miami contemplated a ban on rock concerts. Thank goodness we didn't. In 1973, Led Zeppelin was offered the keys to the City of Miami Beach, keys that would later open the door, for better or worse, to performances of the Bee Gees' disco, 2 Live Crew's hip-hop booty bass, and Ricky Martin's *vida loca*.

Who knows, if it weren't for John, Paul, George, and Ringo, we might still be driving down Collins blasting Dino. Not that some people here still don't.... **OD**