



MIAMI BEACH

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OFFICE OF THE CITY MANAGER

NO. LTC # *032-2014*

LETTER TO COMMISSION

To: Mayor Philip Levine and Members of the City Commission

From: Jimmy L. Morales, City Manager

Date: January 13, 2014

Subject: **MB MIAMI BEACH SUNCARE**

In September 2013, the City Commission approved a License Agreement between the City and Destination Brands International, for the Official Miami Beach Suncare product line. I am pleased to report that since we signed the licensing agreement with them, the Destination Brands team has been working diligently to successfully manufacture a quality product that represents Miami Beach while positioning the brand to establish appropriate sales and distribution channels.

Destination Brands is working with retailers like Bed, Bath & Beyond, Ulta, Walgreens and CVS, as well as the Boucher Brothers, to ensure that product can be found on shelves and online in time for the launch. They have also partnered with the City to feature Miami Beach Ocean Rescue on their website and social media outlets in branding the products.

Please be reminded that in addition to great quality products, the official Miami Beach Sunscreen benefits our beaches since a percentage of the proceeds go towards beach preservation.

In the coming weeks, you will receive individual meeting requests to meet the Destination Brands leadership team and receive additional information on the activities surrounding the product launch. In the meantime, please mark your calendars with the following dates (*see attached for more information*). A formal invitation, as well as product samples, is forthcoming. In partnership with Destination Brands International, the launch will serve as the celebration of the City of Miami Beach's 99<sup>th</sup> Birthday in March.

<b>Friday, February 14, 2014:</b>	Launch of <a href="http://www.MiamiBeachSun.com">www.MiamiBeachSun.com</a> Website
<b>Saturday, February 15, 2014:</b>	Activation in Grand Central Station, New York
<b>Friday, February 28, 2014:</b>	Activation in Navy Pier, Chicago
<b>Friday, March 14, 2014:</b>	Launch on 8 <sup>th</sup> Street and Ocean Drive, Miami Beach

If you are interested in participating in any of these launch activities, please contact Max Sklar at [MaxSklar@miamibeachfl.gov](mailto:MaxSklar@miamibeachfl.gov).

Please feel free to contact me with any questions.

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Miami Beach, one of the world's top tourist destinations, has partnered with Destination Brands International, LLC to bring you the new official and exclusive sun care product line of Miami Beach. Bringing together unique elements of the sea with the sun protecting properties in our formulas, ensures that your skin is protected, hydrated, nourished and looking its best.

The MB product line creates a true sensory experience of Miami Beach, whether feeling the texture of the sand in our exfoliating wash or the cooling effect of our salt water gel, from the aroma of our signature MB fragrance to the soothing effect of our triple acting sea kelp formula, the essence of Miami Beach is contained in a bottle for your pleasure.

Our very own Miami Beach Lifeguards use MB products to protect their skin and keep it looking its best while they watch over our beaches. Keeping Miami Beach visitors safe, in the water and in the sun, is priority for MB Lifeguards who truly understand the importance of quality protection.

In an effort to keep Miami Beaches beautiful, a portion of all proceeds will go towards local beach cleanup efforts.

### National Launch Strategy

**Primary Objectives:** National Media Exposure (*measured/digital media*)  
 Product Awareness  
 Product Trial  
 Product Purchase (*consumer/trade*)



**Key Launch Messages:** Introducing the new Official and Exclusive Sunscreen for Miami Beach.  
 Miami Beach launches official and exclusive sun care product line for its 99<sup>th</sup> Birthday.  
 Miami Beach goes on national tour sharing sun, sand, sea and its new sunscreen with NY and Chicago, inviting them to launch party in Miami on March 14.  
 Products incorporate sea elements to provide skin benefits (made with real MB salt water, sea kelp and sea spray).  
 A portion of the proceeds benefit local beach cleanups.

### National Launch Execution

**National Engagement:**



3D Floor Graphic of Miami Beach Sampling/Social Media Engagement

**NY:** **Date:** February 15, 2014 in NY Activation  
**Time:** 9am-9pm  
**Location:** Grand Central Station  
 89 E 42 Street, New York, NY

**Chicago:** **Date:** February 28, 2014 in Chicago Activation  
**Time:** All Day  
**Location:** Navy Pier  
 600 E Grand Ave, Chicago, IL

**Miami Beach Launch:**



**Miami Beach:** **Date:** March 14, 2014  
**Time:** 4pm (Miami Beach)/ 7pm (SoBe Nights)  
**Location:** 8 Street and Ocean Drive (80x100 Tent)

**Elements:** 3D Mapping Video, Sensory Room, Fashion Show, Social Media Engagement