MIAMIBEACH

OFFICE OF THE CITY MANAGER

NO. LTC# **379-2016**

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: September 16, 2016

SUBJECT: **NEW PARKS AND RECREATION MARKETING CAMPAIGN**

The purpose of this Letter to Commission is to inform you of a new marketing campaign created for the Parks and Recreation Department by the Communications Department.

Our parks and recreation programming and facilities are appreciated by many of our residents and visitors. However, there are many of our parks and facilities that many may not be aware of. Some of these include the ability to go ice skating or bowling at Scott Rakow Youth Center, work out in Lummus Park and enjoy free yoga in South Pointe or many other options.

To assist in promoting these and many other items, the Communications Department created a marketing campaign, themed with "did you know" facts designed to educate the public on the many great facilities and programs that are open to our residents and visitors – many of which are free.

The marketing campaign is anchored with the new slogan, "creating memories" and includes the hashtag #MBParks, the campaign includes 9 primary advertisements and each advertisement has its own tailored message.

Each ad includes a list of facts that someone may not know about, drives the viewer to the website www.miamibeachparks.com, promotes the new slogan "creating memories" and promotes the hashtag #MBParks.

As with all of our marketing campaigns from now on, each of the attached ads only include photos taken in Miami Beach. The marketing campaign will be promoted through local media channels, including social media, outdoor advertising and print ads.

JLM/MM/TD

CREATING MEMORIES

IT'S WHAT WE DO

#MBParks

DID YOU KNOW?

Miami Beach Parks & Recreation offers a myriad of fun-filled programs and services for the entire family:

- Ice skating rink
- Youth programs
- Outdoor fitness
- Bowling
- Senior activities
- Athletics
- Golf courses
- Tennis centers
- Dog beach/parks
- Adult classes
- Aquatic centers
- Special needs
- Toddler programs
- Teen club
- Events...

Creating Memories #MBParks
miamibeachparks.com

MIAMIBEACH

DID YOU KNOW?

Since 1923 Miami Beach visitors and residents alike have been hitting the links in a gorgeous tropical setting. From youth programs to top notch golf clinics you can tee-off amongst the breezes at either:

- Miami Beach Golf Club
- Normandy Shores Golf Club

Creating Memories #MBParks
miamibeachparks.com

MIAMIBEACH

YOGA
IN THE PARK

#MBParks

DID YOU KNOW?

You can balance your chakras at any of Miami Beach's 6 FREE yoga classes held at the following locations:

- Collins Park
- North Shore Park Bandshell
- South Pointe Park

Creating Memories #MBParks
miamibeachparks.com

greenmonkey® yoga

MIAMIBEACH

DID YOU KNOW?

From ice skating to bowling, Miami Beach offers a bunch of fun activities perfect for escaping the rain or heat. Come inside and try our:

- Barbara Medina Ice Skating Rink
- Basketball Gym
- Bowling
- Computer Lab
- Game Room
- Fitness Centers

Creating Memories #MBParks
miamibeachparks.com

MIAMIBEACH

GAME
SET
MATCH
365
#MBParks
DID YOU KNOW?
You can enjoy outdoor tennis 365 days a year at any of Miami Beach's courts. Get your swing on at:
• Flamingo Tennis Center (Closed on National Holidays.)
• North Shore Park Tennis Center (Closed on National Holidays.)
• Neighborhood Courts including Fairway Park, Normandy Shores Park, Palm Island Park & Polo Park.
Creating Memories #MBParks
miamibeachparks.com
MIAMIBEACH

DID YOU KNOW?

Miami Beach offers a variety of fun adult and senior classes at various locations. Get up, get out and get moving with friends and try:

- Water Aerobics
- Pickleball
- Zumba
- Aqua Zumba
- Athletics
- Yoga and more!

Creating Memories #MBParks
miamibeachparks.com

MIAMIBEACH

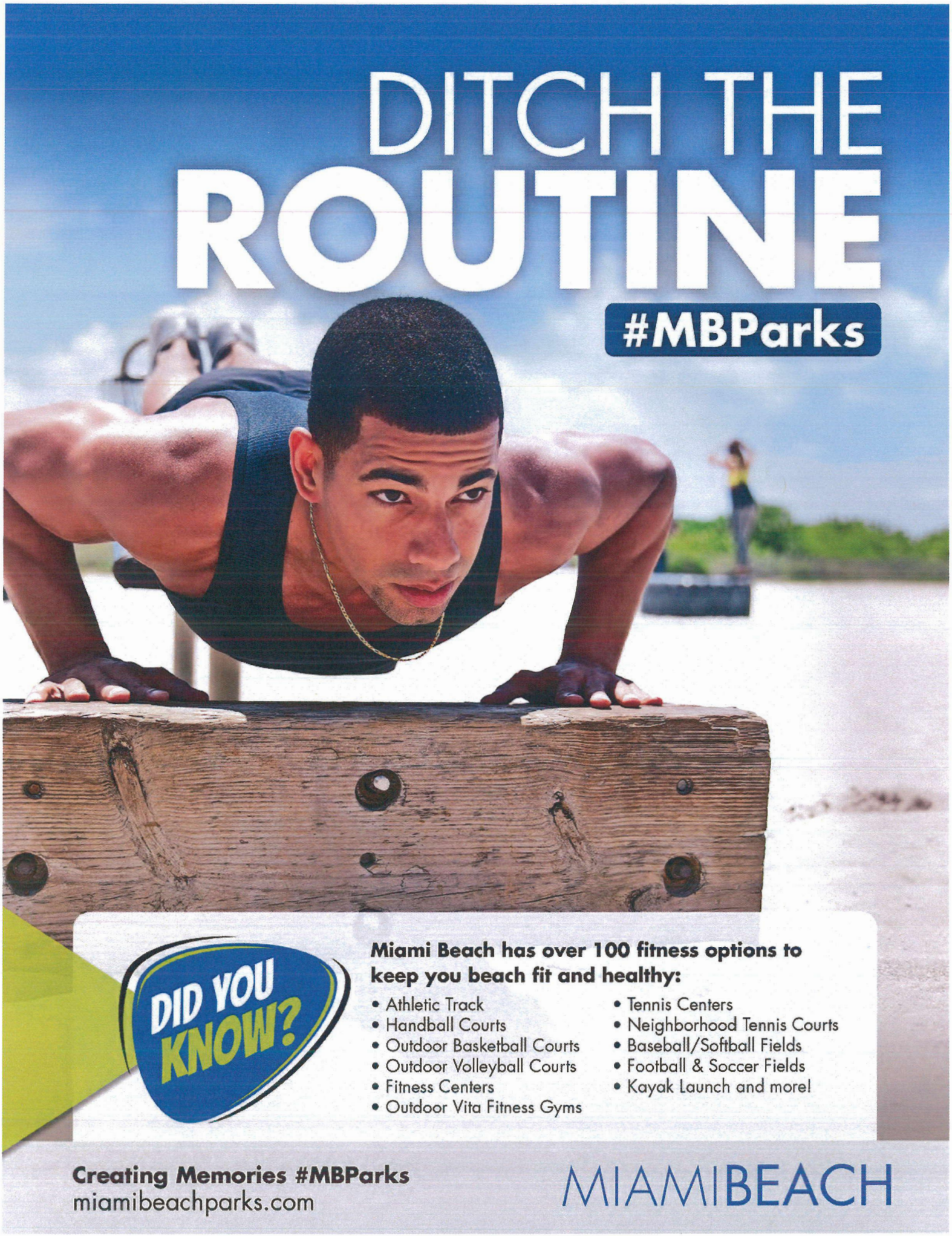
DID YOU KNOW?

You can break a sweat at any of Miami Beach's FREE Fitness Vita Courses located at:

- Beach View Park, 53 Collins Ave.
- Lummus Park, Ocean Drive, 5 – 15 St.
- Normandy Shores Park, 2401 Biarritz Drive
- Brittany Bay Park, Indian Creek Drive at 65 St.
- Flamingo Park, 11 St. & Jefferson Avenue
- North Shore Open Space Park, 79 – 86 St. & Collins Ave.

Creating Memories #MBParks
miamibeachparks.com

MIAMIBEACH


DITCH THE
ROUTINE
#MBParks
DID YOU KNOW?
Miami Beach has over 100 fitness options to keep you beach fit and healthy:
• Athletic Track
• Handball Courts
• Outdoor Basketball Courts
• Outdoor Volleyball Courts
• Fitness Centers
• Outdoor Vita Fitness Gyms
• Tennis Centers
• Neighborhood Tennis Courts
• Baseball/Softball Fields
• Football & Soccer Fields
• Kayak Launch and more!
Creating Memories #MBParks
miamibeachparks.com
MIAMIBEACH

LET THE DOGS OUT!

#MBParks

DID YOU KNOW?

Miami Beach has a dog friendly beach and 6 Bark Parks designed for our four legged, furry friends:

- Bark Beach, Collins Avenue between 80 & 81 Streets
- Flamingo Bark Park, 13 St. and Michigan Ave.
- Pine Tree Bark Park, 4400 Pine Tree Dr.
- Washington Avenue Bark Park, 201 2 St.
- Belle Isle Bark Park, Island Ave. on Belle Isle
- North Shore Open Space Park, Collins and 81 St.
- South Pointe Park, 1 Washington Ave. (off-leash)

Creating Memories #MBParks
miamibeachparks.com

MIAMIBEACH