



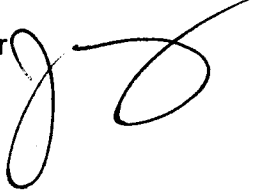
MIAMI BEACH

OFFICE OF THE CITY MANAGER
NO. LTC # 288-2008

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CITY CLERK'S OFFICE
LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission
FROM: Jorge M. Gonzalez, City Manager 
DATE: November 4, 2008
SUBJECT: Sleepless Night 2009

The purpose of this LTC is to clarify recent confusion over the date of next year's Sleepless Night. This event was conceived to mark the end of Daylight Savings Time (the longest night of the year and our only true 25-hour day,) which next year happens to coincide with Halloween. After the Halloween date was announced, however, staff received numerous e-mails from residents and business owners requesting that the event be moved to the following weekend. Certain businesses argued that they would benefit from another busy night as they do on Halloween night, and residents made the case that the Halloween party crowd might not be the best fit for the free, family-oriented cultural offerings that make up Sleepless Night. Staff was also concerned that families with small children might prefer to enjoy their traditional Halloween activities. While Halloween activities may not be as prominent in other areas of the City as Lincoln Road and the overlap with Halloween might not have been as impactful in those areas, the decision was made to move Sleepless Night to November 7, 2009. Unfortunately, the current issue of MB Magazine had already gone to press when the date was changed; a correction will be printed in the next issue.

As always, please let me know if you have any questions.

JMG/HF/MAS/gf