

MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC# 384-2013

LETTER TO COMMISSION

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

FROM: Jimmy Morales, City Manager

DATE: October 22, 2013

SUBJECT: **LIKE2LOVE MIAMI BEACH POETRY CONTEST**

In an effort to highlight our City's assets and increase participation in our government and communication tools, we are conducting a poetry contest to continue fostering our Like2Love Miami Beach civic pride program.

As one of the goals set last year, the City Commission directed the Administration to identify ways to increase civic pride and community participation. Like2Love Miami Beach is an outlet for the public to tell their story about the positive attributes of the City. It also serves as a vehicle to increase the number of residents that are connected and engaged in their city government.

The poetry contest will run from November 1 through December 2, 2013 and is open to people of all ages and abilities. Contestants will highlight everything that makes Miami Beach a great place to live, work and play with their verses, while driving the community to visit our communication tools and channels.

All entries must incorporate the phrase "Like to Love Miami Beach." Poetry and communications professionals will select three finalists during the competition. Judges will look at relevancy to topic, poetic structure and originality. The public will be asked to select one grand prizewinner via the City's Facebook page.

Contestants will have the chance to win exciting prizes and their poems may be featured in Miami Beach promotional materials. The grand prize winner will be announced January 2014. All entries submitted will be hung on a "Poet Tree" at Lummus Park.

For rules, visit www.miamibeachfl.gov. To enter the contest, submissions should be sent to mbmagazine@miamibeachfl.gov.

The poetry contest will be promoted via all of our communications tools such as MB magazine, website, MBTV, MB Line, MB Radio, social media networks and news media.

Last year, we held a photo contest that yielded close to 1,000 entries. In addition to the contests, we also gather testimonials from the public and feature them on MBTV and our social media outlets on a regular basis.


JM/MT/NR/MB