



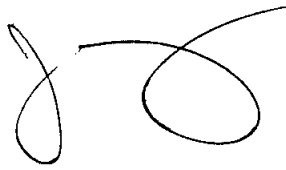
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CITY CLERK'S OFFICE
LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission
FROM: Jorge M. Gonzalez, City Manager 
DATE: March 3, 2010
SUBJECT: Sleepless Night Rescheduled

As you know, on Saturday, November 7, 2009, the City presented the second edition of Sleepless Night, the all-night, FREE, citywide celebration of the arts, presented by the Department of Tourism and Cultural Development (TCD) and Cultural Arts Council (CAC). The event was produced in-house by TCD staff in response to the 2005 and 2007 Community Satisfaction Surveys in which residents expressed their desire for more cultural activities. Sleepless Night was also developed as a result of the CAC's desire to create a signature, annual cultural event to celebrate Miami Beach's ongoing commitment to the arts and the invaluable contribution they make to both our economy and our quality of life.

The event once again exceeded our expectations. Approximately 130,000 residents and visitors (30,000 more than we had in 2007, according to City estimates) enjoyed 150 FREE cultural offerings at 80 locations spread throughout the city and the 13-hour night. Buoyed by the tremendous popular response to the event, staff began immediately to lay the foundations for Sleepless Night 2010, only to discover that the extensive planning, programming and fundraising required to stage the event on an annual basis could not be accomplished on available staff hours and without a committed corporate name sponsor. In order to continue to build on the quality and scope of the first two Sleepless Nights, we have decided to maintain the event's biannual schedule. The next Sleepless Night will occur on Saturday, November 5, 2011. In the interim, we are working with the Superlative Group, as well as our grant coordinator, to identify opportunities for support for this event.

Please contact me with any questions.

C: Hilda M. Fernandez, Assistant City Manager
Max A. Sklar, Tourism and Cultural Development Director
Gary Farmer, Cultural Affairs Program Manager


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