



JTHS-MIAMI, a Division of the MIAMI Association of REALTORS®

# **Community pride** soars with Jupiter letters at spring training stadium

Four-foot tall Instagram-ready letters spelling the word Jupiter were the source of community promotion, pride and engagement as they stood in front of Roger Dean Chevrolet Stadium during spring training games last month.

The placemaking initiative is just one of several the MIAMI Association of REALTORS® has created for our local cities and markets. Miami Realtors has invested more than \$435,000 to improve our South Florida communities with grant money since 2017.

MLB fans from all over the country, residents and local TV channels came to take pictures and broadcast in front of the letters, which are made of powdercoated white aluminum, are hollow and each weigh 20-40 pounds. Roger Dean Chevrolet Stadium is the spring training home for the St. Louis Cardinals and the Miami Marlins.

### **Engaging our local communities with** placemaking initiatives

Miami Realtors® has used National Association of Realtors (NAR) grant money to create letters for Miami, Miami Springs, Doral and Jupiter. The genesis of the idea began in November 2019 when Miami Realtors submitted a proposal for a placemaking art piece to NAR to do 4-foot tall Miami letters to engage our community.

The Miami letters were an immediate success as many took pictures with the letters at the Biltmore Hotel (for the 25th annual MIAMI Global Real Estate Congress), Miami International Airport and other locations.

Miami Realtors have since created letters for the City of Miami Springs and the City of Doral. The respective letters each stand in public parks (White Course Park in Doral and across from Miami Springs golf club) ready for your selfies.

There is currently no cost for having the Jupiter letters at sites that are approved based on each individual request. Covering the cost of moving the letters to and from our JTHS Association office would be appreciated.



#### Martha Gillespie-Beeman 2023 JTHS-MIAMI President MIAMI Association of REALTORS®

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