



# MIAMI BEACH

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CITY CLERK'S OFFICE

LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission  
FROM: Jorge M. Gonzalez, City Manager *JMG for*  
DATE: August 6, 2007  
SUBJECT: New CityVision on MBTV 77

As part of Miami Beach's ongoing efforts to provide enhanced information about the City to the community, we are now airing the latest edition of "CityVision" on MBTV 77, our government access cable TV station. "CityVision" is a 30-minute magazine show produced monthly by our Communications Department specifically to illustrate the City's progress in meeting the goals of our Strategic Plan, and to provide information to our residents on current events, programs and services that affect them. Attached, please find a DVD copy of this latest program.

The August, 2007 "CityVision" was filmed inside the Miami Beach Convention Center. The program describes the important role the Convention Center plays in our City's economy, and includes an interview with General Manager Doug Tober. The August program also includes a report on the success of the "Alley Up" program to clean and clear our City's alleyways; a look at the Public Works Department successes in winning a Florida Sterling Award for the City's cleanliness program, and in achieving accreditation by the American Public Works Association; a story on plans for development of South Pointe Park; a behind-the-scenes peek at the Colony Theater; and, a music video that's helping spread the news about Miami Beach's new "25/7" branding program.

Future "CityVision" editions will, among other topics, update residents on the City's streamlined permitting process; explain "encroachments" to residents, take a walking tour and look at Art in Public Places; explain the exciting plans Live Nation has in store for the Jackie Gleason Theater of the Performing Arts; and, look into the mystery of the cannon discovered on Bell Isle.

"CityVision" is promoted on MBTV 77, in MB magazine, and in our weekly CityPage published in the Miami Herald Neighbors section.

If you would like a DVD copy of earlier "CityVision" shows, please contact Jay Moore, MBTV 77, at extension 6940.