



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 243-2011

LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: September 29, 2011

SUBJECT: "Celebrate Orgullo" event on Saturday, October 1, 2011

The purpose of this Letter to Commission is to formally invite you to attend the first annual "Celebrate Orgullo" event, being held this Saturday, October 1, 2011, from Noon to 6:00 pm in Lummus Park between 11th and 12th streets. The afternoon is intended to celebrate the diverse cultural heritage and contributions of South Florida's LGBT Hispanic community, and includes entertainment, food, drinks, folkloric dance, celebrity guests, a dance contest, etc. As further explained on their website: "*Celebrate Orgullo is a grassroots effort, conceived and implemented by a group of volunteers committed to honoring our heritage, our roots and our diversity.*" The committee unanimously voted to name Mayor Bower as "Honorary Orgullo Queen," in recognition of her support throughout the years. The event is free and open to the public, with event proceeds benefiting local charities.

The City of Miami Beach has a booth at the event and I invite you to come to the booth during the day. There will be "granizados" (snow cones), a DJ and dance floor, an air brush tattoo station and a fun photo booth. In addition, event goers will also be encouraged to enter a raffle to win a weekend stay at The Lords South Beach Hotel and passes for the LGBT event of their choice. "Miami Mistery" will also be working the crowd, encouraging them to come to the booth to sign up for the giveaway, have their photo taken in the booth, and promoting the new Miami Beach website URL. The City's booth is located at approximately 11th street. The City has been working closely with the GMCVB, who has coordinated the City's booth activation.

There will be a brief event at the stage at 5pm that you are invited to also attend.

Please let us know if you will be attending. As always, please feel free to call me should you have any questions or require additional information.

JMG/hmf/ms

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