

December 2, 2024

**Via Email**

Alex Fernandez, Commissioner  
Miami Beach City Hall

Re: Heritage Tourism Initiative

Dear Commissioner Fernandez:

When we met several months ago, we discussed the need for a branding initiative for the Art Deco district of South Beach. On behalf of ADNA, I would like to continue that discussion about branding.

There is a terrific opportunity to create more visibility for the treasure that we have in the Art Deco community that we believe will help promote Heritage Tourism. I would welcome the opportunity to participate in that initiative.

How can we take this idea from initiative to reality so that every visitor to the Art Deco District, attendees at every event in the Art Deco District and every resident of the Art Deco community sees our brand on the streets, in social media, in the news and everywhere – one common visual that establishes the Art Deco community as a community for every member, for every visitor and for every business.

With dedication to the vibrancy of the art of community-

Anett Grant  
ADNA, Vice President

cc: Irene Biggers  
Anne Blume

