



SMALL TOWN, BIG BEACH™

Date: April 18, 2016

To: Mayor and Council

CC: Grant Brown, Matt Young

From: Brigette Reynolds

Subject: A Sunny Day

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Upon research of the iconic character known as “Miss Sunny” for the use in merchandise sales, history uncovered much more than a cartoon drawing.

Miss Sunny was originally used in several advertisement billboards and signs for the Tourism Association in 1966. She was shown as a blonde, a brunette, and a redhead in various colors of a one piece bathing suit. A large sign with her image fronted highway 59 at the location of the first tourism building in the state of Alabama which today is known as the City Store.

2016 being the 50<sup>th</sup> anniversary of “Miss Sunny” is the perfect opportunity to recognize the beginning of what would prove to be a very bright future for the once sleepy little fishing village, and the organized effort to promote tourism.

In 1972, Miss Sunny became a real life ambassador for Gulf Shores with a pageant. The pageant continued annually until about 1984. The duties that came with donning the crown include the ribbon cutting of the ICW Bridge, planting sea oats on the beach, and shaking hands and greeting guests at the Shrimp Festival.

This year, on Saturday June the 4<sup>th</sup> an exhibit at the Gulf Shores Museum will be unveiled along with merchandise with a replica of the Miss Sunny bumper sticker design. Former Miss Sunny’s are being contacted and invited to attend the day’s events and share stories of what it meant to be Miss Sunny.

This proclamation will provide an official day to honor the history and culture of tourism in Gulf Shores and the positive impact Miss Sunny and all that she represents has had on our community.