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**Sent:** Thursday, November 21, 2019 2:39 PM  
**To:** Steve Berlin <[Steve.Berlin@cityofchicago.org](mailto:Steve.Berlin@cityofchicago.org)>  
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**Subject:** RE: Request for Travel Approval - Jamey Lundblad

Hi Steve.

Following is my report from Miami...

I was happy to attend on the Commissioner's behalf the 2019 National Arts Marketing Project Conference in Miami (November 15-18), hosted by American for the Arts (AFTA). About 500 arts marketers from across the U.S. attended to learn the latest trends in promoting cultural organizations and arts initiatives to the public. (For my part, I attended sessions on branding, inclusion, email marketing, social media – and promoting public art programs online.) I also staffed the Chicago booth with Christine Carrino, talked with AFTA staff to begin planning for next year's Conference, and made a "Welcome to Chicago next year" speech that I think went very well. Our next step is a planning call with AFTA in December, and a site visit with AFTA here in Chicago in January. Again, I was grateful to have the opportunity to attend the 2019 Conference, and grateful that AFTA and Choose Chicago made that possible (by covering our conference registrations, hotel and airfare).

Thanks again,  
Jamey