

Forum:[Hack Forums](#)

Thread: [City of Miami to Launch 5,000 Ethereum NFTs with TIME, Mastercard, Salesforce](#)

shredder - July 28, 2022, 10:58 pm

As you know Miami has become this hub for Crypto, the city is planning to use Ethereum NFTs partnering with Time magazine, Mastercard, & Salesforce. Everything happens on Ethereum.

Quote: Miami is making NFTs.

The city of Miami's Mayor Francis X. Suarez shared plans Thursday to release 5,000 Ethereum NFTs later this year. Miami is partnering with TIME magazine publisher Time USA, Mastercard, and Salesforce to make it happen.

The NFTs—unique blockchain tokens that signify ownership—are being designed by 56 different Miami artists “representing the city's 56 square mile area,” according to a city press release.

Time USA will help define the city's NFT strategy as well as execute the project, while Mastercard will offer Miami NFT holders exclusive benefits like special event access at restaurants and private cultural tours in the city.

Salesforce will manage the NFTs' minting and primary sales process with its new NFT Cloud platform, a yet-to-be-released Salesforce product that allows brands to mint and sell NFTs.

TIME President Keith Grossman, who is also on Salesforce's Web3 Advisory Board, told Decrypt that the Miami NFT project is TIME's first foray into helping other entities deploy NFT projects—and hinted that more may be coming soon.

He said the Miami NFTs are all about giving holders the ability to unlock unique experiences.

“The artwork will reflect the tremendous diversity represented within the city of Miami,” Grossman added.

-Decrypt

<https://www.miamigov.com/My-Government/City-Officials/Mayor-Francis-Suarez/web3-Project-City-of-Miami-x-TIME-Mastercard-Salesforce>

Koyote - July 29, 2022, 1:40 am

Might be a stupid question, but would there be any value in people like myself (not living in Miami or even the same country) buying the NFTs to then sell or rent them out to people in Miami or those visiting the area?

shredder - July 30, 2022, 11:03 am

(Jul 29, 2022 01:40 AM)TheCuriousCoyote Wrote: [\[CITE\]](#) Might be a stupid question, but would there be any value in people like myself (not living in Miami or even the same country) buying the NFTs to then sell or rent them out to people in Miami or those visiting the area?

Hmm interesting question, I guess it's the same as you buy a souvenir from another place. Like why

do people in western countries like their antique Chinese pottery, they are not from China.