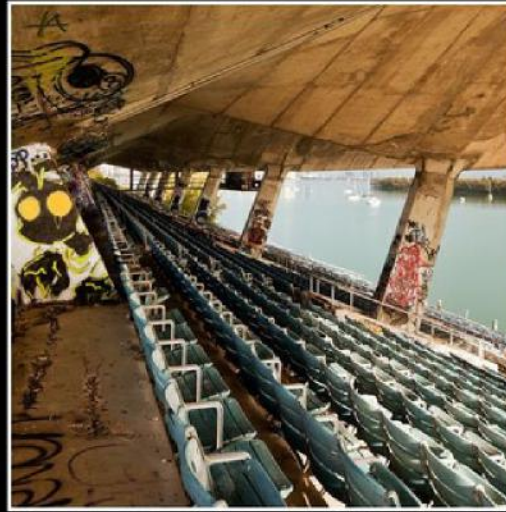


# JASON LOYD CLEMENT

## MARKETING CAMPAIGNS PORTFOLIO

NATIONAL TRUST FOR HISTORIC PRESERVATION (2008-2023)

## MIAMI MARINE STADIUM, MIAMI, FLORIDA



**NEEDED:** A new wave of support for a graffiti-covered stadium on the bay.

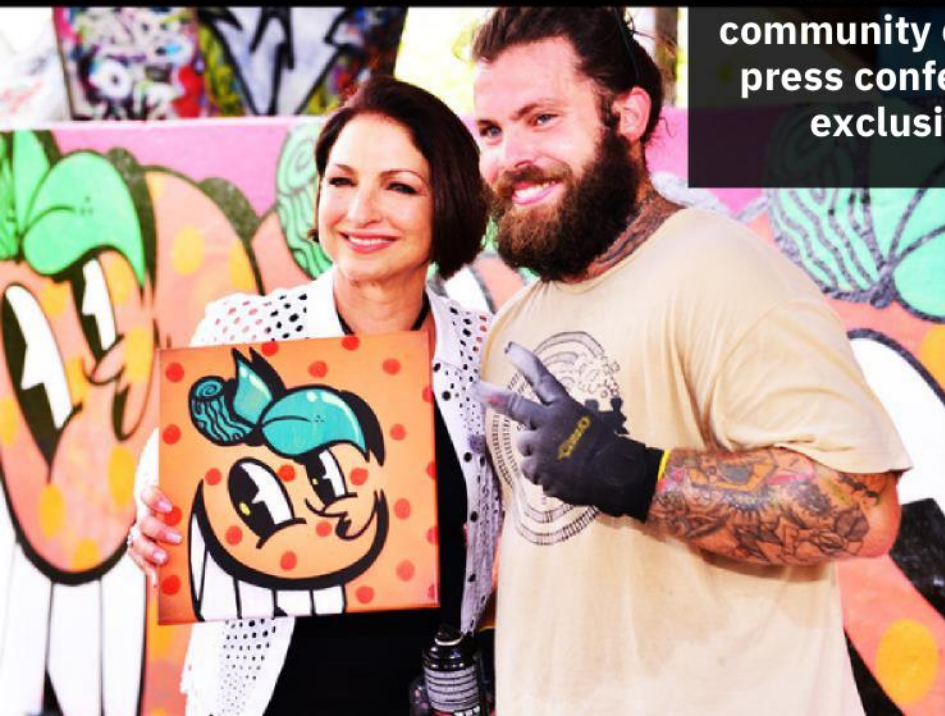
In its heyday, Miami Marine Stadium was the cultural heartbeat of South Florida. But the party ended quickly when Hurricane Andrew washed ashore.

Slipping deeper and deeper into disrepair, the iconic stadium needed help turning the beat around.





**Working with Gloria Estefan, we took the stadium by storm, reactivating it with community events, major press conferences, and exclusive tours.**





# The Miami Herald

MIAMI MARINE STADIUM

## A NEW VOICE OF SUPPORT



CARLOS BETANCOURT/INC.

**CHAMPIONING A FUTURE FOR STADIUM:** Gloria Estefan poses at the Miami Marine Stadium with its architect, Hilario Candela, for the National Trust for Historic Preservation's campaign to save the iconic 1963 structure.

Gloria Estefan will join the effort to restore a long-closed architectural gem

BY ANDRES VOLUCCI  
avolucci@miamiherald.com

The long campaign to resurrect one of South Florida's least-seen architectural gems, the shuttered Miami Marine Stadium, is getting a turbo boost from one of the town's most recognizable figures: singer, entrepreneur and — did you know that? — preservationist Gloria Estefan.

Estefan has agreed to be the public face of a new national campaign to raise the stadium's profile and help activists raise the millions of dollars needed to renovate the historic,

city-owned structure, closed since 1992. Although in disrepair and slathered in graffiti, the 1963 stadium on Virginia Key, with its dramatically suspended, folded-concrete roof, is now widely regarded as a design and engineering marvel with no equivalent in the world.

Estefan, who played on the stadium's famous floating barge in the mid-1980s with the Miami Sound Machine just as they were achieving worldwide fame with Dr. Beat,

TURN TO RENOVATION, 3A



PATRICK EMBRELL/MIAMI HERALD STAFF

**MIAMI SKYLINE AS A BACKDROP:** Gloria Estefan said nothing can beat the view of the water and a nature preserve from the stadium's grandstand. [MiamiHerald.com/photos](http://MiamiHerald.com/photos). See more online

**"I have been around the world, and there is nothing like Miami Marine Stadium anywhere that I have been."**

**Gloria Estefan**  
**The Miami Herald**







**These tours, events, and photo walks introduced a new generation of Miamians to the forgotten stadium.**







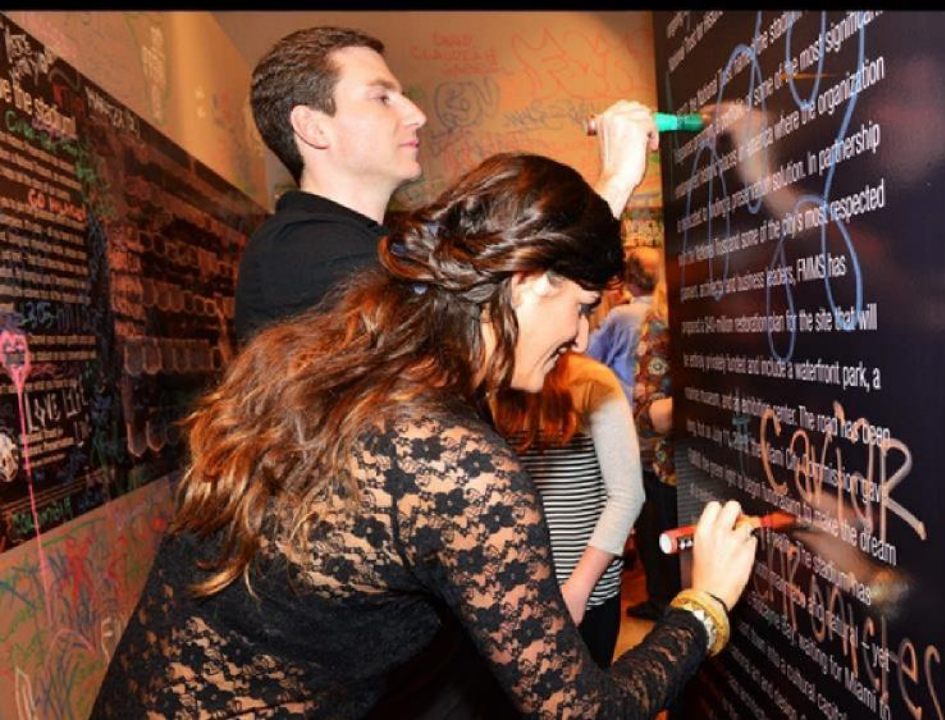


**As awareness grew, Gloria's intimate benefit concert with Jimmy Buffett raised over \$100K for the stadium's restoration.**



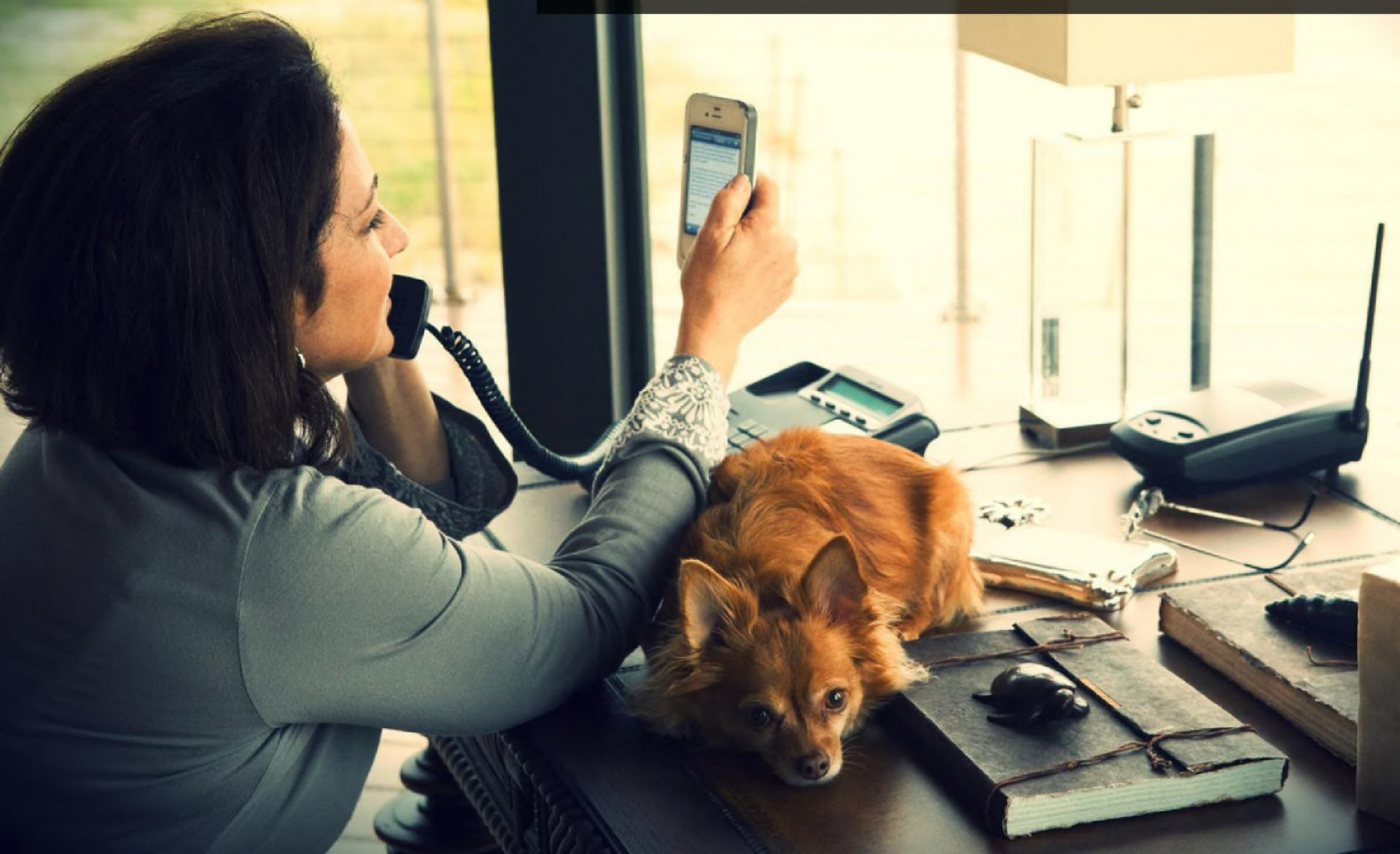


That same evening, an interactive exhibition exploring the stadium's past, present, and future opened at the Coral Gables Museum.





**But it was not just about PR. Gloria personally called the mayor and all five city commissioners, urging them to approve Miami Marine Stadium's site plan.**





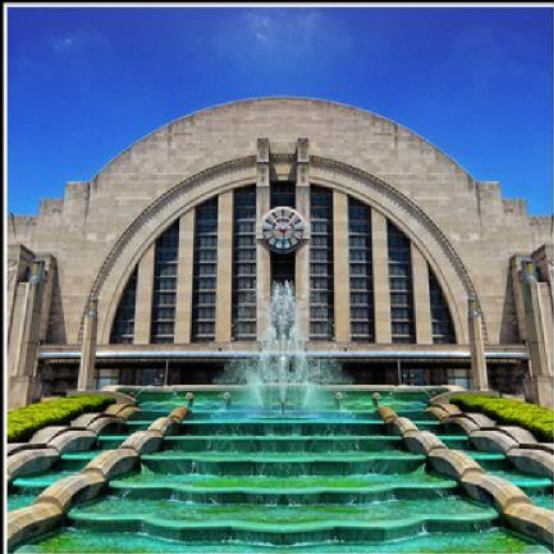


**“If my mom were here, she would say, ‘Francis, do what Gloria says!’ And that’s exactly what I am going to do today.”**

***Miami City Commissioner Francis Suarez, Moments Before Approving Miami Marine Stadium’s Site Plan***



## UNION TERMINAL, CINCINNATI, OHIO



**NEEDED:** A traditional “get out the vote” campaign ... but for a building.

Threatened with closure, Cincinnati’s Union Terminal was added to the ballot in a last ditch effort to raise critical restoration funds.

It was now or never for this Art Deco masterpiece, and the voters of Hamilton County would decide.



In any campaign, you need a base to organize and inspire supporters. And that is what we created in Cincy.







A colorful, high-visibility preservation epicenter to interact with voters.





Educate them about the issue at hand.





**And engage them in creative ways to inspire awareness, action, and votes on Election Day.**







But our campaign also took to the streets.





**And to the sidewalks to meet voters where they were.**





**And it paid off. On November 4, 2014, the residents of Hamilton County voted 61% to 39% to save and restore Union Terminal for future generations.**



## THE ASTRODOME, HOUSTON, TEXAS



**NEEDED:** A citywide reunion with an off-limits landmark.

The Astrodome – infamous, yet long abandoned. With demolition chatter growing louder and louder, the clock was ticking for the 8th Wonder of the World.

It was time to reintroduce Houston to the marvel that put it on the map.



Meet the Dome Mobile. Wrapped in 8th Wonder imagery, this 26-foot truck moved through Houston for two weeks spreading love for the Dome. But it wasn't just a billboard.







**With original seats and Astroturf from the outfield, the Dome Mobile was as close as you could get to the real thing.**









Supporters shared Dome stories in real life.



8

The Dome will bring  
all  
of  
one



# ***Eight Reasons to Save the 8th Wonder of the World***



And on social as they experienced the Dome Mobile.





**10,000+ voters visited the Dome Mobile to re-experience its legacy and advocate for its future.**

**Today, the 8th Wonder is poised to be reinvented as the world's largest indoor park.**



## THE JAMES RIVER, VIRGINIA



**NEEDED:** A large-scale public outcry to stop the powers that be. Literally.

The James River at Jamestown is where our nation began, but that wasn't going to stop Dominion Power from ruining it with a brand new transmission line.

Their customers needed to be given a voice ... or else this history would be lost forever.



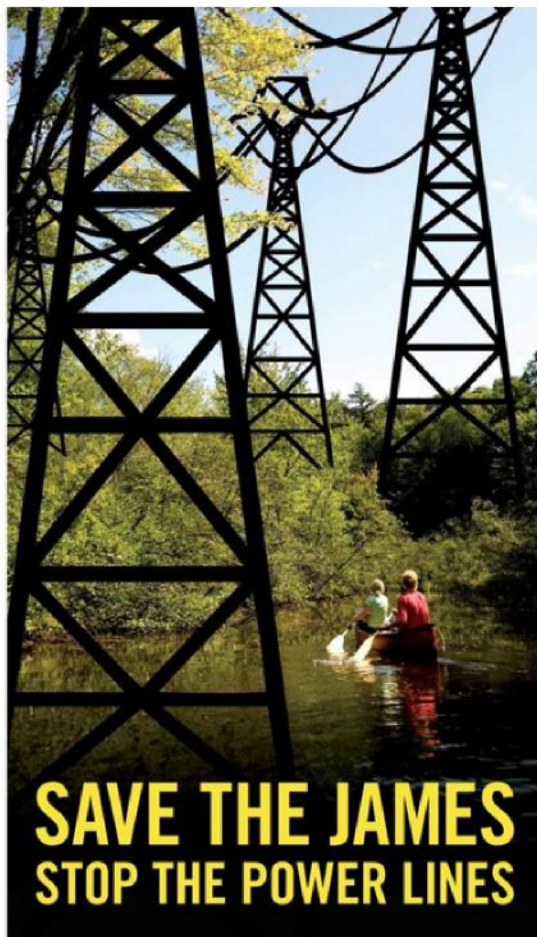
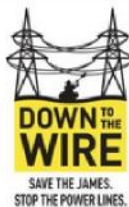


#### THREATENED: The birthplace of America.

Our nation began along the James River. Four hundred years later, it's a place where Americans still come together to experience history where it happened. Don't let Dominion Virginia Power ruin the moment with towers that are nearly 30 stories tall.

Alternatives exist. Tell Dominion to do the right thing.  
Sign the petition: [downtothewire.org](http://downtothewire.org)

#downtothewire is a campaign of the Down to the Wire Coalition.  
This ad paid for by the National Trust for Historic Preservation.

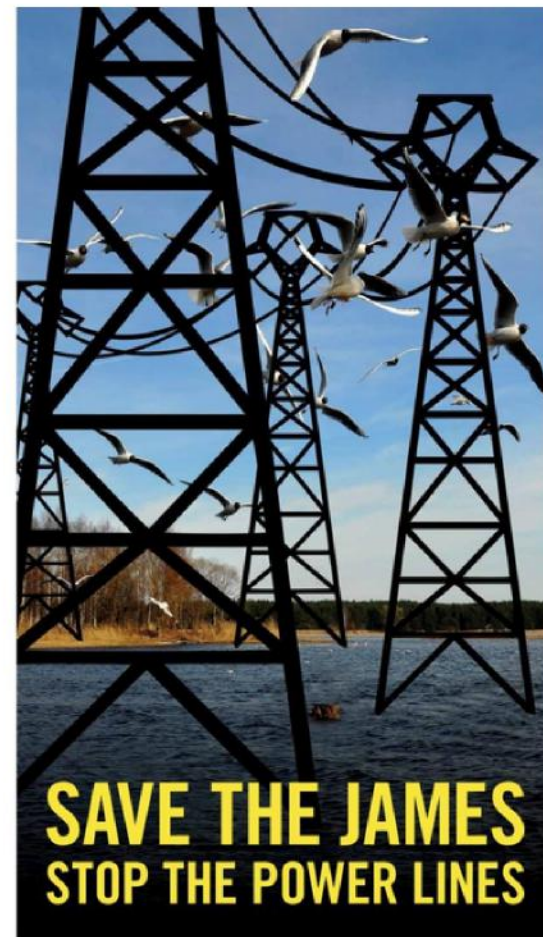
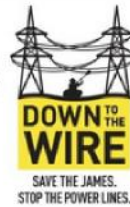


#### THREATENED: A destination for millions.

Every year, millions of visitors flock to Virginia's Historic Triangle along the James River, contributing more than a billion dollars to our state's economy. It's a place where Virginians of all ages come to play. Don't let Dominion Virginia Power spoil the fun with towers that are nearly 30 stories tall.

Alternatives exist. Tell Dominion to do the right thing.  
Sign the petition: [downtothewire.org](http://downtothewire.org)

#downtothewire is a campaign of the Down to the Wire Coalition.  
This ad paid for by the National Trust for Historic Preservation.



#### THREATENED: An unspoiled landscape.

The scenic beauty of the James River transports visitors to another time and place. It's also home to some of Virginia's most spectacular wildlife. Don't let Dominion Virginia Power muddy the waters with towers that are nearly 30 stories tall.

Alternatives exist. Tell Dominion to do the right thing.  
Sign the petition: [downtothewire.org](http://downtothewire.org)

#downtothewire is a campaign of the Down to the Wire Coalition.  
This ad paid for by the National Trust for Historic Preservation.



**A series of full-page ads appeared on consecutive Sundays in the Richmond Post-Dispatch announcing the campaign and launching an online petition.**



And then we hit the road.







Two months of canvassing included stops at community festivals, colleges, makers markets, and small businesses.



Petitioning Dominion Virginia Power

# Save the James. Stop the Power Lines.

 National Trust for Historic Preservation

Please join the **Down to the Wire Coalition** in urging Dominion Virginia Power to reconsider its plans to ruin the historic landscape of the James River at Jamestown.

The James River and its pristine landscape connect five National Park units and some of our nation's most important historic sites, including Jamestown Island, Colonial Parkway, and Carter's Grove. The river itself is the Captain John Smith Trail, the nation's first congressionally designated water trail that traces the English mariner's exploration of the Chesapeake Bay. Visitors today experience a river landscape that

[✓ Share this petition](#)

22,268 supporters

2,732 needed to reach 25,000

Add a personal message (optional)



Dominion Virginia Power: Save the James. Stop the Power Lines.

[f Post to Facebook](#)

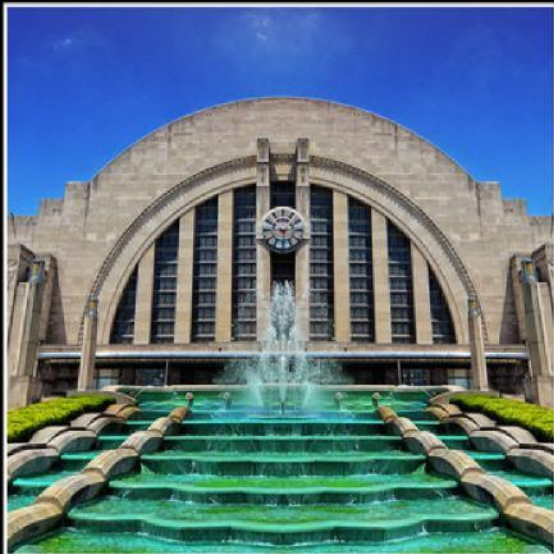
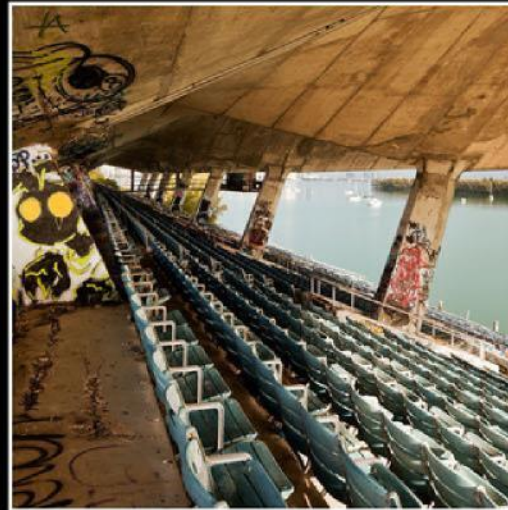
TWITTER



EMAIL

**Our Change.org  
petition garnered  
20K signatures in  
two days, fueling a  
legal battle that  
continues today.**





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