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OFFICE OF THE CITY MANAGER

NO. LTC # 311-2006

LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission
FROM: Jorge M. Gonzalez, City Manager 
DATE: December 13, 2006
SUBJECT: MB magazine

I am pleased to provide you with an advance copy of the December 2006/January 2007 issue of MB magazine (MB). The magazine is currently being processed for delivery to all households on Miami Beach, and includes as an insert our Recreation Review, the Park and Recreation Department's newsmagazine that focuses on the many activities and programs offered by the City.

This edition of MB highlights the City's efforts to deliver excellent services to the community; programs to aid the homeless; the future of the historical Jackie Gleason Theater; and upcoming special events taking place in Miami Beach in 2007. It also marks the one-year anniversary of MB.

I am also very proud to inform you that MB was recently honored with an Award of Excellence by the City-County Communications and Marketing Association (3CMA) in the printed publications – magazine category.

The City continues to expand its communications efforts, which was indicated as an area for improvement in the 2005 community survey. The City has since expanded communications about City programs, services and events, with the publishing of the award-winning bi-monthly MB magazine, CityPage (published weekly and monthly) and MBTV-77's CityVision.

MB is published by the City's Office of Communications. Community feedback on the publication is encouraged by calling 305-604-CITY or via E-mail to mbmagazine@miamibeachfl.gov.

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