

# TOURIST DEVELOPMENT AUTHORITY CITY OF MIAMI BEACH

**TO:** Finance Committee  
Visitor and Convention Authority

**DATE:** March 19, 1980

**FROM:** Mr. Harold Gardner  
News Bureau Director

**SUBJECT:** Miami Beach's age as compared with other major cities. Cartoon must be created.

A special event has been planned at City Hall Wednesday, March 26, at 2 p.m., to observe Miami Beach's 65th anniversary.

The event, to be presided over by Mayor Murray Meyerson, and under the auspices of the VCA, is designed primarily as a publicity occasion with limited attendance and to stonewall any facetious comments about the ripe age of 65.

Our requirements are as follows:

1. Invitations (provided by the city...N/C).
2. Photography (provided by city and VCA...N/C).
3. Cake with appropriate Miami Beach design capable of serving 100...\$75.
4. Plastic plates, forks and glasses to serve 100...approximately \$50.
5. White wine provided under the auspices of "Red-Eye" Natalie, the Smuggler...N/C.
6. Ice buckets and ice for wine...\$15.
7. Costume for Mother Nature...\$25.
8. Self-supporting display sign containing blow-up photographs and cartoon as per enclosed specifications...please bid.
9. Draped banquet table and necessary chairs for guests. Courtesy Norman Litz, via Zeke George.

zg  
Enclosure

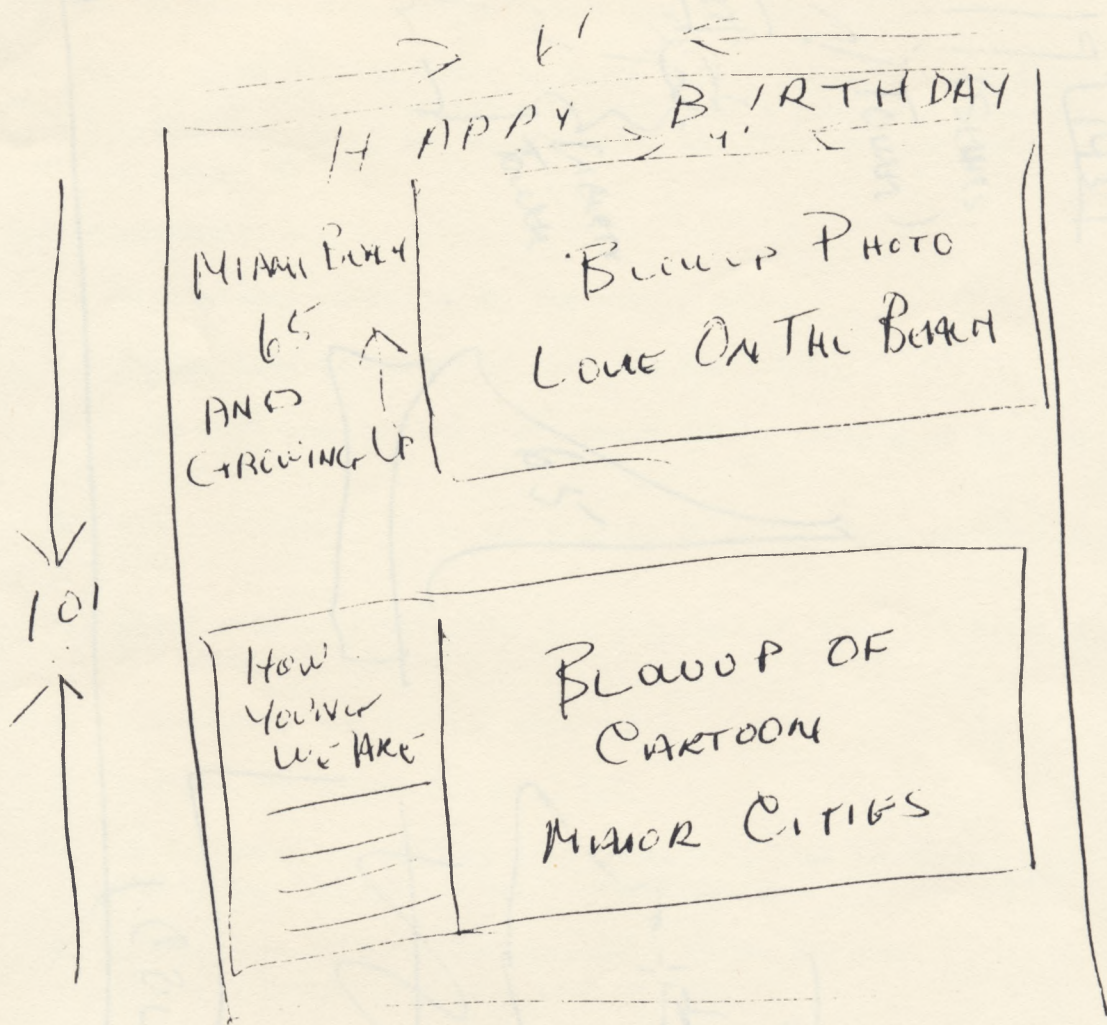
cc: Mr. Ted Griffin  
Mr. Zeke George

SIGN REQUIRED FOR BIRTHDAY EVENT

Please bid out a sign measuring 6 ft. wide, 8 ft. high. Must be self-supporting. Top half of sign should contain blow-up measuring approximately 4 ft. by 4 ft. of "LOVE ON THE BEACH." Hand-lettering:

"HAPPY BIRTHDAY MIAMI BEACH, 65 AND GROWING UP"

Bottom half of sign to contain information panel plus blow-up of cartoon depicting Miami Beach's age as compared with other major cities. Cartoon must be created.



HOW YOUNG  
WE ARE!

CHICAGO - 143  
 NEW YORK - 327  
 LONDON - 765  
 PARIS - 2032  
 ROME - 2733

MIAMI BEACH  
 HAPPY "65"

