



MIAMI BEACH

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NO. LTC # *177-2014*

LETTER TO COMMISSION

To: Mayor Philip Levine and Members of the City Commission

From: Jimmy L. Morales, City Manager

Date: May 23, 2014

Subject: **MB MIAMI BEACH SUNCARE UPDATE**

In preparation for summer, I would like to update you on Miami Beach Suncare and Destination Brands' efforts to create awareness and trial of our brand throughout the nation. Since the launch in February, we continue to receive overwhelming positive feedback on the brand, quality of the skincare products and Miami Beach Suncare's commitment to giving back to beach preservation.

Miami Beach Suncare has partnered with Coca-Cola, the city's official non-alcoholic beverage company, and will be joining them to travel the east coast from Memorial Day through July 4 to cross promote both Dasani Sparkling Water and Miami Beach Suncare.

Miami Beach Suncare has also garnered significant media coverage, including a great feature in USA Today and coverage on NBC 6 affiliate stations nationwide, including The Weather Channel. Miami Beach Suncare has already reached over 100 million people, and aggressive press outreach will continue.

Locally, the brand offers our visitors an opportunity to take a little of Miami Beach with them as a reminder of our city. Products have also been distributed at various local events, including the South Beach Wine & Food Festival and Pride Parade. Other local efforts include participation in the city's Fire on the Fourth event and working with our Environment and Sustainability Division to coordinate a beach clean-up.

Destination Brands has developed a quality product that is representative of Miami Beach. Products are sold beachfront through the Boucher Brothers, in our welcome centers and golf courses. Last week, Miami Beach Suncare presented to the Hotel Association to work with them in carrying our products for sale in their hotels and room mini bars. Many hotels have expressed interest. Regionally, Miami Beach Suncare is found in Walgreens and nationally in Bed, Bath & Beyond. Efforts continue to add outlets for product sales, both locally and internationally, through possible expansions with both online and international retailers.

This summer, Miami Beach Suncare is working on expanding the product line to offer additional products for next year, as well as expanding distribution for the 2015 suncare season.

For the latest information on Miami Beach Suncare, please visit www.MiamiBeachSuncare.com.

Please feel free to contact me with any questions.

JLM/KGB/MAS

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