



# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 056-2013

## LETTER TO COMMISSION

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

FROM: Kathie G. Brooks, Interim City Manager

DATE: February 20, 2013

SUBJECT: TODAY SHOW - SOUTH BEACH WINE AND FOOD FESTIVAL

This Letter to Commission is to advise you that NBC's The TODAY Show will broadcast live from Miami Beach from the Loews Hotel and on the beach immediately east of the Loews Hotel this Friday, February 22, from 7:00am to 10:00 am. Initially a smaller segment was planned with weatherman Al Roker and co-host Savannah Guthrie, but the producers decided last week to make it a bigger production and have included a live performance by Flo Rida.

The performance will take place between 8:00am and 9:30am and will be only a few minutes long in total. The rehearsal will be Thursday February 21 from 3:00pm to 4:00pm and a sound check will occur Friday morning between 6:00am and 6:30am. In addition to working with City staff and police to coordinate and execute load-in and full production, they are notifying residents at Il Villaggio, 1500 Ocean Drive, Deco Plage and the Georgian Condominium, as well as the James Royal Palm Hotel.

This is just one of many television and event related activities taking place during this weekend when our community is once again in the spotlight.

KGB/MAS/gw

C: Executive Staff  
Department Directors

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