

MIAMI TODAY



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MARKETING MISSION: Miami's Downtown Development Authority board wants to make sure all four of its districts – Central Business, Brickell, Media and Entertainment and Park West – are well-represented in promotions. City Commissioner **Joe Sanchez**, chairman of the authority board, said at the Aug. 15 meeting that the authority needs to do more to “promote downtown to businesses and developers.” **Meredith J. Nation**, interim deputy director, said the authority needs to focus on “tangible advertising opportunities.” In an interview, she said “during this new fiscal year, the staff of the DDA will work closely with the marketing committee on a full marketing campaign to bring attention to all the districts of downtown.”