



The Official Accredited Destination Marketing Organization for Greater Miami and the Beaches

April 22, 2011

Friends of Miami Marine Stadium  
c/o Dade Heritage Trust  
190 SE 12<sup>th</sup> Court,  
Miami, FL 33131

To Whom It May Concern:

The Greater Miami Convention and Visitors Bureau (GMCVB) enthusiastically supports the efforts of the Friends of Miami Marine Stadium to restore the Miami Marine Stadium.

We at the GMCVB are always looking to promote our destination with unique aspects of Miami and we believe the Miami Marine Stadium will become an important asset for Miami, a one-of-a-kind venue that will showcase our Miami brand on a national and international level.

The economy of Miami has benefited tremendously from the introduction of "signature" events such as Art Basel and the South Beach Wine and Food Festival. I am certain that the restoration of the Miami Marine Stadium has the potential to attract more events of this caliber and will give us an advantage over our competitors when it comes to hosting many different events from the spectrum of boat racing to entertainment, athletic, corporate, and special events.

The Miami Marine Stadium's recent trajectory from forgotten ruin to architectural icon has been well documented by the press. More generally, this marvelous facility epitomizes the perfect image of Miami --- a modern, flamboyant iconic structure; cantilevered over the water; boasting a racy, rich history; and destined for a stellar future. It is a compelling historic preservation story.

I believe the Miami Marine Stadium reinforces the image of Miami as a world class tourist destination and, for this reason, I strongly urge the City of Miami to expedite its renovation process.

Sincerely,

William D. Talbert, III, CDME  
President and CEO