



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 024-2007

LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: January 30, 2007

SUBJECT: City's Super Bowl marketing efforts

This Letter to Commission is intended to inform you of our efforts in marketing our City during the Super Bowl events this week.

As you may recall, during our Commission retreats we have discussed our interest in developing a brand marketing initiative to actively promote Miami Beach as a choice destination for visitors, businesses and future residents. Funding was allocated in last year's and this year's budget for this purpose. This initiative would focus on developing a "brand" for Miami Beach that would be targeted to our key audiences, and compliment other efforts to market the area.

Last year I advised you that I was forming a Public Relations and Communications Ad Hoc Committee to advise staff on the best approach in marketing this destination. The committee recommended that the City contract with an external firm to develop a brand identity for the City and a marketing plan for that brand identity using traditional and non-traditional approaches. City staff developed a Request for Letters of Interest and invited agencies identified by our Ad Hoc Committee members to respond. We received a total of five letters of interest from local, qualified firms. Following presentations by all firms to a review committee, and a subsequent presentation to the Ad Hoc Committee, it was recommended that the City partner with local public relations firm, The Treister Murry Agency (TMA), and Cre8tiv Juice Group (CJ), a brand design firm, to develop a brand marketing initiative that focuses on establishing Miami Beach as a city that competes in the world marketplace with its cuisine, cultural offerings, business opportunities, high-end shopping and recreational amenities that extend beyond its beautiful beaches. TMA and CJ recommended a brand approach that includes the development of a "tag line" for all promotional efforts, and non-traditional marketing approaches with intensive public relations to convey certain key messages: we have much more to offer than beautiful beaches and nightclubs, such as a great environment for business, excellent cultural offerings, great shopping, world class cuisine and a great place to live.

The City has engaged in conversations with both firms regarding the proposed implementation approach. While we are still working to develop a comprehensive plan to market the City, we wanted to take advantage of the influx of visitors and, in particular, media, to start disseminating our key message. To that end, staff has worked with TMA and CJ in the last two weeks to develop a plan that leverages activities surrounding the Super Bowl. We are pleased to report that the City of Miami Beach plans to welcome the thousands of fans, media and corporate sponsors expected to fill hotels, restaurants, shops, and the beach, with a newly developed marketing initiative: *"Miami Beach. 25/7. So much to do, you'll need the extra hour."* We believe this tag line reflects the energy and diversity of the Miami Beach experience, and has marketing applications to support our key messages.

Our efforts during this weekend will be focused on getting this message covered as widely as possible both in the local and national media. Because there will be many messages competing for attention during this period, the 25/7 message will be placed on everything from T-shirts to branded energy drinks, and aerial banners, during the days preceding the Super Bowl, complemented with a variety of public relations efforts.

For example, on Wednesday morning the City opens the "Miami Beach Loves You Back" media hospitality tent outside of Hall C of the Miami Beach Convention Center. Credentialed members of the media (more than 3,500 are credentialed) will be given an entry pass to enjoy a short break from the stress of covering the game and its related stories, while being provided a Miami Beach 25/7 T-shirt with a customized tagline ("So much to cover, you'll need the extra hour"), a branded Miami Beach 25/7 energy drink "for the 25th hour," and a list of possible "sidebar" stories tagged onto their shirt. Staff will be present to "sell" these and other story ideas, and assist the members of the media in coordinating interviews.

In an effort to make sure our corporate visitors know that Miami Beach is not only an excellent place to do and have a business, but also a City with excellent amenities, at the Miami Beach Country Club, corporate players will receive a custom-designed golf towel, as well as information about the city's excellent business environment, and outstanding recreational facilities (such as our golf course), delivered continuously on the GPS yardage system found in every golf cart.

In addition, in an attempt to reach the dignitaries, corporate VIP's, special visitors and athletes that often influence public interest and media coverage, beginning Friday and through the weekend, Miami Beach will host the welcome suite at the Style Villa on Ocean Drive, giving us an opportunity to be the welcoming face and voice for visitors to that facility and our City, and a chance to emphasize our messages.

Additional efforts include working with the live productions here on the beach for on-air opportunities.

Following this weekend, it is expected that staff will meet with TMA and CJ to review these efforts and the approach taken, as well as with our Ad Hoc Committee, and revise the implementation plan as may be necessary, moving forward.

We look forward to providing you with a more detailed presentation. Please feel free to call me should you have any questions or require additional information.

JMG/hmf

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