

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 164-2004



To: Mayor David Dermer and
Members of the City Commission

Date: July 1, 2004

From: Jorge M. Gonzalez
City Manager

A handwritten signature in black ink, appearing to read "Jorge", written over the printed name.

Subject: **JACKIE GLEASON THEATER & THE MIAMI BEACH CONVENTION CENTER
NEW DIRECTOR OF MARKETING - MITCH MORALES**

SMG, the facility management company of the Miami Beach Convention Center and the Jackie Gleason Theater of the Performing Arts, is proud to welcome MITCH MORALES as the Director of Marketing for the Jackie Gleason Theater and the Miami Beach Convention Center, replacing Bob Papke, who recently transferred to Toronto, Canada.

With more than 10 years of live event and concert experience, Mitch Morales joins SMG after his tenure with the Miami Sports and Exhibition Authority (MSEA) as Director of Entertainment & Marketing for the Miami Arena. He has also served as Concert Director for Madison Square Garden, worked as an independent event marketing consultant, and was with the William Morris Agency in Los Angeles and New York for three years. Mitch holds a Bachelor's degree in Business Administration from the University of Miami.

If you have any questions, please contact me.

JMG\CMC\rar

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c: Christina M. Cuervo, Assistant City Manager
Max Sklar, Tourism and Cultural Development, Assistant Director
Doug Tober, SMG Director

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Miami Beach
Convention Center
Jackie Gleason Theater

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CONTACT: Sabrina Anico, Marketing Manager **FOR IMMEDIATE RELEASE:** July 1, 2004
786.276.2619, SANICO@SMGMB.COM

MITCH MORALES NAMED NEW DIRECTOR OF MARKETING FOR THE JACKIE GLEASON THEATER & THE MIAMI BEACH CONVENTION CENTER

MIAMI BEACH, FL – SMG, the facility management company of the Miami Beach Convention Center and the Jackie Gleason Theater of the Performing Arts, is proud to welcome **MITCH MORALES** as the Director of Marketing for the Jackie Gleason Theater and the Miami Beach Convention Center.

“Mitch’s extensive industry experience will be a major asset to SMG Miami Beach in securing diverse, first-class programming for the Jackie Gleason Theater,” says Doug Tober, General Manager of the Miami Beach Convention Center and Jackie Gleason Theater. “We are happy to have him join our team.”

With more than 10 years of live event and concert experience, Mitch Morales joins SMG after his tenure with the Miami Sports and Exhibition Authority (MSEA) as Director of Entertainment & Marketing for the Miami Arena. He has also served as Concert Director for Madison Square Garden, worked as an independent event marketing consultant, and was with the William Morris Agency in Los Angeles and New York for three years. Mitch holds a Bachelor’s degree in Business Administration from the University of Miami.

As Director of Marketing, Mitch will be responsible for all bookings for the 2,700-seat Jackie Gleason Theater, leading the SMG Miami Beach marketing department, and executing business development objectives and strategies on behalf of the Gleason Theater.

The Jackie Gleason Theater located at 1700 Washington Avenue, in the heart of beautiful Miami Beach. For general Theater information, call the Gleason Hotline at (305) 673-7300 or visit our Web site at www.gleasontheater.com. The Jackie Gleason Theater is a 2700-seat, state-of-the-art performing arts facility, managed by SMG. Headquartered in Philadelphia, SMG is the world's leading private facility management company. With over 162 venues, SMG controls over 1.4 million entertainment seats worldwide, and over nine million square feet of exhibit space. For additional company information, visit www.smgworld.com.

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1901 Convention Center Drive • Miami Beach, Florida 33139 • Telephone (305) 673-7311 • Fax (305) 673-7435

