

August 20, 2008

Friends of Marine Stadium
c/o Dade Heritage Trust
190 SE 12th Terrace
Miami, FL 33131

Dear Friends:

The Greater Miami Convention and Visitors Bureau (GMCVB) strongly support the restoration of the Miami Marine Stadium. We believe the Stadium will be a terrific addition to our portfolio of assets and we will work to actively market and promote the Stadium.

Once the Stadium is renovated, we will put it on the covers of our Visitors Guide and Travel Guide. The Stadium is a great, historic piece of architecture-and is something that no other City that we compete with has. It is a wonderful visual symbol of the City-something we can aggressively promote.

We also believe that the Stadium can host many events that can significantly impact tourism and hotel bookings such as wakeboarding, boat racing, long distance swimming, triathlons, etc. These types of "participatory athletic events" are becoming increasingly important to the tourism industry. The Stadium will provide us with a facility that is second to none and will greatly increase our ability to attract high impact, national events.

Arts and Culture and have become a very important part of our marketing efforts and we believe that the uniqueness of the Stadium will allow us to attract one-of-a kind events that can generate tremendous recognition for Miami. Because representatives of GMCVB are meeting so many people who would like to stage events in Miami, we would expect to be able to assist in marketing efforts.

Finally, the Stadium reinforces Miami's growing awareness of the importance of historic preservation for tourism. Along with sites such as Vizcaya, and the emerging Biscayne Boulevard Historic District, the City of Miami is beginning to make real progress in this area.

For all of the reasons above, we urge the City of Miami to move to redevelop this very unique asset.

Yours truly,



George Neary
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