

January 27, 2024

Via Email

Alex Fernandez, Commissioner
Miami Beach City Hall

Re: Branding and Marketing for Art Deco Historic District, Miami Beach

Dear Commissioner Fernandez,

As a follow up to our last meeting, ADNA would like to formalize our request:

The Art Deco Historic Heritage that makes Miami Beach the unique and special place it is, needs to be celebrated and memorialized.

Right now, there is nothing out there for us like “The Big Apple” or “Motor City”, and Miami Beach needs an equally unique and emblematic brand/slogan/logo, that captures the essence of who we are, and is marketed to the entire world.

We need a branding and marketing campaign that will elevate our community to new heights, that will affect every aspect of our community and life in a positive way.

While ADNA has thoughts and ideas that we’d appreciate considered in the process, we would like the creative minds and experts in the City of Miami Beach to come together to embark on an exciting Branding Campaign to help make this vision become a reality.

We thank you in advance for your assistance,
Irene Bigger
ADNA President

cc: ADNA Board Members
Monica Matteo-Salinas

