



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 279-2013

LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission
FROM: Jimmy L. Morales, City Manager
DATE: August 13, 2013
SUBJECT: Cultural Arts Council Marketing Campaign

On September 3, 2013, the Cultural Arts Council (CAC) is launching a major marketing campaign to drive traffic to its website (MBculture.com) and to encourage subscription to its weekly e-blast promoting arts and cultural events in Miami Beach. The campaign, titled "Miami Beach Plugged In," offers e-blast subscribers the chance to win an arts-filled weekend in Miami Beach, including a deluxe suite at the Sagamore, tickets to the Colony and Byron Carlyle Theaters, the New World Symphony and the Miami Beach Cinematheque, museum admissions, exclusive tours and more. The media buy includes print, radio, television, movie theater trailers, transit bus backs, taxi tops, indoor placements at Aventura Mall, BB&T Center and Gulfstream Park, and various on-line social media activities. The deadline to subscribe is November 30, 2013, and the prize weekend is December 13 -15, 2013.

The CAC's weekly e-blast has been informing subscribers about theater, music, dance, film and art events since 2005. It has been an effective tool marketing both individual events and the City as a cultural destination. In the past two years subscriptions have increased 65%, to a current total of 3,563. The CAC's goal is to double the number of subscribers while introducing the cultural riches of the City to new audiences. A major design overhaul of the e-blast is in progress, and is set to launch the first week of September.

Please contact me should you have any questions.

C: Kathie G. Brooks, Assistant City Manager
Max Sklar, Tourism, Culture and Economic Development Director
Gary Farmer, Cultural Affairs Program Manager
Cultural Arts Council

JLM/KGB/MAS/GF
F:\INFO\ALL\Max\TCD\LTC\Plugged In LTC.docx

RECEIVED
2013 AUG 15 AM 10:23
CITY CLERK'S OFFICE