

MIAMI BEACH VISITOR AND CONVENTION AUTHORITY
Program of Work 2022.2023

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Mission

To proactively recruit, develop, and financially support and partner with events, festivals, programs and activities that are innovative, high quality and representative of our City, which garner positive or noteworthy media awareness, which enhance and augment the reputation of Miami Beach and the experience for tourists, year-round, or which significantly impact our local hospitality and culinary businesses.

Planning Context

The Miami Beach Visitor and Convention Authority (MBVCA) was created and exists pursuant to Chapter 67-930 of the Laws of Florida and Sections 102-246 through and including 102-254 of the Code of Miami Beach. It is a seven-member authority; each member is appointed by the City of Miami Beach Commission, with the goal of encouraging, developing and promoting the image of Miami Beach locally, nationally and internationally as a vibrant community and superb tourist destination. To this end, the MBVCA strategically focuses its funding investments in a balanced manner, fostering outstanding existing programs, stimulating new activities, and encouraging partnerships. The MBVCA is committed to a careful, long-term plan for allocation of resources to build the uniqueness of Miami Beach as one of the world's greatest communities and tourism destinations.

- 2022 Travel Weekly Magellan Gold Award: Hospitality Marketing - Social Media for Hospitality
@ExperienceMiamiBeach
- 2022 Travel Weekly Magellan Silver Award: Overall Destinations – Culinary Destination for Destinations - Culinary
Mecca
- 2022 World Travel Awards: North America’s Leading City Destination
2022 World Travel Awards: North America’s Leading Tourist Board
2021 World Travel Awards: North America’s Leading City Destination
2021 World Travel Awards: North America’s Leading Tourist Board
2020 World Travel Awards: World’s Leading Lifestyle Destination
2020 World Travel Awards: North America’s Leading Destination
2020 World Travel Awards: North America’s Leading Tourist Board
2020 Travel Weekly Magellan Awards: Overall Destinations - Cultural and Arts, Gold
2020 Travel Weekly Magellan Awards: Overall Destinations - Family Destination, Silver
2020 Travel Weekly Magellan Awards: Overall Destinations - Honeymoon Destination, Silver
2020 Travvy Awards: Best LGBTQ Destination, Silver
2020 Travvy Awards: Best Luxury Destination U.S. & Canada, Silver
2020 Travvy Awards: Best Tourism Board U.S. & Canada, Silver
2020 Flagler Award – Visit Florida: Creativity in Public Relations
2019 World Travel Awards: North America's Leading Beach Destination
2019 World Travel Awards: North America's Leading Honeymoon Destination
2019 World Travel Awards: North America's Leading Tourist Board
Travvy Award 2019 Gold: Best Honeymoon Destination, U.S. & Canada
Travvy Award 2019 Silver: Best Tourism Board, U.S. & Canada
2018 Magellan Gold Award: Best Overall Honeymoon Destination in the United States & Canada
2018 Magellan Silver Award: Best Overall Beach Destination in the United States & Canada
2018 Magellan Silver Award: Best Overall Spa Destination in the United States & Canada
2018 World Travel Awards: Leading Honeymoon Destination
2018 World Travel Awards: North America’s Leading Tourist Board
2017 World Travel Awards: North America’s Leading Beach Destination
2017 World Travel Awards: North America’s Leading Tourist Board
Miami Today 2017: Gold Medal Award
2017 Magellan Gold Award: Miami Beach named Best Overall Beach Destination in U.S./Canada
Travvy Award 2018 Gold: Miami Beach named Best LGBTQ Destination, Domestic
Travvy Award 2017 Gold: Miami Beach named Best LGBTQ Destination, Domestic
Travvy Award 2017 Silver Medalist: Best Luxury Destination, U.S./Canada
Travvy Award 2016 Gold: Best LGBTQ Destination-Domestic Category
Travvy Award 2016 Silver: Best Luxury Destinations-US/Canada Category
2016 World Travel Awards: North America’s Leading Tourist Board
2016 World Travel Awards: World’s Leading Tourist Board
2016 Magellan Silver Award: Destination Winner for Overall Destinations, Beaches in U.S./Canada
2016 Magellan Silver Award: Beaches Destinations category in the USA/Canada
2016 Travvy Awards: Best Wedding Destination in U.S./Canada
2015 Silver Magellan Award: Spalicious Miami Beach, Overall Best Spa Destination in U.S./Canada
2014 Gold Magellan Award: Miami Beach Information App



As a destination that has driven ongoing traveler demand and continues to increase market share, revenue, and traveler capture, it has been a prosperous year in 2022 for Miami Beach. The Miami Beach Visitor and Convention Authority has provided unwavering support and resources to continue to enhance and elevate the Miami Beach brand across core traveler segments through a targeted and integrated strategy encompassing press, influencer activations, and digital connections. Leveraging new hotel openings, the bustling arts + culture scene, Michelin-star rated and recommended restaurants. Recent industry awards, both domestic and, once again, international, travelers are contributing to the destination’s success. We are seeing sustained interest and bookings well into traditional “off and shoulder” seasons. This indicates that post-pandemic travel behavior has shifted due to trends like “revenge travel” and remote work.

Looking through a refreshed lens, we’ve made dedicated strides in the social media space to collaborate with key influencers that showcase the diversity and vibrant culture of Miami Beach. To date, these partnerships have reached more than 815k influencer followers resulting in more than 300k impressions and an increase in @experiencemiamibeach Instagram followers by more than 2.5k year to date. In addition, the shift to dynamic video content and ads in the social space have increased reach by 3k% YoY and followers on Facebook and Instagram by more than 900% YTD.

Trusted media publications have continued to cover Miami Beach in a positive light, honing in on the destination’s new hotel offerings and design, celebrated dining options, travel-worthy wellness experiences, and immersive art + culture activities. Coverage in outlets including Travel + Leisure, Haute Living, Cultured Magazine, Conde Nast Traveler, and Today Show – just to name a few – have showcased Miami Beach as a design-forward, welcoming haven for travelers in search of a bustling city surrounded by world-famous waters and beaches.

In 2022, Miami Beach and the Miami Beach Visitor and Convention Authority have been recognized by the 29th annual World Travel Awards, globally recognized as the most prestigious honors program in travel and tourism. As “North America’s Leading City Destination 2022,” Miami Beach topped nominees including Chicago, Las Vegas, New Orleans, Orlando, and Vancouver, and as “North America’s Leading Tourist Board 2022,” the Miami Beach Visitor and Convention Authority stood out amongst the likes of the Hawaii Tourism Authority, NYC & Company, Visit Florida and Visit California. These awards are a testament to the ongoing commitment to deliver excellence within the industry and showcase the support from fellow travel professionals, media, and consumers worldwide.

We are looking to an even brighter future as a unified collective to support our city with new, integrated initiatives, including “Architectural Tourism” and “Connect with the Waters” campaigns that will launch later this year and into 2023, highlighting Miami Beach’s iconic design history and future and the area’s natural water wonders.

Miami Beach and the Miami Beach Visitor and Convention Authority are well-poised to continue Miami Beach’s ever-growing global reputation with the goal of inviting travelers from around the world to Experience Miami Beach.

Steve Adkins
Chair



Miami Beach has continued to not only recover from the pandemic challenges seen in 2021, but the destination also has, in-fact, thrived amongst core traveler groups spanning regional, national and once again, international demographics. With a continued focus on highlighting the immersive experiences available on Miami Beach, the Miami Beach Visitor and Convention Authority has stayed committed to positioning the destination as a must-visit city through strategic programs and integrated communications channels that showcase Miami Beach in an authentic and engaging light. As a result of these efforts, Miami Beach has been recognized in national press with accolades including “Best Destination for Solo Travelers,” one of “The Best Beaches to Visit in the US” and “The Most Photogenic Beach in the World.”

Our strategic marketing and communications outlook includes a debut campaign dedicated to the iconic architecture Miami Beach is synonymous with and will for the first time, include a celebrity collaborator in 2023. This multi-faceted program will position Miami Beach as a historic, yet culturally relevant open-air museum. In addition, a refresh of the Experience Miami Beach App is underway and will be available for download this fall. From interactive hot spots that tell the Miami Beach story through video and photos to curated itineraries developed by city insiders, app users can expect a visually dominant, informational experience that will assist in planning future tips like a true local. And a new Miami Beach Visitor and Convention Authority website will launch in 2023, integrating new user elements and social plug-ins to connect site visitors with user generated content that is regularly shared by real travelers through our growing channels.

Understanding the power of video and allowing future travelers to experience our city from the comfort of their smart device, we’ve seen more than 90k views on Instagram reels, a functionality we began to leverage in 2022. Through the @ExperienceMiamiBeach handle, we’ve raised our profile through interactive story ads, video ads, sweepstakes with grant winners and have activated a diverse roster of influencers to tell their personal Miami Beach story. By merchandising this content, the Experience Miami Beach social handles on Facebook and Instagram have increased paid reach by 100+ % and overall reach on Facebook and Instagram by more than 15% in less than eight months. In addition, both channels have surpassed the average growth of .2% follower growth by acquiring an average of 440 new followers per month with a limited ad spend budget.

Miami Beach has continued to serve as home base for marquee events and experiences including the South Beach Wine and Food Festival, the Hyundai Air + Sea Show, SWIM Week, South Beach Seafood Festival and celebrating 20 years on Miami Beach this December, the largest art showcase in the United States, Art Basel. In addition, 2022 has been a design-forward year with a number of Miami Beach hotels receiving national and international media acclaim for impeccable style including Esmé Miami Beach, Life House South of Fifth, The Betsy Hotel and Faena Miami Beach.

We’ll continue to pursue a collection of awards, accolades and recognitions in new categories that celebrate our destination and overall evolution of programming and support as an award-winning tourism board. Miami Beach is positioned to thrive as we collectively welcome new initiatives that pay homage to our community, stellar shoreline, inviting waters and active experiences that span art + culture, culinary, wellness, design and beyond.

The Miami Beach Visitor and Convention Authority looks forward to sharing Miami Beach with future visitors and we are proud of our commitment to ensure Miami Beach continues to be seen as a leading city destination with experiences tailor-made for any traveler.

Grisette Roque Marcos
Executive Director

The Miami Beach Visitor and Convention Authority (MBVCA) supports, recruits, and develops events, festivals, projects, programs, and activities that are innovative, excellent, and representative of the global status of the City of Miami Beach (CMB) in order to increase the business of tourism and improve hospitality while strengthening the Miami Beach brand and reputation worldwide. Collaboration with tourism partners is a critical core commitment. Leveraging the power of the budget is a core competency.

Fiscal Year 2022/2023 Key Initiatives

In over two decades of annual strategic review and analysis, the MBVCA has developed, reviewed, and implemented funding support for specific core initiatives that continue to produce increased hotel room nights, strengthen global branding, and attract visitors to Miami Beach. The MBVCA continually reviews the success of funding in these categories, and when data support future funding, the MBVCA recruits’ events and projects therein.

iative	Hotel Room Nights	Viewership	Impressions
Cultural Tourism	1,704	0	107,290,997
Customer Service	0	0	515,748
Design and Architecture	737	0	8,557,696,292
Entertainment and Nightlife	0	0	0
Festivals	1,828	0	963,055,774
Film and Fashion	1,720	87,783,278	1,519,733,423
Gay and Lesbian	0	0	2,298,333
Group Stimulus	1,317	0	5,763,081,601
Health and Wellness	2,064	0	2,164,738,945
Promotional Campaign	0	0	0
Television Origination	0	28,607,005	4,143,769,026
Wine and Food	2,104	0	4,349,737,115
TOTAL	11,474	116,390,283	27,571,917,254

Destination Marketing

In April 2011, the MBVCA enacted a Request for Proposal (RFP), for a Destination Marketing, Public Relations, and Communications Consultant contract. The goal was to increase and focus messaging as part of a comprehensive strategic plan, based on the four original messaging tracks and core initiatives of the MBVCA: 1) Leisure/Lifestyle 2) Arts and Culture 3) Sports/Celebrity/Entertainment 4) Global GLBT.

The initial agency of record Hill & Knowlton (H+K) is a leading global communications consultancy firm with headquarters in New York, and 80 offices in 44 countries. H+K has an extensive associate network and a local office in Miami, with a Miami-based team in business for over twenty years. The agency's parent company, WPP Group (formerly Wire and Plastic Products PLC), is one of the world's largest communications service corporations. H+K has been tasked with increasing the destination's social media footprint through the Experience Miami Beach handles; improving the visitor's experience by promoting cultural experiences (music, performance, arts, museums, design and architecture, history); improving visitor services; attracting the Gay, Lesbian, Bisexual, and Transgender community and collaborating with all tourism partners and residents. The firm's goal is to increase 'heads in beds' by attracting new special events; festivals and concerts; an enhanced reputation for gastronomy: restaurants, chefs, wine & food; a positive reputation for good health, medical treatment, wellness, sports, revitalization (spas), and increase the Experience Miami Beach social media channels; engagement. They are also tasked in recruiting production, to showcase Miami Beach in a positive light through film, advertising and fashion production, television origination and cable show stories, and production. Due to the COVID-19 pandemic, the attraction of major events was tempered; therefore, the focus pivoted to destination marketing through promotional campaigns.

Since contract inception, H+K reviewed and planned for horizon issues; measuring and reviewing strategies; plans and tactics for improved performance, and ROI. They are also responsible for supporting MBVCA grant recipients. While recipients are expected to have their own mechanisms for promotion and marketing, many of the recipients' events are central to the major buckets developed by the MBVCA and the firm and may be the beneficiary of additional press support if, and when, it is in line with one of the MBVCA's messaging tracks. Some of the ways the MBVCA and H+K support additional grant recipients' promotional efforts are through social media messaging; the promotion of a deal created by the grant recipient on our Experience Miami Beach App; through the quarterly Lincoln Road Poster, through the MBVCA website, and most recently through the development and promotion of social media giveaways using our social media channels and influencers when available.

The MBVCA has won a series of awards as detailed on page 3. Among these are the Miami Today Silver Award. In addition, the MBVCA was also honored by being named World's Leading City Tourist Board in 2016 and 2017 by the World Travel Awards™. Competing against other top destinations, Miami Beach was chosen by over 600,000 industry voters beating out the Arizona Office of Tourism, Destination DC, Hawaii Tourism Authority, Las Vegas Convention and Visitors Authority, Los Angeles Tourism & Convention Board, New Orleans Tourism Marketing Corporation, NYC & Company, Visit California, Visit Orlando and Visit Florida. The World Travel Awards™ were established in 1993 to acknowledge, reward and celebrate excellence across all key sectors of the travel tourism & hospitality industry. Today, the World Travel Awards™ brand is recognized globally as the ultimate hallmark of quality, with winners setting the benchmark to which all others aspire.

Miami Beach has also been honored to receive the Gold for Best Overall Honeymoon Destination-U.S. & Canada and received Silver for Best Overall Beach Destination-U.S. & Canada, and Best Overall Spa Destination-U.S. & Canada, as part of the Magellan Awards in 2018.

Despite the ongoing pandemic, the City of Miami Beach and the MBVCA were recognized globally through various awards and accolades. Most recently, the MBVCA was honored with the World Travel Awards North America's Leading Tourist Board, while the City of Miami Beach was awarded the 2020 World Travel Awards: World's Leading Lifestyle Destination and North America's Leading Destination. The City of Miami Beach also received the 2020 Travel Weekly Magellan Awards for Overall Destinations - Cultural and Arts, Gold, along with Silver in the Overall Destinations - Family Destination category, as well as Silver in the Overall Destinations-Honeymoon Destination

category. In 2020, the City of Miami Beach was also awarded two Silver Travvy Awards for Best LGBTQ Destination and Best Luxury Destination U.S. & Canada, Silver, while the MBVCA received Silver in the Best Tourism Board U.S. and a 2020 Flagler Award within the Creativity in Public Relations category.

Currently the City and the MBVCA are nominated for 2022 Travvy awards in the following categories: Best City Destination – United States and Best Tourism Board – United States. This year’s ceremony will take place in Ft. Lauderdale.

In fiscal year 2020/2021, H+K developed several marketing campaigns to lure tourists back to Miami Beach, post-pandemic. The goal was to support Miami Beach as a go-to destination and drive travel in line with the new industry landscape due to COVID-19. The MBVCA launched the "My Miami Beach, Your Escape" and "Why I Love Miami Beach" recovery campaigns, developed to capture the lure of Miami Beach through the lens of local photographers and influencers. The multi-channel, 90-day campaign was activated across print, digital, radio and social media, targeting the regional drive market and inviting potential visitors to a "Paradise Getaway, Only a Drive Away." As part of the campaign, local influencers captured videos showcasing their personal connection and love for Miami Beach. The videos debuted throughout the MBVCA’s social media channels. The campaign featured local Miami Beach entrepreneurs Ian Fleischmann, Executive Chef of Strawberry Moon at the recently opened Goodtime Hotel; Paolo Reynoso, General Manager of the Axel Beach Miami Hotel; YesJulz, Owner of YesJuice Café; Samantha Hope Galler, Soloist Ballerina with Miami City Ballet; Kerry Phillips, Installation Artist and Awardee of the City’s No Vacancy, Miami Beach project; Ari Urban, Violinist, Meditation Mentor, and Composer at The Betsy Hotel South Beach; Scott Eddy, Travel Media Personality and Creative Content Producer for the tourism industry at The Confidante Hotel; and Nicole Lopez-Alvar, a TV personality and journalist.

H+K has continued to host Familiarization (FAM) trips as part of their overall PR strategy for the destination, as the conditions from the pandemic improved. H+K managed, coordinated, and organized these FAM trips; arranged press stays for the media at popular hotels; dinner at some of our most prominent restaurants, synchronized events and activities; booked plane tickets; developed releases and contracts, and a range of other responsibilities. Individual FAM trips for influencers and media also enhanced the wide and varied media coverage. In 2020/2021, FAM trips welcomed freelance travel journalist Ramsey Qubein, Aviva Patz with Reader’s Digest, Adam Dupuis with Instinct Magazine, and travel and lifestyle bloggers Dana Berez and JQ Louise.

In addition, H+K hosted 5 social media influencers and created "A Perfect Day in Miami Beach" where the influencers were invited to experience all that Miami Beach has to offer and feature it on their social media pages, as well as develop live feeds to increase followers. The trips featured influencers Ria Michelle, Daniella Duque, Sara Liss, Bianka Walker, and Lina Greco. As a result, the MBVCA’s social media channels grew by 317 followers; generated over 100 organic Instagram posts, both in-feed and through stories; with 32 posts that were amplified by MBVCA partners, and bilingual content was featured. In 2021/2022, H+K will continue to work within the post-pandemic environment to plan additional FAM trips, adhering to local and national guidelines.

H+K continued to create relevant content, positioning Miami Beach as a top global destination like no other place in the world and distributed press releases on the National Wire to share with media and consumers, resulting in 1,393,869,735 impressions with a media value of \$3,794,151,603.31. Through a continuous news bureau campaign, H+K engaged with reporters and aligned with Miami Beach’s key demographic to entice, raise awareness, and generate coverage in top-tier media outlets including Forbes, Conde Nast Travel, Travel + Leisure, USA Today, The New York Times, New York Post, and Today.com. In addition, H+K worked with the MBVCA, in collaboration with the GMCVB and the City of Miami Beach, to develop specific marketing campaigns to ensure the development and delivery of a cohesive message to lure tourists back to Miami Beach.

As part of H+K’s efforts to further promote the MBVCA grant recipients, events were promoted throughout social media and through press releases, when appropriate. In addition, H+K developed online sweepstakes to promote increased activity on our social media channels, as well as ticket giveaway promotions/sweepstakes from MBVCA-

funded events. At times, H+K was able to partner with a social media influencer to extend the reach and garner additional followers overall. These promotional sweepstakes will continue into the upcoming fiscal year.

In January 2022, the MBVCA released an RFP for their new AOR and voted to award the one year contract to Private Label, LLC. As a result, in FY 2022/2023, two integrated campaigns that feature a fresh take on the destination will activate, Connect with the Waters, focused on the natural draw of the area's waters and activities and Architectural Tourism. For the first time, the MBVCA will commission a celebrity spokesperson to build a comprehensive and targeted design-forward campaign under the Architectural Tourism moniker that highlights the destination's Architectural landmarks and experiences. This will culminate in the first-ever Open House Miami initiative in FY 2023/2024.

The MBVCA will also work to add broadcast into the strategic plan, collaborating with production houses to feature the destination through limited-episode series and travel-specific shows to leverage the power of TV while offsetting the traditional cost of advertising.

Off the heels of a FY 2021/2022 inaugural industry accolade for work done to date with the @ExperienceMiamiBeach handles (Travel Weekly Magellan Gold Award Winner for Social Media - Hospitality), the MBVCA will continue to partner with diverse influencers who will share the destination's many offerings through dynamic and shareable content.

In FY 2022/2023, the new website will launch, offering an enhanced user experience for site visitors. The MBVCA will work to drive traffic to the new site through multi-faceted efforts including paid social, release distributions and cross promotion with partners and experts.

Mobile API

On January 13, 2012, the MBVCA released an RFP for the development of a Miami Beach-focused web-based digital content management system (CMS) and modifiable database to support 3rd party mobile applications via an application programming interface (API). An API is a set of routines, protocols, and tools for building software applications. A well-developed API would make it easier to develop a program by providing all the building blocks. The ultimate goal of this project was to develop an all-encompassing database of Miami Beach assets to include hotels, restaurants, and cultural institutions that would then allow Mobile Application developers to create a Miami Beach-specific "App" accessible through tablets and smartphones.

The MBVCA purchased the domains MIAMIBEACHAPI.COM and MBDATALINK.COM and developed a website for developers to log into and pull information from in order to create mobile applications. Since inception, the MBVCA developed additional forms for the categories such as lifeguard stands and Art in Public Places; information not readily available. The API participated in several local hackathon events where the API could receive additional exposure before it was released to the market.

Previously, the MBVCA promoted developer awareness about the API by participating in sponsored events that included hackathons and online contests. In 2016, the MBVCA sponsored the MangoHack event at Florida International University (FIU). Over 300 developers from across the state gathered to develop new websites and applications over the course of 72 hours. The Miami Beach API was showcased and used by many developers to facilitate access to City data, which would otherwise be unavailable. Several groups utilized the Miami Beach API and some incorporated a chat feature into their App so they could chat amongst each other, during the event. Staff also attended the eMerge Americas Conference to become better versed in the latest technologies.

In fiscal year 2019/2020, the MBVCA continued to update the API platform for travel-related inventory to include updated business classifications reflecting ongoing changes within the City. These included the elimination of Dining

Halls, and the addition of Bicycle Parking, Gender Neutral Bathrooms, Pet-Friendly programs, and many more. In addition, through a partnership with Miami Dade County Public Schools Summer Youth Internship Program, the MBVCA hired two high school interns from Miami Beach Senior High School who assisted with the updating and editing of the API. This partnership allowed the students to gain experience within their interested field, such as IT and/or Hospitality and Tourism. The students were able to work virtually due to the global pandemic that took place during their internship program.

The API upgrades implemented during the 2020/2021 fiscal year included the updating of various sections within the business categories. Examples of such updates included whether a restaurant/bar/nightclub's event space is considered small, medium, or large; the changing of celebrity chef to Executive Chef, expanding the Cuisine type, adding services, and what the restaurant is known for, within the restaurant category; adding services and amenities to the Bars category; changing form fields and services within the Nightclub category; adding "Dorm Style" to the type of hotel room within the hotel category, as well as, adding property and room amenities; adding additional services to the Beauty Parlors category, and adding Health & Safety Measures throughout all of the business categories. The Reporting Tool was also updated to ensure reports on specific information related to Miami Beach businesses and amenities could be generated in a timely manner.

In fiscal year 2022/2023, the MBVCA will continue to work with City personnel to ensure the business information within the API is the most up to date. Currently, the API is fully functional with 253 different categories of businesses, each averaging 90 different services and amenities. Web and App developers can use these attributes to create new and exciting experiences for their end-users. The MBVCA will also consider reducing the capacity of the API to tourist-related properties and activities.

Mobile App

The MBVCA released the Miami Beach Information (MBI) App on iOS and Android platforms in fiscal year 2013/2014 and both the Miami Beach API and APP were selected as a Gold Magellan Award Winner in the Destinations | Mobile App category in 2015. The Magellan Awards receive entries from top travel organizations and professionals worldwide. In addition, the MBI App was highlighted in the October 20, 2015, issue of Travel Weekly as a Magellan award winner.

A new version of this App (2.0) was released in fiscal year 2015/2016 for both Android and iOS platforms. The latest version of MBI included new and exciting features for the end-user. Features now include a side-swipe feature; listing the information in an A-Z format; new categories that include Shopping, Nightlife, Art & Culture, and Restaurants; and the creation of the "My Miami Beach" section where users can add events, photos, and itineraries as they navigate the App. In addition, the App features a "Deals" section that includes special promotional rates or offers developed by MBVCA grantees. This cross-promotional effort increased the number of downloads the App received, while also assisting with the promotion of MBVCA-funded events. The promotions in the "Deals" section were also posted to the various MBVCA social media pages such as Facebook, Twitter, and Instagram.

New ads were created for inclusion in grant recipients' promotional material. The ads were also retrofitted to promote the download of the App through social media. The App was also promoted on the Lincoln Road poster designed and printed quarterly and displayed along the world-renowned pedestrian mall. Each ad is designed to promote a different media bucket.

Since its latest version release, the newly renamed Experience Miami Beach (EMB) App, formerly the Miami Beach Information (MBI) App, has added new and exciting features for the end-user that include a side-swipe feature; listing the information in an A-Z format; the addition of new categories that included Shopping, Nightlife, Art & Culture, and Restaurants, and the creation of the "My Miami Beach" section where users can add events, photos, and itineraries as they navigate the App. The App also features a "Deals" section that has special promotional rates or offers developed by MBVCA grantees that can be cross promoted through MBVCA grantees and social media pages such as Facebook,

Twitter, and Instagram. The App has now been downloaded nearly 16,634 times (as of October 2021), across the Android and iOS platforms. Approximately half of all downloads come from European users seeking to learn about Miami Beach.

In 2022, the MBVCA unveiled a new, immersive destination tour app now available on Apple and Google, EXP Miami Beach Tours (EXPMiamiBeach.Tours). This extension of the Experience Miami Beach App is an insider guide with the best ways to experience Miami Beach from sunrise to sunset and beyond, inviting users to explore curated art + architectural tours crafted by a selection of city experts. From iconic buildings now with new purpose to preserved architecture that showcases the evolution of Miami Beach’s design history, enthusiasts can now tap into interactive, self-guided tours.

The EXP Miami Beach Tour App offers four marquee itineraries including Art in Public Spaces, Hidden Art, A Day Inside Miami Beach Architectural Wonders and Public Art and Iconic History in Miami Beach. Each tour provides a collection of hot spots to visit and experience the power of art and expression on Miami Beach – from large-scale public art installations to hidden pieces that harken back to the city’s history. A number of recommendations are in collaboration with guest curator and MBVCA board member, George Neary. Neary is an independent City of Miami Beach Tour Operator, owner of Tours R Us and local community art enthusiast. EXP Miami Beach Tour App users can follow his top picks and expect to learn interesting facts about Miami Beach’s history and its constantly evolving, design-forward position in the art + architectural world.

Forbes Hospitality Training

In 2001, current MBVCA Board Member and former Chair Steven Haas, identified a need to improve customer service on Miami Beach. Part of this effort included developing a customer service video inspired by the Fab Five, that depicted various scenarios of poor customer service, followed by scenes as to how to best react to those scenarios. The video was then distributed to Miami Beach businesses. In fiscal year 2003/2004, the MBVCA partnered with FIU to offer free live customer service training to all Miami Beach hospitality employees entitled: The Customer and You – Certificate Program in Service. This program was then managed by UNIDAD Miami Beach, through a partnership grant with the MBVCA. In 2005, the program received a Flagler Award for “Best of Show” in the Outstanding Tourism Marketing category.

In fiscal year 2016/2017, the MBVCA sought to offer a structured type of hospitality training program and partnered with Forbes Travel Guide (FTG) to offer a free of charge, live training to Miami Beach hospitality employees. The sessions were then offered to Front-line personnel, in both English and Spanish, and to Leadership personnel to include managers, supervisors, and owners.

In previous years, the MBVCA has offered a second level or a “202” level for those hospitality employees who had already participated in the basic 101 sessions. In addition, an online webinar was developed from the 101 sessions and offered to anyone who was unable to attend one of the live sessions, offered 2-3 times a year, or for use as a refresher course. In addition, FTG, in partnership with Lobster Ink (now a division of EcoLab), developed and implemented an online training module. The MBVCA offered a course entitled “Introduction to Forbes Travel Guide Luxury Hospitality Standards” to all Frontline 101 hospitality employees in Miami Beach. In addition, a new version of the webinar was developed to continue to increase its reach to Frontline 202 employees. The webinar was hosted through the GoToWebinar platform where registrations, reporting mechanisms, and communications with the registrants were managed through the MBVCA. All the available trainings were featured on the MBVCA website with registration links for each.

In FY 2019/2020, the MBVCA continued to offer live trainings for Leadership 101, Leadership 202, and Frontline 101; with Frontline 202 being offered as an online refresher course; year-round. Due to the global pandemic, the second live training scheduled for the year was converted to four (4), half-day live webinars, hosted remotely by Forbes Travel Guide trainers. In addition, the Frontline 101 online training was enhanced to include an introductory video

highlighting Miami Beach and offered 6 Learning Paths focusing on specific areas within the hospitality industry, that included Concierge Service; Housekeeping; Arrival; Departure; Bar/Lounge Service, and Dining. In addition, an Essential Rebound Training Program and Essential Public Health Training Program was offered that included topics such as basic COVID-19 and personal hygiene training, developed in partnership with Lobster Ink/Ecolab. It also included front office upselling and other revenue-generating skills to support sales. With specific content for managers, food handlers, food service managers, and restaurant or bar service staff. The program was designed to fast-track onboarding and prepared businesses for reopening and to also operate under the 'new normal'.

In FY 2020/2021, the MBVCA continued to offer online hospitality training to all Miami Beach-based employees to ensure the destination was fully prepared to welcome back its tourism industry. A combination of online courses, that can be completed at any time, and "live" online webinars, where a learner can participate during designated session dates and times, were offered throughout the fiscal year. The online hospitality courses, managed through Lobster Ink/EcoLab, was accessed through the MBVCA's newly developed Training Portal featured on the MBVCA website. This ensured a smooth log-in process for registered learners. In addition, the MBVCA worked with FTG to issue digital badges upon the completion of the online webinars. These badges may be featured on a participant's LinkedIn page and/or their email signatures, as an example. They may also be promoted through the individual's social media channels. The Online Training program continued to issue certificates for each of the Learning Paths offered. The Learner was able to automatically download the certificate upon completion of the course(s) within their selected Learning Path(s). The Learning Paths continued to offer health and safety protocol courses to all Learners, to ensure a smooth transition into a post-pandemic environment.

In 2021/2022, the MBVCA increased the total number of live webinars offered through their partnership with FTG. Each training day included a session for Leadership and Frontline employees and were promoted through the MBVCA's partners to include the GMBHA, GMCVB, local BIDs, Chambers of Commerce. Promotional efforts were also accomplished through social media and the MBVCA's professional LinkedIn page. The online training programs was also offered throughout the fiscal year to allow for businesses and employees re-entering the workforce, to refresh their customer service tools and learn new trends that had since emerged in the market.

In 2022/2023, the MBVCA will continue to offer its online webinars through their partnership with FTG. The Frontline and Leadership webinars will once again take place 4 times throughout the fiscal year, with different topics offered during each session. The program will also be available to anyone who wishes to participate. Digital badges will continue to be issued to those participants who complete the course. The FTG online hospitality training program will be retired due to a low participation rate.

The MBVCA will also continue to work with the City of Miami Beach to offer a Code Compliance portion for those businesses located along on Ocean Drive, who require this specialized training as part of their business license renewal. The MBVCA will also continue to promote all available trainings through their partners; social media pages; website, and implement other grassroots efforts to encourage participation in the various hospitality training programs available to Miami Beach businesses and residents.

Visual Memoirs Project

Another project is the Miami Beach Visual Memoirs Project (MBVM) that was started in FY 2011/2012 to record, catalogue and warehouse personal and eyewitness accounts of the history of the City of Miami Beach. The deliverables included a recorded detailed history of Miami Beach through personal interviews, creating collateral materials about the history of Miami Beach and identifying comprehensive exhibit concepts that can be implemented to execute a comprehensive visual memoir library and promotional campaign.

The Miami Design Preservation League (MDPL) in partnership with Close-Up Productions has conducted a total of 137 interviews to date. In previous years, components have included an exhibit that was open to the public daily and free of charge, initially from mid-October through late November 2012, re-opening during Art Deco Weekend 2013.

The documentary played on a loop in the lecture hall portion of the Art Deco Welcome Center. An educational component was also developed that included a video and teacher guide for Miami Beach Middle Schools and used as a model for other educational videos to be used with Elementary and High School students. Videos were prepared for archival as part of a statewide university consortium. A digital promotional portal showcasing the video archive with links highlighting other Miami Beach historical resources and housed at institutions in Miami Beach and Miami Dade County, were also developed. The “Windows on Miami Beach” portal generated local interest and support through school contests and online displays created by students and portal partners; daily and weekly calendars of partners’ events; social media linkages that drove people to the new website and its resources; easier access to the interviews, educational videos and curricula produced by the Visual Memoirs Project; patronization of museums and historic sites on Miami Beach, and promoted Miami Beach as a tourist destination through historic and artistic connections.

Additionally, the project developed a video on Barbara Baer Capitman, “Barbara’s Crusade”, that premiered during Art Deco 2017. The project’s website, miamibeachvisualmemoirs.com, was rebuilt for new and readily expandable internet access. The project stored archives through FIU’s Digital Archive continued to expand full-length interviews in an effort to stimulate interest in Miami Beach’s history and historic venues. The social media exposure attracted nearly 500 followers on the project’s Facebook page. The ON-MiamiBeach.com Portal added a separate “Learning and Teaching” section that included links to current videos and mini co-curations and videos about Miami Beach by the portal partners and students.

The Project has continued to enhance its community and visitor awareness of the Portal through partner organizations’ cross-promotional efforts and increased social media integration. New interviews continue to take place; thereby, augmenting the existing database. In addition, an architectural discussion was mounted at the Wolfsonian Museum during Art Deco Weekend 2018 that included leading architects discussing preservation architecture and the combining of styles within the expansion on Miami Beach.

The Project has also continued to expand its distribution on cable, social media, digital libraries, and their linked websites. A YouTube channel has been launched featuring additional interviews conducted throughout FY 2018/2019. In addition, a total of 6 segments were produced using video material culled from the Visual Memoirs archive, along with an additional 10 interviews.

In FY 2019/2020, the Project’s mission was to continue to add interviews with interesting people and also enter an intensive phase of promoting the archive and video mini features to an even wider range of tourists, documentary makers, journalists, scholars and history buffs. The organizers continued to explore strategic partnerships with other institutions with a shared interest in Miami Beach history, such as a partnership with Florida International University’s Digital Library. This resulted in a link with the National Digital Public Library, where usage of the archived material has increased dramatically in the past year.

In addition, a program for students to produce videos incorporating interviews from the MBVM archive was created. After several in-school presentations, the program was put on hold due to COVID-19 precautions; however, the instructor included the program as part of her ongoing curriculum, introducing the program at the college level in the fall. In addition, the extensive library of edited videos was used as part of the live promotional video streaming for Art Deco Weekend by the City of Miami Beach, in addition to their existing promotional outlets. Additional interviews were also held.

The program’s emphasis was on the development of 6 news-style videos featuring the people and events that have been part of the fabric and history of Miami Beach. They included character profiles of interesting people who have been influential in some aspect of the Beach’s culture. Key places on Miami Beach, such as Lincoln Road Mall, South Beach and the impact of the Giovanni Versace murder, and the “MiMo” phenomenon, were also be highlighted. These virtual tours accentuated historic events and figures into the fabric of the Beach today. The news features were 3 - 5-minute reports that archive resources to produce informative stories on themes relevant to Miami Beach. An additional 6 interviews with persons involved in City development and events important to Miami Beach, were also conducted

In FY 2021/2021, the MBVA continued to partner with MBVM with an additional 6 interviews and 6 news-stories developed.

This program will undergo MBVCA Board review in fiscal year 2022/2023.

No Vacancy, Miami Beach

In FY 2019/2020, the MBVCA partnered with the City of Miami Beach to assist with the funding of the No Vacancy, Miami Beach project. The project, that took place December 2 - 12, 2020, was a contemporary art experience that celebrates artists, provokes critical discourse, and invites the public to experience Miami Beach's famed hotels as destination art spaces by turning hotels into temporary cultural institutions. During its inaugural year, the art was exhibited throughout ten (10) hotels in Miami Beach - lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools, and hosted 10 artists in 10 Miami Beach hotels. It is estimated that at least 10,000 persons experienced at least one of the art projects in person, throughout its 10-day activation.

In FY 2021/2022, the MBVCA once again partnered with the City of Miami Beach to support the No Vacancy, Miami Beach project. The exhibits were on display November 18 – December 9, 2021, extending it an additional week from its inaugural year to align with Miami Beach Art Week. Public. Public voting took place through an online social media campaign for the Public Prize Award. In addition, to the online votes it is estimated that over 30,000 persons experienced at least one of the art projects in person. The selected hotels included the Avalon Hotel, The Betsy Hotel South Beach; Catalina Hotel & Beach Club; Hotel Croydon; Hyatt Centric; Kimpton Palomar; Lennox Miami Beach; Plymouth Hotel; Riviera South Beach, and The Confidante. The selected artists included Chris Friday, Amanda Keeley, Lauren Shapiro, Monika Bravo, Brookhart Jonquil, Gianna DiBartolomeo, Misael Soto, Dana and Ruth Kleinman, Nick Mahshie, and Edouard Duval Carrié.

No Vacancy, Miami Beach is committed to providing art experiences that are accessible to everyone; free and open to the public, as well as, reinventing Cultural Tourism on Miami Beach. The MBVCA will once again partner with the City on this project in FY 2022/2023 to assist in its growth and expansion, along with its national and international media exposure.

Highlighting Special Events

The MBVCA effectively continues to support the CMB's efforts to encourage the return of major events to Miami Beach. Such events include:

No Vacancy, Miami Beach – No Vacancy, Miami Beach, took place **November 18 - December 9, 2021**, as a contemporary art experience that celebrated artists, provokes critical discourse, and invited the public to experience Miami Beach's famed hotels as destination art spaces by turning hotels into temporary cultural institutions – the very definition of Cultural Tourism. Art was exhibited throughout ten hotels in Miami Beach, where lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools served as a canvas. Public voting took place through an online social media campaign for the Public Prize Award. In addition, to the online votes it is estimated that over 30,000 persons experienced at least one of the art projects in person. The selected hotels included the Avalon Hotel, The Betsy Hotel South Beach; Catalina Hotel & Beach Club; Hotel Croydon; Hyatt Centric; Kimpton Palomar; Lennox Miami Beach; Plymouth Hotel; Riviera South Beach, and The Confidante. A total of 73,532 social media impressions were generated this year.

2021 College Football Playoff Semifinal at the Capital One Orange Bowl Game Marketing Campaign and Ancillary Events - The College Football Playoff Semi-Final Game took place at the Hard Rock Stadium on **December 31, 2021**, surrounded by a series of events that took place from **December 26, 2021 through January 1, 2022**. The events welcomed members of the community along with college football fans from around the country

to the destination, for a total of 66,839 fans. Aside from the game itself, events such as the daily team and special guest hospitality event at the Fontainebleau and Ritz Carlton South Beach hotels; the CFP Beachwalk in Lummus Park; Staff Celebration Dinner; Official Handoff Press Conference and College Playoff Media Availability, that also took place at Lummus Park, were successfully held. A total of 4,143,769,026 media impressions were generated as a result of promotional efforts and press coverage, while the event was televised on ESPN, generating 28,607,005 in viewership.

2022 Food Network and Cooking Channel South Beach Wine + Food Festival - This 4-day wine, spirits and culinary celebration took place **February 24 – 27, 2022**. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately 60,000 people attended the various events and generated approximately 1,746 hotel room nights in Miami Beach alone. The Festival received both national and international coverage, generating 4,252,834,526 media impressions. A total of 96 events took place, of which 57 were held on Miami Beach. They included 27 participating chefs, the return of Bubble Q, a Tribute dinner for Guy Fieri who also brought his show live to the North Tent, a 21st Anniversary dessert party at the National Hotel and a continuation of the two-part new spin on the annual Burger Bash and many more.

Partnerships & Collaboration

Leaders, staff and members of the MBVCA spend hundreds of hours with partners and City leaders to brainstorm ways to increase tourism and to improve visitors' experiences during their stays. The MBVCA receives just a small portion of the resort tax budget and pays the CMB to collect that tax. The MBVCA leverages those tax dollars through the work of its team of dedicated volunteers and its four extraordinary professionals. The MBVCA is audited annually by the CMB's outside contracted CPA firm. The annual audit is provided to the CMB.

About the MBVCA Grant Program

The MBVCA is committed to funding sustainable and recurring events and/or projects that will enhance the Miami Beach brand globally; will generate positive publicity and attention for Miami Beach; will improve visitors' experiences and will increase overnight visitors. All grant guidelines are reviewed annually and are posted on the MBVCA website. They are also advertised within the Miami Herald in both English and Spanish; distributed through an email newsletter, each period, and promoted through social media.

Data and measurements include the number of hotel room nights generated (by contract), and/or a calculation of the total number of visitors, and/or the number of listeners, readers or viewers in a total media audience, and/or the number of contracted/generated media impressions.

The MBVCA only funds upon successful completion of the project and after compliance; therefore, grant recipients must meet or exceed the data reported within their initial grant application. Data relative to each grant are included herein, under each event/project heading.

Annual Review and Analysis of Grant Structure

The MBVCA reviews strategy and funding priorities annually. After review and analysis of its funding strategies for fiscal year 2021/2022, the MBVCA:

- Continued to allow pre-proposal conferences to be held virtually.
- Continued to require grant recipients to develop a promotion or sweepstake/giveaway for inclusion in the Experience Miami Beach App
- Continued to require organizations' financial statements as part of their application attachments, while allowing for said financials to be prepared in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA, for tax basis financial statements
- Maintained the maximum grant request for the Tourism Partnerships grant category at \$30,000, while reducing the minimum hotel room requirement from 200 hotel room nights to 175 hotel room nights. A revision to the number of visitors to allow for total engagement generated, that includes a combination of website hits, visitors, email, telephone, and live chat engagement, was made to meet the minimum requirement.
- The Development Opportunities grant criteria was maintained at 70 hotel room nights, with the media impressions and viewership criteria remaining at the same level as the previous fiscal year.
- The Film Incentive Grant Program criteria and maximum request were maintained, at a \$50,000 maximum request. The guidelines were reviewed and updated with the categories of allowable productions expanded to attract more productions to the destination.
- The Tourism Enrichment Program was continued specifically for activities and events identified by the MBVCA and that fulfill the MBVCA's mission and will continue to be offered during the upcoming fiscal year.
- Maintained the existing declining scale
- Continued to allow for the submission of hotel agreements continued to be permitted as proof of meeting the minimum criteria, both pre- and -post event, to allow for more flexibility with past grant recipients and encourage new events/applicants.

Additional grant revisions included:

- Encouraging grantees to participate in social media giveaways through MBVCA's PR firm, through the development of ticket giveaways that assisted grantees with their promotional efforts through social media.
- Added "Engagement" as part of the Tourism Partnerships grant criteria to be better aligned with the grant category's overall objectives.
- The Application Portal was reviewed and revamped to include additional functionalities to ease the grant submission process such as automated sum features and updated budget line items that are more in line with current event production expenses.
- Cross-promotional requirements for grantees were revamped and included as part of the revised grant contract language. Grantees provided specific language/messaging to the MBVCA for posting on their social media channels. In turn, the Grantee agreed to proactively socialize information, photos and details that relate to the promotion with the specific inclusion and tagging of the MBVCA throughout its social media platform handles: Facebook - #ExperienceMiamiBeach; Instagram - @ExperienceMiamiBeach, and Twitter - @EMiamiBeach. Grantees were required to post, at a minimum, two pieces of content, per channel. Grantees were required to post a minimum of two pieces of content, per channel.

Professional Advancement

The MBVCA is committed to the professional advancement of its staff, supporting, and rewarding improved individual performance, and dedication of service and continuing professional education.

MBVCA employees continue to attend various courses to include customer service seminars to further enhance their skills. Staff continues to participate in community and industry board and various ad-hoc committees throughout the City of Miami Beach and local Chambers of Commerce as requested.

The MBVCA has been a member of various tourism organizations including Visit Florida and the U.S. Travel Association since fiscal year 2012/2013. The U.S. Travel Association's goal is to uniquely leverage the collective strength of everyone who benefits from travel, to grow their business beyond what they can do individually.

In fiscal year 2016/2017, the MBVCA launched their redesigned website. The goal of the new website was to engage visitors and facilitate the end-user's navigation of the website. The redesign of the website incorporated a newly designed Newsroom, inclusive of an event calendar, press releases, recent MBVCA news, and links to the MBVCA's social media pages. In addition, grant applicants have a direct link to the MBVCA's Application Portal, with the ability to easily navigate through the list of existing grant recipients.

In 2018/2019, the MBVCA website was again updated to feature a page dedicated solely to the various Forbes Travel Guide hospitality training courses, provided both live and online. This provided Miami Beach hospitality employees the opportunity to choose the training that would best suit them and take them directly to the appropriate registration page for the selected training. In addition, a direct link was established for the new Forbes Travel Guide Online Webinars developed to replace the live trainings that were canceled due to the global pandemic.

Due to the ongoing global pandemic, in FY 2020/2021 and FY 2021/2022, the MBVCA continued to offer the Forbes Travel Guide Online Webinars throughout the fiscal year, in addition to its Forbes Travel Guide Online Training courses. Staff also reviewed and updated the registration platform to ensure a smoother administrative process. This also allowed the MBVCA to broaden its outreach and to feature new upcoming topics on the website's Training page, as many hospitality employees returned to work and/or re-entered the job market, post-pandemic.

In 2022/2023, staff will have the opportunity to further enhance their skills by participating in various developmental trainings in the areas of digital marketing, research and development, and time management. In addition, staff will attend local conferences in the tech and hospitality fields to keep themselves updated on the latest innovations and trends that may benefit the organization. It is important to continue to support our staff so they can sharpen their skills in this evolving environment.

The MBVCA is proud of its accomplishments, collaborations, and commitment, staying the course in turbulent times and committed to improving tourism for the City of Miami Beach.

Key Intended Outcome	FY 2022/2023 Strategy	FY 2022/2023 Initiative	FY 2021/2022 Accomplishments
<p>Increase tourism related business activities through strategic funding</p>	<p>Grant effectively and impartially to support goals that achieve maximum impact, within budgetary limits</p> <p>Refine methodology for measurements: improve collection of economic impact data</p> <p>Develop, fund and support world-class events that can be repeated annually</p> <p>Meet with potential partners worldwide to attract transformative events to Miami Beach and strengthen Miami Beach brand equity, by promoting the destination and available funding opportunities especially in the shoulder season</p>	<p>Allow pre-proposal conferences to be held virtually for new and repeat applicants during pandemic restrictions</p> <p>Decrease minimum grant criteria in TAP grant categories</p> <p>Continue to encourage cross-promotion with grant recipients through the inclusion of social media handles</p> <p>Continue to allow the submission of final grant documentation electronically</p> <p>Continue to accept hotel agreements to meet grant criteria</p> <p>Continue to place emphasis on the MBVCA's Core Initiatives: Cultural Tourism; Customer Service; Design and Architecture; Entertainment and Nightlife; Festivals; Film and Fashion; Gay/Lesbian; Group Stimulus; Health and Wellness; Promotional Campaigns; Technology; Television Origination; Wine and Food</p> <p>Continue to further define grant categories and eligibility criterion within said categories</p> <p>Continue to encourage grant applicants to seek support from other funding agencies to include Miami Dade County and the Miami Dade Sports Commission</p> <p>Continue to require additional information in the Hotel Pick Up Form; internally verify data provided, and require post-performance reports for media impressions and viewership, requiring specific reporting tools</p> <p>Continue to internally verify vendors submitted as part of grant eligibility criteria and reimbursement requests, to ensure legitimacy, pre- and post-event</p> <p>Continue to use objective point system to grade/evaluate and benchmark events</p> <p>Continue to evaluate success of grants awarded through data collection, media response, and exit interviews</p> <p>Continue to measure overall impact and success from grants awarded through the number of hotel room nights generated; the media response and exit interviews, as well as the overall economic impact to the destination</p> <p>Continue to work with the City to ensure an effective auditing process</p> <p>Continue to require applicant organizations to have a minimum of one year of incorporation to be eligible to apply</p> <p>Continue to limit Fiscal Agency to first time applicants</p>	<p>Funded 16 projects in FY 2020/2021</p> <p>Required grant recipients to develop a promotion or sweepstake/giveaway for inclusion in the Experience Miami Beach App</p> <p>Continued to review/analyze funding strategies on an annual basis</p> <p>Updated Executive Summary format for further clarity</p> <p>Updated Application Portal to remove redundancies</p> <p>Continued to require organizations' financial statements as part of their application attachments</p> <p>Allowed for the submission of financials that were prepared in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA, for tax basis financial statements</p> <p>Reduced grant criteria to encourage new and returning events to apply for funding while maintaining maximum grant requests</p>

Key Intended Outcome	FY 2022/2023 Strategy	FY 2022/2023 Initiative	FY 2021/2022 Accomplishments
<p>Enhance City of Miami Beach brand name</p>	<p>Bring positive global visibility to the City of Miami Beach</p> <p>Partner effectively with the City of Miami Beach</p> <p>Continue strengthening a destination-wide Hospitality Training Program with Forbes Travel Guide</p> <p>Strengthen and develop additional tourism partnerships by benchmarking other comparable tourist destinations for ongoing creative/watershed/cutting edge programs and events</p>	<p>Enhance method in which to capture FTG Learners who may have begun training and not completed them or who may have registered and not begun their training; create an email capture for all attempting to register. Develop automated filters for determining eligibility and develop automatic reminders for Learners who may have registered and not started their training and/or who did not finish their Learning Paths.</p> <p>Identify sources of contact for desirable business categories that can benefit from the FTG training program such as property managers, new businesses, and others.</p> <p>Develop additional virtual tours and include a Google Maps feature for ease of use.</p> <p>Continue to focus efforts on “Media Buckets” developed by PR firm of record: Arts & Culture/Culinary, Global LGBT, Leisure/Lifestyle, Sports/Entertainment, Shopping Tourism/Music Scene</p> <p>Continue to write wire press releases to be distributed through appropriate press/media outlets and continue to post press releases and stories to the MBVCA blog and website to enhance communication efforts with the community</p> <p>Continue FAM trips through Public Relations firm</p> <p>Continue to partner with Forbes Travel Guide (FTG) and Lobster Ink to offer an online interactive hospitality training with various Learning Paths, to all Miami Beach employees</p> <p>Continue to offer COVID-19 specific training content for businesses re-opening through the Lobster Ink platform</p> <p>Continue Guest Blogger Program highlighting local business & industry leaders</p> <p>Continue to investigate/review professional publications for tourism-related news that may directly affect the destination or the industry with the assistance of Public Relations firm.</p> <p>Continue to work closely with the City of Miami Beach on various initiatives, and act as a liaison, as needed</p> <p>Continue to be alert to horizon issues including service and attitude, weather, economic changes, political issues, interceptor cities, air lift, etc., locally and national, that may affect tourism and the destination</p> <p>Continue to work with the Greater Miami and the Beaches Hotel Association (GMBHA) and other Business Improvement Districts (BIDs) to maximize outreach of the Forbes Travel Guide Hospitality Training Program</p> <p>Continue to include API contacts in Forbes distribution list to increase reach and participation and collaborate with local community agencies to increase program awareness</p>	<p>Developed a marketing campaign through a collaboration with the City of Miami Beach and GMCVB, to lure tourists back to the destination, post-pandemic.</p> <p>Developed and promoted the “From Miami Beach, With Love” and “Why I Love Miami Beach” social media marketing campaigns to highlight the destination</p> <p>Hosted 5 social media influencers as part of the “Perfect Day in Miami Beach” series where influencers spent a day in Miami Beach experiencing local hotels, restaurants, spas, and attractions, increasing the media exposure to the destination.</p> <p>Hosted 5 media trips to cover Miami Beach attractions and increase media exposure.</p> <p>Hosted 1 FAM trip with Emy Rodriguez from Conde Nast.</p> <p>Developed and distributed a monthly newsletter to partners and community leaders</p> <p>Redesigned the weekly newsletter to be more aligned with the MBVCA’s branding and promotional strategy.</p> <p>Virtual tours were designed and promoted through the MBVCA’s website, newsletters, and social media pages.</p> <p>Hosted 8 Forbes Travel Guide Online Webinar training sessions: 4 for Leadership and 4 for Front-Line hospitality employees</p> <p>Continued community outreach and collaboration with local businesses to increase participation in Forbes Travel Guide Hospitality live and web-based training</p> <p>Established and executed several Promotional Campaigns to draw visitors back to the destination after the pandemic</p> <p>Developed sweepstakes with grant applicants to drive awareness to the event, App, social media and destination overall</p> <p>Assisted with the promotion of grant recipients’ events and programs</p> <p>Launched a Training Portal on the MBVCA website to provide one platform for learners to access all available training</p> <p>Redesigned and renamed the Miami Beach Information App to Experience Miami Beach</p>

Key Intended Outcome	FY 2022/2023 Strategy	FY 2022/2023 Initiative	FY 2021/2022 Accomplishments
<p>Improve and maintain communications strategies</p>	<p>Continue to develop enhanced, stronger collaborations in tourism locally and worldwide through the assistance of PR firm and other partners</p> <p>Increase organizational visibility through the MBVCA's PR firm</p> <p>Inform board members about grant recipient events' developments and successes highlighted within the media</p>	<p>Explore the development of a podcast space as a way to use the medium to tell the stories behind the events the MBVCA funds; the leaders that make them possible, and the way the City of Miami Beach works to curate cultural opportunities to keep the City front and center as a world-class destination.</p> <p>Update API platform to include various City of Miami Beach departments</p> <p>Implement a new Reporting Tool to be integrated with the API</p> <p>Continue to enhance social media strategy to gain followers and traction on all Experience Miami Beach handles</p> <p>Continue to update API platform for travel-related inventory to include Art in Public Places, ATMs, Cultural Organizations, Film Locations, Fire Stations, Museums, Public Restrooms, Police Stations, Lifeguard Stands, Short Term Rentals, Visitor Centers, and Youth Centers</p> <p>Continue to build improved global image through press strategy and social media</p> <p>Continue to investigate industry awards and grants for the destination and App</p> <p>Continue to develop enhanced public relations efforts and employ communications strategies effectively to publicize MBVCA efforts, goals and successes</p> <p>Continue to participate in industry shows</p> <p>Continue to report and analyze grant impact to present in annual Program of Work to the City Commission and other partners</p> <p>Continue to report to Board members in a timely manner and provide daily updates to Board members regarding PR efforts and overall media impact</p> <p>Continue to provide Board members with grant recipients' results through economic impact data compiled</p> <p>Continue to encourage Board members to attend MBVCA-funded events to ensure grant compliance and provide feedback on event</p> <p>Continue to participate on the LGBT Tourist Hospitality Council</p> <p>Continue to participate on the GMBHA Board</p> <p>Continue to partner with the Miami Beach Chamber of Commerce to submit monthly articles for inclusion in their "Miami Beach News"</p> <p>Continue to work with MDPL to develop additional interviews for the Visual Memoirs Project and cross-promote through social media platforms</p>	<p>Distributed grant deadlines through Constant Contact; the MBVCA's website; through Facebook and Twitter pages, and the Experience Miami Beach app</p> <p>Advertised grant deadlines electronically and in print, through the Miami Herald</p> <p>Distributed daily, weekly, and monthly PR reports to Board Members, via email</p> <p>Created new distribution lists within Constant Contact to offer promotional opportunities to the hospitality industry</p> <p>Increased Social Media outreach developed through the MBVCA Facebook page, with links to the MBVCA Twitter and Instagram accounts</p> <p>Partnered with the Miami Beach Chamber of Commerce to submit monthly articles for inclusion in their publication, "Miami Beach News"</p> <p>Posted all press releases and Miami Beach News articles written by H+K to the MBVCA website and blog</p> <p>Further defined the format of pre- and post- PR performance reports to include the requirement of analytics reports</p> <p>Participated on the LGBT Tourist Hospitality Council</p> <p>Worked with MDPL to identify additional interviewees for the Visual Memoirs Project, and cross promote the project through social media outlets</p> <p>Encouraged the development of a promotion or "deal" to promote within the Experience Miami Beach app</p> <p>Included grantee events within the event calendar on the Experience Miami Beach App</p>

Key Intended Outcome	FY 2022/2023 Strategy	FY 2022/2023 Initiative	FY 2021/2022 Accomplishments
<p>Empower professional staff</p>	<p>To support MBVCA Board initiatives and strategies</p>	<p>Enhance the availability of employee personal training and development in areas such as digital marketing; research and development; and formal training.</p> <p>Encourage employee participation in industry events to stay current. Participation in industry events whenever possible to stay current.</p> <p>Encourage employees to engage in a Time Management course.</p> <p>Continue to professionally represent MBVCA by participating in community and industry boards such as the GMCVB Marketing Committee and various ad-hoc committees throughout the City of Miami Beach and other local partners such as the Miami Beach Chamber, Miami Dade Gay and Lesbian Chamber of Commerce, Academy of Hospitality and Tourism, Greater Miami Convention & Visitors Bureau, and Greater Miami and the Beaches Hotel Association</p> <p>Continue to participate in conferences that enhance tourism</p> <p>Continue to promote education through the continuance of a Tuition Reimbursement Program</p> <p>Continue to encourage attendance to industry trainings and conferences</p> <p>Continue to maintain technically updated office through digital automation</p>	<p>Updated web security measures on computer systems</p> <p>Staff attended City Board and Committee, GMCVB, and Miami Beach Chamber of Commerce tourism-related meetings</p> <p>Updated equipment and software to maintain the MBVCA's level of technological advancement</p> <p>Represented MBVCA by participating in community and industry boards such as the GMCVB Marketing Committee and various ad-hoc committees throughout the City of Miami Beach and local partners as requested</p> <p>Participated in various City and industry committees developed as a result of the global pandemic</p> <p>Continued Tuition Reimbursement Program</p> <p>Continued office digital automation</p> <p>Partnered with MDCPS to host four summer interns, virtually</p>

Financial Profile

ADMINISTRATION RECOMMENDATION

Adopt the Budget

ANALYSIS

BACKGROUND

The Miami Beach Visitor and Convention Authority (MBVCA) was created and exists pursuant to Chapter 67-930 of the Laws of Florida and Sections 102-246 through and including 102-254 of the Code of the City of Miami Beach (CMB).

According to Sec. 102-251, the MBVCA is to take “all necessary and proper action to promote the tourist industry for the city, including but not restricted to causing expert studies to be made, promotional programs, the recommendations and development of tourist attractions and facilities within the city, and to carry out programs of information, special events, convention sales and marketing, advertising designed to attract tourists, visitors and other interested persons.” The MBVCA also has the duty of making all necessary rules and regulations for the efficient operations of the authority.

The MBVCA is a seven-member authority. Each member is appointed by the City of Miami Beach Commission, with the goal of encouraging, developing and promoting the image of Miami Beach locally, nationally and internationally as a vibrant community and tourist destination. To this end, the MBVCA strategically focuses its funding investments in a balanced manner, fostering outstanding existing programs, stimulating new activities, and encouraging partnerships. The MBVCA is committed to a careful, long-term plan for allocation of resources to build the uniqueness of Miami Beach as one of the world’s greatest communities and tourism destinations.

A budget revenue projection is provided to the MBVCA by the City of Miami Beach Budget Office annually based on 5% of the 2% Resort Tax, less 4% for administrative allowance. On an annual basis the MBVCA must provide the City with a budget, on City forms, based on this projection as outlined in Sec. 102-252, before October 1st.

The MBVCA normally budgets funding below the City’s projection, as the collection of funds can differ substantially from projection, such as the result of unanticipated problems like an airline strike, terrorism, economic issues or storms. In 2008, revenue collections came in \$48,000 under the estimated projection, and in 2001 the revenue collection was down approximately \$300,000 from projection. When and if there are unallocated funds remaining at the end of the budget year, those funds are either rolled over and allocated in the next budget year, or retained in MBVCA accounts for future reserves, endowment funding; to address any funding reductions in future years. In 2001, by statute, the MBVCA began investing in the creation of an endowment fund.

The MBVCA is required by law to maintain reserve bank accounts in approved public depositories, with sufficient reserves to cover one year of funding, which it does. Reserves are maintained to pay grant recipients (contracted) for the previous program funding cycle, and to ensure that sufficient funds can be invested to stimulate tourism in the future. The level of reserves was modified in 2011 in order to maximize the value and impact of tourism directed funds. The MBVCA submits an annual Program of Work to the CMB as required by Sec. 102-281.

FY 2021/2022 REVIEW/TOURISM ADVANCEMENT PROGRAM (TAP)

The MBVCA Tourism Advancement Program (TAP) was established to promote Miami Beach as a sophisticated tourist destination by increasing the number of visitors; through the enhancement of visitors' experiences; through the allocation of funds granted to events or programs that bring visitors to the CMB and strengthen the CMB brand. In fiscal year 2021/2022, the MBVCA funded the TAP in seven categories, including: Development Opportunities, Film Incentive, Major One Time Special Event, Special Events Recurring, Special Projects, Special Projects Recurring, and Tourism Partnerships.

A total of \$933,829 was awarded in FY 2021/2022, compared to \$686,625 in FY 2020/2021. The increase is attributed to the return of many recurring events that have returned to the MBVCA, post-pandemic, with 2 new events receiving funding from the MBVCA.

Grants funded in partnership with the CMB are critical, branded tourism-related programs, such as the Food Network & Cooking Channel South Beach Wine + Food Festival and UNTITLED, Art in Miami Beach; both examples of events whose beginnings in Miami Beach stem from grants provided by the MBVCA; events that could easily be recruited by other destinations.

FY 2022/2023 TOURISM ADVANCEMENT PROGRAM

The MBVCA strategically focuses its funding to maximize tourism and brand; to improve Miami Beach by focusing on events and projects that generate significant publicity; strengthen brand and increase tourism (generating critical resort taxes for Miami Beach). The Board pays significant attention to marquee events.

Review process:

For over a decade, the MBVCA has used a multi-level review process for its grant program and the process is reviewed annually. The process includes a mandatory pre-proposal staff conference to discuss MBVCA policies, procedures, and the TAP. During the meeting, MBVCA administration advises each potential applicant regarding the eligibility and appropriateness of the proposed project and determines the grant category best suited to the potential applicant. Once it is determined that the project is eligible, the MBVCA administration provides further detail, including required attachments, relevant meeting dates, deadlines, and access to the online Application Portal. The applicant is provided with an overview of the application submission process. All applications are submitted through the online Application Portal in a multi-step format. All grant formats and policies are available on the MBVCA website. By Florida law, all MBVCA meetings are advertised and open to the public; all records are public records.

Annually, the MBVCA Board reviews and refines grant guidelines with respect to efficacy and effectiveness. In FY 2012/2013, the MBVCA implemented changes to its funding caps and declining scale. The new declining scale and funding caps allowed the MBVCA to diversify their funding into other areas and initiatives as requested by the City Administration and/or the Board. In FY 2021/2022 the MBVCA voted to maintain the Major One Time Special Event and Special Events Recurring minimum criteria at 200 hotel room nights and maintaining the media impressions and viewership minimum requirements at 1,000,000 each. The Special Projects and Special Projects Recurring hotel room night requirements were also maintained at 1,000 hotel room nights, along with the media impressions 100,000,000 and the viewership requirement at 10,000,000. The Board continued to accept hotel agreements in place of fully executed hotel contracts, to meet the hotel requirement, as long as they were entered into by the Applicant Organization. This allowed for groups to assume less risk when entering agreements and to encourage new events to apply. This criterion will remain the same in FY 2022/2023.

The Board will also continue to allow applicants to submit their reviews and/or audits using Generally Accepted Accounting Principles (GAAP), as well as, prepared in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA, for tax basis financial statements.

The grant criteria guidelines were reviewed for clarity and accuracy, requiring fully executed agreements and contracts to be submitted prior to proceeding with the next step in the application process. The application requires hotel room block agreements and/or blocks; fully executed media contracts or confirmed and generated media impressions, and/or broadcast/cable/TV contracts, in order to proceed with the grant submission. The criteria must be confirmed before and after funding is awarded and grant applicants must meet two of the three criteria in place for each of the MBVCA grant categories. MBVCA grants are paid upon performance; therefore, grantees are required to provide post-performance reports in the form of reservation or pick-up reports from Miami Beach hotels; impressions reports garnered from the organization's PR Firm, or accompanied by third party confirmation from a media monitoring/press clipping service such as BurrellesLuce to prove media impressions, and/or a broadcast post-performance report from a third party reporting delivery of Adult 18+ and Households (HH) in Thousands (000) from Nielsen, Over The Top (OTT), or Comscore/Rentrak for viewership.

In FY 2022/2023, the MBVCA will include specific language/messaging provided by the grantee within its social media accounts to include Facebook, Instagram, and Twitter. In turn, the Grantee will be required to proactively socialize information, photos and details that relate to the promotion with the specific inclusion and tagging of the MBVCA throughout its social media platform handles: Facebook - @ExperienceMiamiBeach; Instagram - @ExperienceMiamiBeach, and Twitter - @EMiamiBeach. The Grantee would be required to post, at a minimum, five pieces of content, per channel, including static feed posts and IG stories with appropriate tags. As part of their post-event reports, the grantee would then provide a topline recap of reach, engagement and any other key metrics based on performance from their respective channels within 30 days of the posting. Proof of engagement and other key metrics will also be required from the grantees' social media platforms metrics/insights, with copies provided with the grantees' respective final report documentation, post-event.

The MBVCA guidelines and application process place emphasis on defining and measuring the economic impact of each event, as well as, considering the impact and value of marketing, publicity, and television origination/viewership. Questions concerning the economic impact of the program, including requiring an explanation of various aspects of the marketing plan, and how the numbers of hotel room nights are calculated and where they are contracted, are also required as part of the application. Standardized recap sheets and point systems have been developed to give each applicant a score that rates potential success. In 2020/2021, specific point systems were developed and implemented for each of the grant categories. The redesign allowed for a better alignment with the minimum requirements in place within each grant category, focusing the scoring on the 3 grant criteria in place, of which an applicant must meet two. This point system will remain in place for FY 2022/2023.

Using this tool, the MBVCA is better equipped to evaluate the applicant's long-term commitment to the community; commitment to brand enhancement; value to tourism, and overall economic impact. The MBVCA Board then votes on each specific and individual grant, and evaluates the grant request, funds available, and possible extenuating circumstances after a formal presentation is made by the grant applicant to the Board. A question-and-answer period follow, with further discussion as needed.

RECURRING PROJECTS:

The MBVCA has a current policy in place to fund recurring projects on a declining scale. The declining scale encourages recurring events to recruit corporate and private sponsorship and therefore, not solely rely on MBVCA funds as a means of sustaining the event year after year. The award category establishes funding caps for recurring events, funding that can be reduced based on the maximum request for the specific grant category. Below is the current scale, implemented in FY 2012/2013, and applicable to both non- and for-profit agencies. The declining scale will remain in place for FY 2022/2023.

Year 1	Initial Grant Award
Year 2	No more than 80% of Eligible Request
Year 3	No more than 70% of Eligible Request
Year 4	No more than 60% of Eligible Request
Year 5	New Cycle Begins

CATEGORIES:

TAP funds are currently awarded in seven categories, including: Development Opportunities, Film Incentive, Major One Time Special Event, Special Events Recurring, Special Projects, Special Projects Recurring, and Tourism Partnerships. The MBVCA has developed pre-eligibility criteria for grants within these categories. The criteria allow staff to determine eligibility and the appropriate grant category. Applicants must meet two of three of the criteria noted.

Grant Category	Contracted Hotel Room Nights	Contracted Media Impressions	Contracted Television and/or Cable Broadcast
Development Opportunities	70	200,000	500,000
Film Incentive*	200	N/A	N/A
Major One Time Special Event	200	1,000,000	1,000,000
Special Events Recurring	200	1,000,000	1,000,000
Special Projects	1,000	100,000,000	10,000,000
Special Projects Recurring	1,000	100,000,000	10,000,000
Tourism Partnerships	175	500,000	1,500 (Engagement)**

* Specific requirements are in place for the Film Incentive Grant Program.

** Combination of confirmed visitors/guests (walk-ins); Website Hits; Telephone Calls; Emails, App downloads; Webpage Engagement via Website through “Contact Us Form” or Live Chat, from prior fiscal year.

Budget

Budget (TAP) FY 2022/2023:

The MBVCA has budgeted \$1,750,000 for FY 2022/2023 for its Tourism Advancement Program which reflects 51% of the total budget. This grant funding reflects an increase of \$82,000 from FY 2021/2022. This increase is due to the return of many events that were cancelled or postponed due to the global pandemic during FY 2019/2020 and FY 2020/2021.

- The Tourism Partnerships category is budgeted at \$90,000, reflecting 2% of the total budget for 2022/2023. The category currently includes applicants at the maximum request cap of \$30,000. Three applications are anticipated to be received.
- The Major One Time Special Event category, representing 8% of the total budget, is budgeted at \$315,000 for 2022/2023. The MBVCA expects four to six new events to apply at a maximum request of \$45,000 each. The MBVCA works tirelessly to stimulate and recruit new events and is willing and prepared to fund valuable tourism and brand related events. In fact, the MBVCA works with all partners, city leadership and media to solicit appropriate new projects. New applicants are expected to include the Miami Open Beach Tennis Challenge and Miami Open Beach Soccer Challenge, and three to four additional projects.
- The Special Events Recurring category, reflecting 14% of the total budget, has been calculated at \$544,000 for FY 2022/2023 based on the established declining scale and the number of applicants anticipated to return.
- The Special Projects category is budgeted at \$180,000 with two applicants expected at the maximum request of \$90,000 representing 5% of the total budget.

- The Special Projects Recurring category is budgeted at \$484,500 and represents 13% of the total budget. Anticipated applicants include Art Basel Miami Beach; the Orange Bowl Marketing Campaign; the Food Network & Cooking Channel South Beach Wine + Food Festival; Paraiso Miami Beach; the Aspen Institute Climate Summit, and the Miami International Boat Show. These events, recruited and sustained by the MBVCA, are all marquee events and annually fill the City's hotel rooms.
- The Film Incentive category is budgeted at \$100,000 for FY 2022/2023 representing 3% of the budget.
- The Development Opportunities category is budgeted at \$120,000 for FY 2022/2023, representing 3% of the budget; in anticipation of 4 applicants at the maximum request of \$30,000 each.

Partnerships

Tourism Enrichment and has been budgeted at \$130,000 for FY 2022/2023, representing 3% of the budget. This will allow for partnerships with the Miami Beach Cultural Arts Council, for the No Vacancy project and other institutions to generate and attract between 1 - 3 citywide projects and initiatives that highlight the entire destination.

Another project is the Miami Beach Visual Memoirs Project that was launched in 2011/2012 to record, catalogue and warehouse personal and eyewitness accounts of the history of the City of Miami Beach. The deliverables included a recorded detailed history of Miami Beach through personal interviews, creating collateral materials about the history of Miami Beach and identifying comprehensive exhibit concepts that can be implemented to execute a comprehensive visual memoir library and promotional campaign.

The Miami Design Preservation League (MDPL) in partnership with Close-Up Productions has conducted a total of 144 interviews to date. In previous years, components have included an exhibit that was open to the public daily and free of charge, initially from mid-October through late November 2012, re-opening during Art Deco Weekend 2013. The documentary played on a loop in the lecture hall portion of the Art Deco Welcome Center. An educational component was also developed that included a video and teacher guide for Miami Beach Middle Schools and used as a model for other educational videos to be used with Elementary and High School students. Videos were prepared for

archival as part of a statewide university consortium. A digital promotional portal showcasing the video archive with links highlighting other Miami Beach historical resources and housed at institutions in Miami Beach and Miami Dade County, were also developed. The “Windows on Miami Beach” portal generated local interest and support through school contests and online displays created by students and portal partners; daily and weekly calendars of partners’ events; social media linkages that drove people to the new website and its resources; easier access to the interviews, educational videos and curricula produced by the Visual Memoirs Project; patronization of museums and historic sites on Miami Beach, and promoted Miami Beach as a tourist destination through historic and artistic connections.

Additionally, the project developed a video on Barbara Baer Capitman, “Barbara’s Crusade”, that premiered during Art Deco 2017. The project’s website, miamibeachvisualmemoirs.com, was rebuilt for new and readily expandable internet access. The project stored archives through FIU’s Digital Archive and continued to expand full-length interviews in an effort to stimulate interest in Miami Beach’s history and historic venues. The social media exposure attracted nearly 500 followers on the project’s Facebook page. The ON-MiamiBeach.com Portal added a separate “Learning and Teaching” section that included links to current videos and mini co-curations and videos about Miami Beach by the portal partners and students.

The Project has continued to enhance its community and visitor awareness of the Portal through partner organizations’ cross-promotional efforts and increased social media integration. New interviews continue to take place; thereby, augmenting the existing database. In addition, an architectural discussion was mounted at the Wolfsonian Museum during Art Deco Weekend 2018 that included leading architects discussing preservation architecture and the combining of styles within the expansion on Miami Beach.

The Project has also continued to expand its distribution on cable, social media, digital libraries, and their linked websites. A YouTube channel has been launched featuring additional interviews conducted throughout FY 2018/2019. In addition, a total of 6 segments were produced using video material culled from the Visual Memoirs archive, along with an additional 10 interviews.

In FY 2019/2020, the Project’s mission was to continue to add interviews with interesting people and also enter an intensive phase of promoting the archive and video mini features to an even wider range of tourists, documentary makers, journalists, scholars and history buffs. The organizers continued to explore strategic partnerships with other institutions with a shared interest in Miami Beach history, such as a partnership with Florida International University’s Digital Library. This resulted in a link with the National Digital Public Library, where usage of the archived material has increased dramatically in the past year.

In addition, a program for students to produce videos incorporating interviews from the Miami Beach Visual Memoirs (MBVM) archive was created. After several in-school presentations, the program was put on hold due to COVID-19 precautions; however, the instructor plans to make the program part of her ongoing curriculum, with plans to introduce the program on the college level in the fall of 2021. In addition, the extensive library of edited videos was used as part of the live promotional video streaming for Art Deco Weekend by the City of Miami Beach, in addition to their existing promotional outlets. Additional interviews were also held.

In 2020/2021, the program’s emphasis was on the development of 6 news-style videos featuring the people and events that have been part of the fabric and history of Miami Beach. They included character profiles of interesting people who have been influential in some aspect of the Beach’s culture. Key places on Miami Beach, such as Lincoln Road Mall, South Beach, and the impact of the Giovanni Versace murder, and the “MiMo” phenomenon, were highlighted. These virtual tours were accentuated historic events and figures into the fabric of the Beach today. The news features included 3 - 5-minute reports that archived resources to produce informative stories on themes relevant to Miami Beach. An additional 6 interviews with persons involved in City development and events important to Miami Beach, were also conducted.

In FY 2021/2022, a total of six (6) news-features as well as six (6) extended HD interviews with people important to the Miami Beach were produced. Stories were also adapted for, and featured on, social media about people and

events relevant to Miami Beach using excerpts from the existing archive. The MBVCA expects to partner with the Miami Beach Visual Memoirs Project once again in FY 2022/2023.

In FY 2020/2021, the MBVCA partnered with the City of Miami Beach to assist with the funding of the No Vacancy, Miami Beach project that was scheduled to take place May 7 – 17, 2020. The project is a contemporary art experience that celebrates artists, provokes critical discourse, and invites the public to experience Miami Beach's famed hotels as destination art spaces by turning hotels into temporary cultural institutions. The art was to have been exhibited throughout ten (10) hotels in Miami Beach - lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools were available to serve as the canvas. Due to the pandemic, the project was postponed and took place December 2 - 12, 2020. During its inaugural year, the project hosted 10 artists in 10 Miami Beach hotels. It is estimated that at least 10,000 persons experienced at least one of the art projects in person, throughout its 10-day activation.

In 2021/2022, the second annual No Vacancy, Miami Beach was held November 18 – December 9, 2021. The project once again selected 10 artists through a Call To Artists issued by the Cultural Arts Council, and included Chris Friday (Miami, FL.); Amada Keeley (Miami, FL.); Lauren Shapiro (Miami, FL.); Monika Bravo (Bogota, Colombia and Miami, FL.); Brookhart Jonquijil (Miami, FL.); Gianna DiBartolomeo (Miami, FL.); Kx2 (Hollywood, FL.); Nick Mahshie (Miami, FL.); Edouard Duval Carrie (Port-au-Prince, Hair and Miami, FL.), and Christina Friday (Miami, FL.) The participating hotels included the Avalon Hotel, The Betsy South Beach Hotel, Catalina Hotel and Beach Club, Hotel Croydon, Faena Hotel Miami Beach, International Inn on the Bay, Lennox Miami Beach, Marseilles Hotel, Riviera Hotel South Beach, and the Royal Palm South Beach.

No Vacancy, Miami Beach is committed to providing art experiences that are accessible to everyone, free and open to the public as well as reinventing Cultural Tourism on Miami Beach.

In FY 2022/2023, the MBVCA expects to once again partner with the City of Miami Beach to assist with the promotion and expansion of No Vacancy, Miami Beach.

Initiatives

The MBVCA expects to support new initiatives in FY 2022/2023. Strategic plans, goals and initiatives are developed through consultation, the result of ongoing communications with the Mayor, Commission, and City Administration.

Public Relations Initiative

In FY 2013/2014, the MBVCA issued a Request for Qualifications (RFQ) for a P.R. agency of record to enhance Miami Beach's image, after their initial Request for Proposals (RFP) issued in FY 2011/2012. The MBVCA selected Hill & Knowlton/SAMCOR (H+K) to support the MBVCA efforts by continuing to increase brand awareness through strategic media outreach to consumer and travel trades, major event recruitment, and business and corporate communications programs. There is an allotment of \$200,000, representing 5% of the total budget, towards this effort.

The contract with H+K ran through September 30, 2022, in FY 2021/2022. Objectives included comprehensive destination marketing and communications consulting services to continue to expand public relations and marketing; an increase to the overall social media footprint through all social media handles, both MBVCA and Experience Miami Beach, and marketing of Miami Beach to international and national visitors, complimenting the efforts of the GMCVB. H+K has an extensive presence in the US and internationally. The agency's ability to network and leverage its global relationships is crucial to the growth of the 'Miami Beach' brand.

H+K created and distributed a total of 15 press releases and pitches during their first year as agency of record, garnering 3,416,581,560 media impressions and 12 press releases during their second year, generating 3,913,341,910 media impressions. In their third year, H+K generated 2,783,369,818 media impressions through the issuance of 12 press releases and a Harris Poll Survey that was conducted to determine why people visit Miami Beach. During their fourth year, H+K developed and released a total of 12 press releases and 1 pitch, generating a total of 1,492,734,059 media impressions, valued at \$15,615,214.75. During its fifth year H+K wrote and released 12 press releases, generating 1,410,465,887 media impressions, valued at \$15,638,438.52. During its sixth year, a total of 15 press releases were written and distributed, generating 1,272,729,422 impressions valued at \$14,353,222.76. During their seventh year, a total of 15 press releases and 1 Audio News Release (ANR) were distributed generating 1,302,477,118 impressions valued at \$1,583,728.46. During their eighth year, a total of 13 press releases were distributed, generating a total of 1,042,610,221 impressions with a value of \$1,041,811.24. In their eighth year in working with the MBVCA, H+K collectively released a total of 16 press releases to date, generating a total of 1,042,610,221 media impressions, with a value of \$1,041,811.24. Through a contract extension for year 9, a total of 3 press releases were distributed that generated 195,661,377 media impressions, valued at \$195,661.37. During H+K's 10th year with the MBVCA, a total of 236,792,636 media impressions were generated through the distribution of 7 press releases, with a value of \$2,367,923.36. During H+K's 11th and final year with the MBVCA, 13 press releases were distributed, generating were 2,495,686,016 impressions, valued at \$3,904,285,476.81.

In FY 2021/2022, the PR contract went out to bid via RFP with a cohesive scope of services developed in conjunction with the GMCVB, to avoid duplicity of efforts and deliver a united message that Miami Beach is open and welcoming back its visitors, post-pandemic. As a result, Private Label Marketing, LLC was awarded a one-year contract for PR services.

Destination Marketing

The Destination Marketing allocation reflects 13% of the total budget for FY 2022/2023. This allocation provides for the additional placement of stories and press releases on the PR Newswire as well as the continuation of our Blogger Program, FAM trips, online sweepstakes to promote increased activity on our social media channels, as well as ticket giveaway promotions/sweepstakes from MBVCA-funded events.

Projects will include the continuation of the Forbes Travel Guide Online Webinars, offered free of charge to Miami Beach-based employees. The webinars were incorporated during the pandemic when live trainings could not be conducted. Due to their popularity, they will again be offered during the upcoming fiscal year, for both Frontline and Leadership level employees, and available to all hospitality employees. A different topic will be introduced during each session.

App Marketing

The MBVCA wishes to continue to provide visitors with timely and relevant information about the City of Miami Beach; its public and private attractions, services, hotels, businesses, and events in order to enhance visitors' (and residents') experiences. Visitors to Miami Beach - all visitors worldwide – are increasingly using technology to navigate cities or make decisions about leisure experiences, dining, parking, entertainment, and travel in general. Worldwide, technology is king. Many visitors already use the free Miami Beach Wi-Fi service, CMBWi-Fi, to access the information they need at select public locations around town.

Since its latest version release, the newly renamed Experience Miami Beach (EMB) App, formerly the Miami Beach Information (MBI) App, has added new and exciting features for the end-user that include a side-swipe feature; listing the information in an A-Z format; the addition of new categories that included Shopping, Nightlife, Art & Culture, and Restaurants, and the creation of the “My Miami Beach” section where users can add events, photos, and itineraries as they navigate the App. The App also features a “Deals” section that has special promotional rates or offers developed by MBVCA grantees that can be cross promoted through MBVCA grantees and social media pages such as Facebook,

Twitter, and Instagram. The App has now been downloaded nearly 16,027 times (as of July 2020), across the Android and iOS platforms. Approximately half of all downloads come from European users seeking to learn about Miami Beach.

During FY 2021/2022, the App's name was changed to Experience Miami Beach, from Miami Beach Information, to be better aligned with the MBVCA's social media accounts. In addition, the App was promoted through partnerships with the MBVCA grantees, featuring various events and upcoming grantee events.

In FY 2022/2023, the MBVCA will continue to promote the App through social media; the MBVCA website, and grantee partnerships, allocating 1% of its total budget. Deals, promotions, and special notices will be posted and promoted through the App as well.

IT Development

The MBVCA's preliminary review of opportunities and needs was initiated in spring 2011 in consultation with area experts, and subsequent to a public meeting sponsored by the MBVCA, as a situational analysis. The MBVCA released an RFP in January 2012 and awarded a one-year contract to Just Program LLC dba Solodev on May 22, 2012. The purpose of the RFP was to develop a Miami Beach-focused web-based digital content management system (CMS) and modifiable database to support third party mobile applications via an application programming interface (API).

Currently, the API is fully functional with 253 different categories of businesses, each averaging 90 different services and amenities. Web and App developers can use these attributes to create new and exciting experiences for their end-users.

In FY 2020/2021, the API upgrades included the updating of various sections within the business categories. They also included adding whether a restaurant/bar/nightclub's event space is considered small, medium, or large; the changing of celebrity chef to executive chef, expanding the Cuisine type, adding services, and what the restaurant is "good for" within the restaurant category; adding services and amenities to the Bars category; changing form fields and services within the Nightclub category; adding "Dorm Style" to the type of hotel room within the hotel category, as well as, adding property and room amenities; adding additional services to the Beauty Parlors category, and adding Health & Safety Measures throughout all of the business categories.

In 2021/2022, the staff collaborated with the Board to create walking tours that were then featured on the MBVCA newsletters. The tours included "A Day Inside Miami Beach Architectural Tour" and "Public Art and Iconic History Tour".

In 2022/2023, the Experience Miami Beach App will be redesigned and include enhanced versions of the existing tours developed and include new tours to include the Hidden Art Tour. Staff will work with StQry to develop said apps to then make them available for iOS, Android, and mobile web devices. The MBVCA will also continue to work with City personnel to ensure the business information within the API is the most up to date. A total of \$75,000, or 2% of the total budget, will be allocated towards IT development.

Research and Development

The MBVCA will develop a strategic list of major events worldwide as the result of ongoing communications and consulting with all partners. We expect to investigate some of these events with the goal of the development of a new major event for the destination. They will continue to work with their PR firm of record, to compile a list of major events that could be attracted to the destination. The MBVCA will also continue to work with local partners. A total of \$200,000 has been allotted for Research and Development in FY 2022/2023.

Projected Cash Flow Reserve

The MBVCA has budgeted \$5,000 of the total budget, for cash flow reserve in FY 2022/2023. The City of Miami Beach allots resort tax payments to the MBVCA a month after its collection; therefore, as a fiscal responsibility, the MBVCA has built in a projected cash flow reserve to its budget to ensure that all grants awarded will have the necessary funds to be reimbursed upon proper request and documentation.

Administration and Overhead

The MBVCA's administration and benefits costs are budgeted at \$485,000 for FY 2022/2023. This figure represents 13% of the total budget. The overhead allocation is budgeted at \$185,000 which reflects 5% of the overall budget, with \$10,000 allocated for capital expenses. The increase from FY 2021/2022 is attributed to a fully open office, along with an 8.6% COLA increase for all employees. The total administration and overhead are 18% of the total budget.

Reserves

A total of \$400,000 is being transferred from reserves to supplement the FY 2022/2023 budget.

MIAMI BEACH VISITOR AND CONVENTION AUTHORITY

FY 2022/2023

	APPROVED	APPROVED	VARIANCE	APPROVED
	FY 2021.2022	FY 2022.2023		FY 2022.2023 BUDGET
REVENUES				
Unrestricted				
Rollover	\$ -	\$ -	\$ -	
Reserves	\$ 700,000	\$ 400,000	\$ (300,000)	-43%
Projected Resort Tax	\$ 2,445,000	\$ 3,433,000	\$ 988,000	40%
TOTAL REVENUES	\$ 3,145,000	\$ 3,833,000	\$ 688,000	22%
EXPENDITURES				
Administration & Benefits	\$ 457,000	\$ 485,000	\$ 28,000	13%
Operating Expenses	\$ 160,000	\$ 185,000	\$ 25,000	5%
Capital		\$ 10,000	\$ 10,000	0%
Total Administration	\$ 617,000	\$ 680,000	\$ 63,000	18%
GRANTS - Tourism Advancement Program				
Tourism Partnerships	\$ 90,000	\$ 90,000	\$ -	2%
Major One Time Special Event	\$ 225,000	\$ 315,000	\$ 90,000	8%
Special Events Recurring	\$ 456,000	\$ 544,000	\$ 88,000	14%
Special Projects	\$ 180,000	\$ 180,000	\$ -	5%
Special Projects Recurring	\$ 527,000	\$ 484,500	\$ (42,500)	13%
Film Incentive	\$ 100,000	\$ 100,000	\$ -	3%
Development Opportunities	\$ 90,000	\$ 120,000	\$ 30,000	3%
Total Tourism Adv. Program	\$ 1,668,000	\$ 1,833,500	\$ 165,500	48%
PARTNERSHIPS				
Tourism Enrichment	\$ 130,000	\$ 130,000	\$ -	3%
Total	\$ 130,000	\$ 130,000	\$ -	3%
MARKETING/PR/TECHNOLOGY				
Marketing/Communications & PR	\$ 250,000	\$ 200,000	\$ (50,000)	5%
Destination Marketing	\$ 400,000	\$ 500,000	\$ 100,000	13%
APP Marketing	\$ -	\$ 50,000	\$ 50,000	1%
IT Development	\$ -	\$ 75,000	\$ 75,000	2%
Total	\$ 650,000	\$ 825,000	\$ 175,000	22%
OTHER				
Initiatives	\$ 75,000	\$ 159,500	\$ 84,500	4%
R&D	\$ 3,000	\$ 200,000	\$ 197,000	5%
Projected Cash Flow Reserve	\$ 2,000	\$ 5,000	\$ 3,000	0%
Total Other	\$ 80,000	\$ 364,500	\$ 284,500	10%
TOTAL	\$ 3,145,000	\$ 3,833,000	\$ 688,000	22%

The MBVCA strategically focuses its funding opportunities to maximize the tourism and publicity impact for the CMB. This is achieved by primarily focusing on events and projects that would generate significant publicity and attention for Miami Beach.

The MBVCA implements a multi-level review process. Administration requires every potential applicant to have a pre-proposal conference to discuss MBVCA policies and procedures and its TAP. During the interview, MBVCA administration advises the potential applicant as to the eligibility and appropriateness of the proposed project and defines the grant category best suited for their program and the MBVCA's objectives. The potential applicant is provided with further detail of the application process, including required attachments, relevant deadlines, the submission process, and meeting dates.

The MBVCA administration also reviews any concerns the grant applicant may have expressed during the previous fiscal year during the required pre-proposal conference. These concerns may have been mentioned during the previous year's panel meeting and/or within their exit interview form submitted as part of their final report. In FY 2022/2023, the MBVCA will continue to review grant applicants' concerns and try to address them within the MBVCA's published guidelines, as best as possible; particularly those noted in the prior year's exit interview form submitted as part of their final report documentation. Any other concerns that may have been expressed throughout the application submission process, will also be reviewed, and addressed.

The MBVCA guidelines and application process were updated in FY 2015/2016 becoming both more concise and easier to comprehend. In 2021/2022, the application continued to require fully executed hotel room agreements or contracts as well as proof of media confirmation through the submission of executed media contracts, barter agreements, sponsorship agreements, invoices, or insertion orders, to be submitted as part of the first step of the application submission process. The application placed additional emphasis on defining and measuring the economic impact of the event and the added value of marketing, publicity, and television origination. In the upcoming fiscal year, the MBVCA will continue to require specific data to be confirmed within the agreements and/or contracts submitted. In addition, detailed post-performance reports will continue to be required as part of the final report, with additional analytics reports required as part of the thorough verification process currently in place. Social media analytics showing key metrics from @ExperienceMiamiBeach tagged posts will also be required as part of the final report support documents.

In FY 2021/2022, the MBVCA will continue to solely accept applications electronically. All applications are required to be submitted through the MBVCA's Application Portal, except for the organization's reviewed or audited financials that must be sent to the MBVCA Administration directly by the organization's CPA. The Application Portal enables applicants to complete their application completely online. In addition, the Application Portal will continue to allow for all communications between MBVCA staff and grant applicants to take place electronically, including application status updates; informational items, and the corrections required of the application during the draft submission period. This allows applicants to receive information in real time, allowing for a better overall communication process. In 2020/2021, the Application Portal was revamped to include updates to be more aligned with anticipated expenses from grant applicants and for additional ease of use. The Project Budget page also added line items for social media and digital expenses, as more events steer toward electronic means of promotion, from the traditional print ads and promotional material. In addition, the breakdown of how the requested funds will be sent, will include an auto-sum feature to ensure the totals match up to the grant request amount. Additional checks and balances will also ensure the Project Budget is balanced prior to allowing applicants to move forward to the next section of the application, within the Portal.

In 2022/2023, each application will include a question about the event/organizational involvement with the community, including local schools and organizations. The MBVCA application submission process will also continue to be streamlined into a multi-step system in fiscal year 2022/2023, where grant criteria must be submitted first, to

determine eligibility. Required pre-proposal conferences will continue to be held via conference call or zoom, rather than in-person.

The MBVCA also has a policy in place to formally fund recurring projects on a declining scale. The scale encourages recurring events to recruit corporate and private sponsorship and therefore, not solely rely on MBVCA funds as a means of sustaining the event. The awards mandate funding caps for recurring events, that are diminished based on the maximum request for the specific grant category and the year in which the event is in within the declining scale. This policy continued in fiscal year 2021/2022 and will continue during the upcoming fiscal year within the Special Events Recurring and Special Projects Recurring grant categories. The MBVCA continues to encourage new events to the destination; therefore, they have maintained the percentage decrease in the funding amounts a recurring event may request.

The North Beach Incentive Program originally developed in fiscal year 2013/2014 to encourage additional tourist-driven events, to take place in the North Beach area of Miami Beach, remains retired due to a small number of applicants in the past. It has since been rolled into the Development Opportunities grant category. Development Opportunities was revived in 2019/2020 and will continue to be made available in 2022/2023 as a one-time grant with lower qualifying criteria as compared to our other grant categories. This will help lure smaller event producers to the destination and possibly grow their event through the MBVCA's seed money.

The Cultural Tourism Grant Program was retired and a new partnership program, Tourism Enrichment Program, was developed in cooperation with the City of Miami Beach Department of Tourism and Cultural Development, in FY 2019/2020. The program was developed to attract new events and initiatives as identified by the MBVCA. The objective of the program is to provide funding for new activities; events with yearlong cultural tourism promotion and programming that support and advance the mission of the MBVCA. It will continue to be made available for projects identified by the MBVCA Board, in FY 2022/2023.

The Film Incentive Grant Program will continue to be updated to be better aligned with the film industry and will be offered to scripted feature films and television shows, documentaries (non-political and non-sports only), and short films, in fiscal year 2022/2023. Further, the minimum hotel room requirement will remain at 200 hotel room nights, for the upcoming fiscal year. The Program will be also promoted through the City of Miami Beach's Film Office as an additional incentive to the City's Film Grant; the Miami Dade County's Film Office; Film Florida; through film festival grantee organizations, and through publications such as Cast & Crew to assist with the promotion of the program to possibly attract new productions to the destination.

Due to the challenges posed by the pandemic, the maximum grant requests for each of the MBVCA's grant categories will remain at the same level in FY 2022/2023, to encourage grant applicants to return to the MBVCA once current conditions allow for special events to take place.

To further attract new events to the destination and encourage past grantees to return to the MBVCA, the minimum hotel room night criteria for the Major One Time Special Event and Special Events Recurring grant categories will remain at the decreased minimum of 200 hotel room nights, in fiscal year 2021/2022. The Special Projects and Special Projects Recurring minimum grant criteria will also remain at its current levels in fiscal year 2021/2022, with the hotel room night requirement remaining at 1,500 hotel room nights; the contracted media impressions requirement remaining at 100,000,000 media impressions, and the viewership requirement remaining at 10,000,000. The Tourism Partnerships hotel room night requirement will also remain at the reduced minimum of 175 hotel room nights. In addition, in FY 2022/2023, "Engagement" will be added as part of the grant criteria within the Tourism Partnerships grant category. This allows for proof of visitors/walk-ins/attendees; website hits; telephone calls; emails, App downloads; webpage engagement via website through "Contact Us Form" or Live Chat, by the various Visitor Centers and other Centers that offer year-long programming. Hotel agreements will continue to be accepted, in addition to hotel contracts, to meet the minimum criteria in place for each grant category. The revision to the

language will continue to encourage for a broader number of organizations to be able to meet the MBVCA's minimum criteria in place.

The MBVCA implemented additional checks and balances in fiscal year 2015/2016, through the development of a more detailed hotel pick-up form for hoteliers to complete as part of the grant recipients' final reports and an internal verification process conducted by staff. The MBVCA also revised their existing point system to be better aligned with the grant criteria in place.

In the upcoming fiscal year, the MBVCA's checks, and balances will remain in place through internal auditing processes. The additional restrictions imposed in fiscal year 2019/2020 will remain in place in fiscal year 2022/2023 for those grant recipients who have not met their obligations for the prior fiscal year and/or have committed fraudulent activity.

Direct Impact

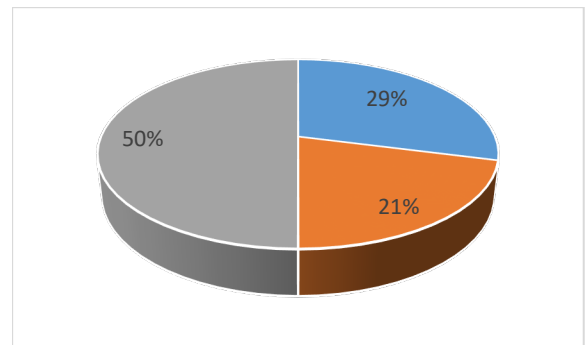
Direct impact of MBVCA sponsored events in Miami Beach is derived from the calculating the average of the projects' overall impacts to the City of Miami Beach. Grant recipients are asked for the hotel room nights, media impressions, and/or viewership figures their events generated. The figures are determined by adding contracted figures as well as figures related to coverage. A project's direct impact is also determined through the number of attendees to each event; the percentage of attendees who paid an admission fee, and the range of said admission fees. Other significant impact figures such as an event's economic impact reflect the number of events that took place in Miami Beach; if and how an event had a financial impact on Miami Beach through the jobs created and local businesses employed, as well as its overall audience demographics. These figures are reported to the MBVCA in the grant recipients' final reports and compiled within a detailed economic impact report for each grant recipient.

2021/2022 General Tourism Highlights

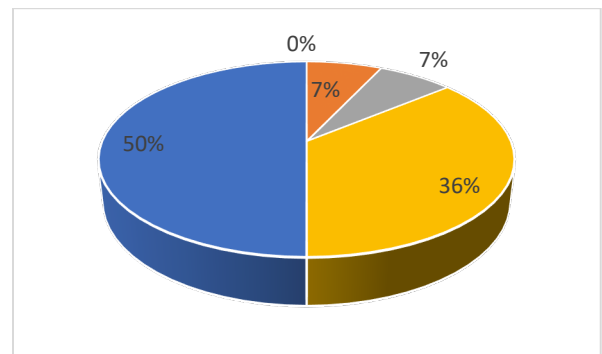
- Hotel rooms (as of October 2022) – 20,606
- Overnight Visitors (2021-Miami Beach) – 13,527,750 (of 15.9 million visitors to Miami Dade County)
- Average Room Rate (as of September 2022) - \$407.82
- Average RevPar (January to September 2022) – \$264.08
- Average Occupancy (as of September 2022) – 69.4%

Total Attendance of MBVCA Sponsored Events – 407,456

○ Resident	29%
○ Regional	21%
○ Tourist	50%



- Number of Events in Miami Beach – 388
- Job Creation – 5,730
- Average Organizational Budgets of MBVCA sponsored events – \$2,963,692
- Annual Income of Attendees
 - Under \$35,000 – 0%
 - \$35,000 - \$50,000 – 7%
 - \$51,000 - \$70,000 – 7%
 - \$71,000 - \$100,000 – 36%
 - Over \$100,000 – 50%



Category	Recipient	Event/Project	Grant Request	Actual Funding
Development Opportunities	Superfine Industries LLC	Superfine Miami Beach Art Week	\$30,000	\$30,000
Film Incentive	Applications were not received in FY 2021/2022			
Major One Time Special Event	GMP Live	North Beach Music Festival	\$45,000	\$45,000
	The Miami Takeover	14th Annual Miami Takeover	\$45,000	\$45,000
Special Events Recurring	A National Salute to America's Heroes	National Salute to America's Heroes	\$24,000	\$24,000
	ABFF Ventures, LLC	American Black Film Festival	\$32,000	\$32,000
	Art Fairs Unlimited	UNTITLED, ART Miami Beach	\$24,000	\$24,000
	Ground Up Music Foundation, Inc.	GroundUP Music Festival	\$24,000	\$24,000
	LTF Triathlon, LLC	Life Time Miami Marathon & Half	\$24,000	\$24,000
	Model Volleyball	Model Volleyball Tournament	\$32,000	\$32,000
	Salsa Dance International, Inc. d/b/a Salsa Lovers	Miami Salsa Congress	\$32,000	\$32,000
	SCOPE Art Fair, Inc	SCOPE Miami Beach	\$28,000	\$28,000
	South Beach Seafood Festival	South Beach Seafood Festival	\$40,000	\$40,000
Special Projects	City of Miami Beach Fiscal Agent for Climate Summit Miami Beach Host Committee	Aspen Institute: Climate Summit	\$90,000	\$90,000
Special Projects Recurring	Florida International University-SOBEWFF	2022 Food Network & Cooking Channel South Beach Wine + Food Festival	\$59,500	\$59,500
	FUNKSHION Productions, LLC	Paraiso Miami Beach	\$85,000	\$85,000
	Miami Music Festival, Inc.	Miami Beach Classical Music Festival	\$85,000	\$85,000
	Orange Bowl Committee	2021 College Football Playoff Semifinal at the Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	\$68,000	\$68,000
Tourism Enrichment	City of Miami Beach	No Vacancy, Miami Beach	\$75,000	\$75,000
	Miami Design Preservation League	Miami Beach Visual Memoirs	\$30,000	\$30,000
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$22,329	\$22,329
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	\$30,000	\$30,000
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	\$30,000	\$30,000

Category	Recipient	Event/Project	Hotel Room Nights	Viewership	Impressions
Development Opportunities	Superfine Industries, LLC	Superfine Miami Beach Art Week	73	0	3,353,634
Film Incentive	Applications were not received for this category in 2021/2022				
Major One Time Special Event	GMP Live	North Beach Music Festival	232	0	4,155,880
	The Miami Takeover	14 th Annual Miami Takeover	234	0	13,081,601
Special Events Recurring	A National Salute to America's Heroes	National Salute to America's Heroes	669	0	956,227,417
	ABFF Ventures, LLC	American Black Film Festival	1,343	0	421,962,088
	Art Fairs Unlimited	UNTITLED, ART Miami Beach	442	0	8,557,696,292
	GroundUp Music Foundation, Inc.	GroundUP Music Festival	483	0	1,245,141
	LTF Triathlon Series, LLC	Life Time Miami Marathon and Half	1,080	0	1,506,933,905
	Salsa Dance Intl, Inc. d/b/a Salsa Lovers	Miami Salsa Congress	444	0	1,427,336
	Model Volleyball	Model Volleyball	207	0	657,128,275
	SCOPE Art Fair, Inc.	SCOPE Miami Beach	295	0	823,082,271
	South Beach Seafood Festival	South Beach Seafood Festival	201	0	96,902,589
Special Projects	City of Miami Beach Fiscal Agent for Climate Summit Miami Beach Host Committee	Aspen Institute: Climate Summit	1,083	0	5,750,000,000
Special Projects Recurring	Florida International University-SOBEWFF	2021 Food Network & Cooking Channel South Beach Wine + Food Festival	1,903	0	4,252,834,526
	FUNKSHION Productions LLC	Paraiso Miami Beach	377	87,783,278	1,097,771,335
	Miami Music Festival	Miami Beach Classical Music Festival	1,632	0	103,835,377
	Orange Bowl Host Committee	Capital One Orange Bowl Marketing Campaign & Ancillary Events	0	28,607,005	4,143,769,026
Tourism Enrichment	Miami Design Preservation League	Miami Beach Visual Memoirs	0	0	28,454
	City of Miami Beach	No Vacancy, Miami Beach	0	0	73,532
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBT Visitor Center	0	0	2,298,333
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	0	0	500,311
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	777	0	676,765

Category	Event	Rooms	Average Daily Room Rate	Occupancy	Estimated Revenue to Hoteliers	Estimated Income to the City 2% Resort Tax	Estimated Income to MBVCA; 5% of 2% Resort Tax
Development Opportunities	Superfine Miami Beach Art Fair	73	\$466.67	83.3%	\$34,066.89	\$681.34	\$34.07
Film Incentive Applications were not received for this category in 2021/2022							
Major One Time Special Event	14 th Annual Miami Takeover	234	\$292.89	68.2%	\$68,536.24	\$1,370.72	\$68.54
	North Beach Music Festival	232	\$331.34	70.3%	\$76,870.86	\$1,537.42	\$76.87
Special Events Recurring	American Black Film Festival	1,323	\$282.23	68.5%	\$379,034.87	\$7,580.70	\$379.03
	GroundUP Music Festival	483	\$335.83	78.1%	\$157,186.42	\$3,143.37	\$157.17
	Life Time Miami Marathon and Half Marathon	1,080	\$418.96	72.4%	\$452,476.78	\$9,049.54	\$452.48
	Miami Salsa Congress	444	\$295.37	73.0%	\$131,144.26	\$2,622.89	\$131.14
	Model Volleyball	207	\$466.67	83.3%	\$96,600.67	\$1,932.01	\$96.60
	National Salute to America’s Heroes	669	\$347.10	69.14%	\$232,209.88	\$4,644.20	\$232.21
	SCOPE Miami Beach	295	\$669.94	80.1%	\$197,632.28	\$3,952.65	\$197.63
	South Beach Seafood Festival	201	\$272.85	56.7%	\$54,842.53	\$1,096.86	\$54.84
	UNTITLED, ART Miami Beach	442	\$669.94	80.1%	\$296,113.46	\$5,922.27	\$296.11
Special Projects	City of Miami Beach Fiscal Agent for Climate Summit Miami Beach Host Committee	1,083	\$420.54	71.5%	\$455,444.80	\$9,108.90	\$455.44
Special Projects Recurring	2021 Capital One Orange Bowl Game Marketing Campaign & Ancillary Events	0	\$349.79	74.6%	\$453,327.82	\$9,066.56	\$453.33
	2022 Food Network & Cooking Channel South Beach Wine + Food Festival	1,903	\$562.73	88.8%	\$1,070,875.17	\$21,417.50	\$1,070.88
	Paraiso Swim Fashion Week Miami Beach	377	\$292.89	68.2%	\$110,419.51	\$2,208.39	\$110.42
	Miami Beach Music Festival	1,632	\$289.21	68.9%	\$471,990.70	\$9,489.31	\$471.99
Tourism Enrichment	Miami Beach Visual Memoirs	0	\$327.08	58.4%	0	0	0
	No Vacancy, Miami Beach	0	\$409.90	70.5%	0	0	0
Tourism Partnerships	LGBT Visitor Center	0	\$244.24	58.7%	0	0	0
	Miami Beach Visitor Center	0	\$244.24	58.7%	0	0	0
	Miami Beach Watersports Center	777	\$244.24	58.7%	\$317,202.46	\$6,344.05	\$317.20

Category	Organization	Event	Total Dollar Value Spent on Advertising ¹	Domestic Advertising	International Advertising	Total Dollar Value Spent on Television
Development Opportunities	Superfine Industries, LLC	Superfine Miami Beach Art Week	\$51,982	\$51,982	\$0	\$0
Film Incentive						
Applications were not received for this category in 2021/2022						
Major One Time Special Event	GMP Live	North Beach Music Festival	\$7,821.36	\$7,821.36	\$0	\$0
	The Miami Takeover	14 th Annual Miami Takeover	\$48,400.00	\$48,400.00	\$0	\$0
Special Events Recurring	A National Salute to America's Heroes	National Salute to America's Heroes	\$116,000	\$116,000	\$0	\$80,000
	ABFF Ventures, LLC	American Black Film Festival	\$25,000	\$25,000	\$0	\$0
	Art Fairs Unlimited	UNTITLED, ART Miami Beach	\$68,737	\$17,184	\$51,553	\$0
	Ground Up Music Foundation, Inc.	GroundUP Music Festival	\$8,727	\$7,854	\$873	\$0
	LTF Triathlon Series, LLC	Life Time Miami Marathon & Half	\$332,995	\$299,696	\$33,300	\$0
	Model Volleyball	Model Volleyball Tournament	\$300,000	\$225,000	\$75,000	\$0
	Salsa Dance Int'l. Inc. d/b/a Salsa Lovers	Miami Salsa Congress	\$15,000	\$12,000	\$3,000	\$0
	SCOPE Art Fair, Inc.	SCOPE Miami Beach	\$512,000	\$281,600	\$230,400	\$250,000
	South Beach Seafood Festival	South Beach Seafood Festival	\$153,000	\$153,000	\$0	\$17,000
Special Projects	City of Miami Beach Fiscal Agent for Climate Summit Miami Beach Host Committee	Aspen Institute: Climate Summit	\$150,000	\$135,000	\$15,000	\$0
Special Projects Recurring	Florida International University-SOBEWFF	2022 Food Network & Cooking Channel South Beach Wine + Food Festival	\$179,000	\$173,630	\$5,370	\$0
	FUNKSHION Productions. LLC	Paraiso Miami Beach	\$469,752,149	\$140,925,644.70	\$328,826,524.30	\$2,000,000
	Miami Music Festival	Miami Beach Classical Music Festival	\$12,897	\$11,607.30	\$1,289.70	\$0
	Orange Bowl Host Committee	Capital One Orange Bowl Marketing Campaign & Ancillary Events	\$1,363,000	\$1,363,000	\$0	\$183,170
Tourism Enrichment	City of Miami Beach	Miami Beach Visual Memoirs	\$40,000	\$32,000	\$8,000	\$0
	Miami Design Preservation League	No Vacancy, Miami Beach	\$500	\$500	\$0	\$0
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$23,000	\$20,700	2,300	NA
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	\$6,000	NA	NA	\$0
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center	\$18,000	\$18,000	\$0	\$0

¹ Includes actual, in-kind, and barter

Category	Recipient	Event/Project	Funding	HRN Contracted	HRN Generated	Variance
Development Opportunities	Superfine Industries LLC	Superfine Miami Beach Art Week	\$30,000	72	73	1.39%
Film Incentive						
Applications were not received for this category in 2021/2022						
Major One Time Special Event	GMP Live The Miami Takeover	North Beach Music Festival 14 th Annual Miami Takeover	\$45,000 \$45,000	475 531	232 234	-51.16% -55.93%
Special Events Recurring	A National Salute To America's Heroes ABFF Ventures, LLC Art Fairs Unlimited Ground Up Music Foundation, Inc. LTF Triathlon Series, LLC Model Volleyball Salsa Dance Int'l Inc. d/b/a Salsa Lovers SCOPE Art Fair, Inc. South Beach Seafood Festival	National Salute to America's Heroes American Black Film Festival UNTITLED, ART Miami Beach GroundUP Music Festival Lifetime Miami Marathon & Half Marathon Model Volleyball Miami Salsa Congress SCOPE Miami Beach South Beach Seafood Festival	\$24,000 \$32,000 \$24,000 \$24,000 \$24,000 \$32,000 \$28,000 \$40,000	282 741 485 250 1,531 200 565 293 324	669 1,543 442 483 1,080 207 444 295 201	137.23% 81.24% -8.87% 93.20% -29.46% 3.5% -21.42% 0.68% -37.96%
Special Projects	City of Miami Beach Fiscal Agent for Climate Summit Miami Beach Host Committee	Aspen Institute: Climate Summit	\$90,000	1,045	1,083	3.64%
Special Projects Recurring	Florida International University-SOBEWFF FUNKSHION Productions, LLC Miami Music Festival, Inc Orange Bowl Committee	2022 Food Network & Cooking Channel South Beach Wine + Food Festival Paraiso Miami Beach Miami Beach Classical Music Festival 2021 College Football Playoff Semifinal at the Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	\$59,500 \$85,000 \$85,000 \$68,000	1,756 0 1,467 0	1,903 377 1,632 0	8.99% 100.0% 11.25% 0.00%
Tourism Enrichment	City of Miami Beach Miami Design Preservation League	No Vacancy, Miami Beach Miami Beach Visual Memoirs	75,000 \$30,000	N/A N/A	N/A N/A	N/A N/A
Tourism Partnerships	MDGLCC Foundation, Inc. Miami Beach Chamber of Commerce Miami Beach Watersports Center, Inc.	LGBT Visitor Center Miami Beach Visitor Center Miami Beach Watersports Center, Inc.	\$22,329 \$30,000 \$30,000	0 0 280	0 0 777	0.00% 0.00% 177.50%

Yearlong

Forbes Travel Guide Hospitality Training (Live & Online) – Forbes Travel Guide/Lobster Ink

FY 2021/2022	\$22,500
FY 2020/2021	\$22,500
FY 2019/2020	\$38,943.75
FY 2018/2019	\$50,025
FY 2017/2018	\$42,000
FY 2016/2017	\$14,000

Through a partnership with Forbes Travel Guide and support from the Greater Miami and The Beaches Hotel Association (GMBHA), the MBVCA hosted several online training events for Miami Beach based employees. Due to the ongoing pandemic, the MBVCA offered 8 “live” online webinars throughout the year, in addition to the ongoing online training offered through Forbes Travel Guide. Each webinar included different topics while providing the fundamentals of customer service, as offered worldwide by Forbes Travel Guide. A total of 8 webinar training sessions were offered and remained free of charge to anyone who resides and/or works within the City of Miami Beach. A total of **183 learners** participated in the Leadership webinars, with **45 learners** participating in the Frontline webinars. The MBVCA continued offering their robust online training certification program offered through Lobster Ink, a division of Ecolab, consisting of six different learning paths, along with health and safety courses to aid businesses who were re-opening, post-pandemic. These paths allow for specialized training by functional area and include modules specific to Front of House, Back of House, Bar, Pool, Dining as well as a general introduction to luxury hospitality standards. The Essential Rebound Training program was continuously offered to prepare hospitality employees on current standards that have been implemented due to the pandemic. In total, over **an estimated 250 Miami Beach hospitality employees** received training throughout the fiscal year.

This event satisfied the MBVCA’s customer service core initiative.

www.forbestravelguide.com and www.miamibeachvca.com/training

Miami Beach Visual Memoirs Project – Miami Design Preservation League

FY 2021/2022	\$30,000
FY 2020/2021	\$30,000
FY 2019/2020	\$19,530
FY 2018/2019	\$30,000
FY 2017/2018	\$30,000
FY 2016/2017	\$30,000
FY 2015/2016	\$30,000
FY 2015/2016	\$27,258
FY 2014/2015	\$21,000
FY 2013/2014	\$21,000
FY 2012/2013	\$21,000
FY 2011/2012	\$21,000

The organizers continued to explore strategic partnerships with other institutions with a shared interest in Miami Beach history, such as a partnership with Florida International University’s Digital Library. This resulted in a link with the National Digital Public Library, where usage of the archived material has increased dramatically in the past year. COVID challenged planned interviews and prevented the viewing of the videos at the Art Deco Museum this past year; nevertheless, interview materials were adapted to tell histories of four minority groups that are part of the Miami Beach community, where they were presented as a webinar series for the Miami Beach Youth Commission and have been added to the Visual Memoirs collection. Videos were used as part of the Art Deco Weekend broadcast as well. In addition, a program for students to produce videos incorporating interviews from the Miami Beach Visual Memoirs (MBVM) archive was created. This past year, an additional 6 interviews were conducted along with **6 news stories**, bringing the **total number of interviews to 150** since the inception of the project in 2011. A total of **28,454 impressions** were generated through YouTube, Vimeo, and FIU Digital Library views, and Facebook activity.

This event satisfied the MBVCA’s core initiative of developing year-round programming.

www.miamibeachvisualmemoirs.com

LGBT Visitor Center - MDGLCC Foundation, Inc.

FY 2021/2022	\$22,329
FY 2020/2021	\$12,000
FY 2019/2020	\$19,530
FY 2018/2019	\$28,300
FY 2017/2018	\$30,000
FY 2016/2017	\$30,000
FY 2015/2016	\$30,000
FY 2014/2015	\$30,000
FY 2013/2014	\$30,000
FY 2012/2013	\$30,000
FY 2010/2011	\$30,000

The LGBT Visitor Center provides tourists with the resources to ensure a successful stay in Miami Beach, while promoting socioeconomic development and tourism. In addition to their daily services, the Center proudly offers ongoing panel discussions, educational workshops, special social events, recovery & support groups, and dance & fitness classes. In 2021/2022, the Center received **366 total walk-in visitors**. It also maintained its online presence generating **2,298,333 media impressions** through its partnership with HotSpots magazine, as well as through its social media channels to include Facebook, Instagram, and Twitter. The Center received additional promotion through the GMCVB, social media, flyers, and the LGBT Weekly E-Blast Newsletter. A total of **9,935 hits** were generated by the Center’s website over the course of the year. Overall engagement While the Center remained physically closed for part of the year due to the pandemic, it continued its online presence and ensured they remained at the forefront of their activities.

This program satisfied the MBVCA’s core initiative of generating year-round programming and providing visitor services; thereby, developing a Tourism Partnership with the MBVCA within the gay and lesbian niche market.

www.gogaymiami.com

Miami Beach Visitor Center – Miami Beach Chamber of Commerce

FY 2021/2022	\$30,000
FY 2020/2021	\$30,000
FY 2019/2020	\$19,530
FY 2018/2019	\$30,000
FY 2017/2018	\$30,000
FY 2016/2017	\$30,000
FY 2015/2016	\$30,000
FY 2014/2015	\$30,000
FY 2013/2014	\$30,000
FY 2012/2013	\$30,000
FY 2011/2012	\$30,000
FY 2010/2011	\$30,000
FY 2009/2010	\$30,000
FY 2008/2009	\$30,000
FY 2007/2008	\$30,000
FY 2006/2007	\$30,000
FY 2005/2006	\$30,000
FY 2004/2005	\$40,000
FY 2003/2004	\$40,000
FY 2002/2003	\$20,000
FY 2001/2002	\$75,000
FY 2000/2001	\$26,000
FY 1999/2000	\$26,000
FY 1998/1999	\$25,000
FY 1997/1998	\$25,000
FY 1996/1997	\$25,000

Miami Beach Visitor Center relocated to 100 16th Street, Suite 6, post-pandemic. The Center has been operating from its new location since they re-opened their doors to the public. Their Center’s main objective is to promote the City of Miami Beach as the ultimate tourist destination. Their friendly staff assists locals as well as tourists with a multitude of needs such as hotel and restaurant reservations, tours, attractions bookings and much more. The Miami Go Card and Explorer pass are also sold at the Visitors Center. In addition, their updated website, MiamiBeachGuest.com, attracts visitors from international, regional, and local destinations and promotes a variety of local businesses. The Center works closely with the City of Miami Beach, the GMCVB, and other tourist related entities to ensure that their resources on promoting the destination are coordinated and maximized. Although the Center was closed for an extended period of time due to the pandemic, they received **3,517 walk-ins**. The Center continued to focus its efforts on promoting the destination and getting back to normal operations and generated **500,311 media impressions**. In addition, the Center’s website generated **21,956 hits** throughout the fiscal year. The Center’s combined engagement was a total of **27,037**.

This program satisfied the MBVCA’s core initiative of generating year-round programming and providing visitor services, thereby developing a Tourism Partnership with the MBVCA.

www.miamibeachvisitorcenter.com

Miami Beach Watersports Center, Inc.– Miami Beach Watersports Center, Inc.

FY 2021/2022	\$30,000
FY 2019/2020	\$19,530
FY 2018/2019	\$30,000
FY 2017/2018	\$30,000
FY 2016/2017	\$30,000
FY 2015/2016	\$30,000
FY 2014/2015	\$30,000
FY 2013/2014	\$30,000
FY 2012/2013	\$30,000
FY 2011/2012	\$30,000
FY 2010/2011	\$30,000
FY 2009/2010	\$30,000
FY 2008/2009	\$30,000
FY 2007/2008	\$30,000
FY 2006/2007	\$30,000
FY 2005/2006	\$30,000
FY 2004/2005	\$30,000
FY 2003/2004	\$20,000
FY 2002/2003	\$18,875
FY 2001/2002	\$17,500
FY 2000/2001	\$10,000
FY 1999/2000	\$ 7,500
FY 1998/1999	\$ 7,500
FY 1997/1998	\$ 5,000
FY 1996/1997	\$ 5,000

The rowing series promoted North Beach to national and international universities as a desirable watersports destination. The Center attracted a combination of under **5,000 participants and spectators**, between **October 1, 2021 and September 30, 2022**. As a result, **777 hotel room nights** were generated in Miami Beach. The project included a total of **16 events** that include major rowing races, winter and spring training camps, regattas, summer camps, and year-round programs for youth and adults in the community. They also offered the rental of their 400-person conference space. Utilization of the rowing center reflects the commitment of the MBVCA to attract events that generate national and international acclaim. In addition, the Center generated **676,765 media impressions** through a combination of promotional efforts and media coverage.

This program satisfied the MBVCA’s core initiative of attracting health and wellness events to Miami Beach.

www.rowmiamibeach.com

October 2021

South Beach Seafood Festival – South Beach Seafood Festival

FY 2021/2022	\$40,000
FY 2019/2020	\$24,000
FY 2018/2019	\$28,000
FY 2017/2018	\$32,000
FY 2015/2016	\$40,000
FY 2014/2015	\$40,000

The South Beach Seafood festival is a 4-day festival that took place from **October 20 – 23, 2021**. This culinary festival created an experience to attract tourists and locals to enjoy a culinary showcase featuring some of Miami Beach’s very own restaurants and kicking off stone crab season. Events included Crabs, Slabs and Cabs; Cooking & Cocktails; An Evening at Joe’s Stone Crab; a Chef Showdown, and the main seafood festival at Lummus Park. The event attracted **11,450 attendees** to its 3 events, all of which took place in locations on Miami Beach. The event was covered by over 200 media representatives from local and regional media organizations. The Festival delivered **201 hotel nights** and generated **96,902,589 media impressions** through local and national promotional efforts and media coverage.

This event satisfied the MBVCA’s core initiative of attracting wine and food festivals to Miami Beach with a television component.

www.sobeseafoodfest.com

November 2021

No Vacancy, Miami Beach – City of Miami Beach

FY 2021/2022	\$75,000
FY 2020/2021	\$75,000

No Vacancy, Miami Beach, took place **November 18 - December 9, 2021**, as a contemporary art experience that celebrated artists, provokes critical discourse, and invited the public to experience Miami Beach's famed hotels as destination art spaces by turning hotels into temporary cultural institutions – the very definition of Cultural Tourism. Art was exhibited throughout ten hotels in Miami Beach, where lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools served as a canvas. Public voting took place through an online social media campaign for the Public Prize Award. In addition, to the online votes it is estimated that over **30,000 persons** experienced at least one of the art projects in person. The selected hotels included the Avalon Hotel, The Betsy Hotel South Beach; Catalina Hotel & Beach Club; Hotel Croydon; Hyatt Centric; Kimpton Palomar; Lennox Miami Beach; Plymouth Hotel; Riviera South Beach, and The Confidante. A total of **73,532 social media impressions** were generated this year.

This event satisfied the City's efforts to promote Cultural Tourism to the destination.

www.mbartandculture.org/no-vacancy

UNTITLED ART, Miami Beach – Art Fairs Unlimited

FY 2021/2022	\$28,000
FY 2019/2020	\$28,000
FY 2018/2019	\$32,000
FY 2017/2018	\$40,000
FY 2015/2016	\$28,000
FY 2014/2015	\$32,000
FY 2013/2014	\$40,000
FY 2012/2013	\$45,000

In its eighth year, this international art fair took place **November 29 - December 4, 2021** and attracted over **47,000 attendees**, breaking another attendance record. The fair presented an innovative program of events to which top accolades were received from visitors and exhibitors and included 150 exhibitors/galleries from 32 countries. Events included VIP and press reviews that were very well attended. Strong sales, including some sold-out booths were reported for return and new participants, alike. A total of **442 hotel room nights** in Miami Beach were generated as a result of the fair's success. In addition, **8,557,696,292 media impressions** were generated through a combination of ad placement and media coverage from outlets such as ArtNews, ARTFORUM, infobae, and many more.

This event satisfied the MBVCA's core initiative of attracting cultural tourism to Miami Beach.

www.untitledmiamibeach.com

SCOPE Miami Beach – SCOPE Art Fair Inc.

FY 2021/2022	\$28,000
FY 2019/2020	\$32,000
FY 2018/2019	\$40,000
FY 2017/2018	\$24,000
FY 2016/2017	\$28,000
FY 2015/2016	\$32,000
FY 2014/2015	\$30,000
FY 2013/2014	\$45,000

The Scope Art Show took place **November 30 - December 5, 2021** and welcomed **98,600 attendees** to the art show and ancillary events. Events included a 6-day art show; preview event; artisan series finale event; SCOPE Official Party, various panel discussions, and a VIP Cocktail Party. A total of **295 hotel room nights** were generated in Miami Beach as a result. Media coverage was received from local, national, and international outlets including The New York Times, Artnet, Artsy, Miami New Times, Hi-Fructose, Whitewall Magazine, Blouion, Artinfo, and many more, generating **823,082,271 media impressions**.

This event satisfied the MBVCA's core initiative of attracting cultural tourism with television origination to Miami Beach.

www.scope-art.com

December 2021

North Beach Music Festival – GMP Live

FY 2021/2022	\$45,000
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This new music festival took place over a two period at the North Beach Bandshell on **December 10 – 11, 2021**. The festival is a first-year cultural event that featured live music in the Jam Band, Funk, Rock and Jazz genres and attracted **1,999 attendees** overall. The "jam band" music scene encompasses rock, jazz, funk, and electronica all united by a love of improvisation and musicianship. A total of **232 hotel room nights** and generated **4,155,880 media impressions** through a combination of digital marketing, social media, and promotions through national media companies specializing in the genre of music featured at the Festival.

This event satisfied the MBVCA's core initiative of attracting cultural tourism festivals to Miami Beach.

www.gmplive.net

2021 College Football Playoff Semifinal at the Capital One Orange Bowl Game Marketing Campaign and Ancillary Events – Orange Bowl Committee

FY 2021/2022	\$68,000
FY 2019/2020	\$85,000
FY 2018/2019	\$51,000
FY 2017/2018	\$59,500
FY 2016/2017	\$68,000
FY 2015/2016	\$85,000
FY 2014/2015	\$48,450
FY 2013/2014	\$ 59,500
FY 2012/2013	\$ 68,000
FY 2011/2012	\$ 70,000
FY 2010/2011	\$ 68,000
FY 2009/2010	\$ 50,000
FY 2008/2009	\$ 80,000
FY 2007/2008	\$ 65,000
FY 2006/2007	\$ 50,000
FY 2005/2006	\$100,000
FY 2004/2005	\$100,000
FY 2003/2004	\$ 40,000
FY 2002/2003	\$ 20,000
FY 2001/2002	\$ 25,000
FY 2000/2001	\$ 25,000
FY 1999/2000	\$ 25,000
FY 1998/1999	\$ 10,000
FY 1997/1998	\$ 25,000
FY 1996/1997	\$ 50,000

The College Football Playoff Semi-Final Game took place at the Hard Rock Stadium on **December 31, 2021**, surrounded by a series of events that took place from **December 26, 2021 through January 1, 2022**. The events welcomed members of the community along with college football fans from around the country to the destination, for a total of 66,839 fans. Aside from the game itself, events such as the daily team and special guest hospitality event at the Fontainebleau and Ritz Carlton South Beach hotels; the CFP Beachwalk in Lummus Park; Staff Celebration Dinner; Official Handoff Press Conference and College Playoff Media Availability, that also took place at Lummus Park, were successfully held. A total of **4,143,769,026 media impressions** were generated as a result of promotional efforts and press coverage, while the event was televised on ESPN, generating **28,607,005 in viewership**.

This event satisfied two of the MBVCA's core initiatives of attracting events related to health and wellness with a television component and group stimulus.

www.orangebowl.org

January 2022

The MBVCA did not receive any applications for this month

February 2022

Life Time Miami Marathon and Half – LTF Triathlon Series, LLC

FY 2021/2022	\$24,000
FY 2019/2020	\$28,000
FY 2018/2019	\$32,000
FY 2017/2018	\$40,000
FY 2016/2017	\$68,000
FY 2015/2016	\$85,000
FY 2014/2015	\$51,000
FY 2013/2014	\$59,500
FY 2012/2013	\$68,000
FY 2011/2012	\$85,000
FY 2010/2011	\$75,000
FY 2009/2010	\$50,000
FY 2008/2009	\$70,000
FY 2007/2008	\$70,750
FY 2006/2007	\$60,000
FY 2005/2006	\$30,000
FY 2004/2005	\$11,250
FY 2003/2004	\$15,000
FY 2002/2003	\$20,000

This full marathon (26.2 miles), half marathon (13.1 miles), and Tropical 5K took place throughout Miami Beach **February 4 – 6, 2022**. The full and half marathons hosted participants from 48 states, and 50 countries, throughout the weekend's events. In addition, the Health and Fitness Expo, held at Mana Wynwood, kicked off and was attended by **18,424 people** over the two days. The Tropical 5K attracted **2,980 participants**, with the Half Marathon and Full Marathon attracting **14,524 runners**. The events generated **1,080 hotel room nights** in Miami Beach and received **1,506,933,905 in media and marketing impressions** through Yahoo! Sports, Despierta America!, CNN en Español, BBC Mundo, Local News 7, NBC6 News and Six in the Mix, CBS 4, Telemundo, Univision, ESPN Run, and many more.

This event satisfied the MBVCA's core initiatives of attracting health and wellness events to Miami Beach.

www.themiamimarathon.com

2022 Food Network and Cooking Channel South Beach Wine + Food Festival – Florida International University-SOBWFF

FY 2021/2022	\$59,500
FY 2020/2021	\$68,000
FY 2019/2020	\$85,000
FY 2018/2019	\$51,000
FY 2017/2018	\$59,500
FY 2016/2017	\$68,000
FY 2015/2016	\$85,000
FY 2014/2015	\$50,000
FY 2013/2014	\$59,500
FY 2012/2013	\$68,000
FY 2011/2012	\$90,000
FY 2010/2011	\$100,000
FY 2009/2010	\$70,000
FY 2008/2009	\$75,000
FY 2007/2008	\$89,416
FY 2006/2007	\$100,000
FY 2005/2006	\$30,000
FY 2004/2005	\$12,757
FY 2003/2004	\$14,175
FY 2002/2003	\$15,750
FY 2001/2002	\$15,000

This 4-day wine, spirits and culinary celebration took place February 24 – 27, 2022. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately **60,000 people** attended the various events and generated approximately **1,903 hotel room nights** in Miami Beach alone. The Festival received both national and international coverage, generating **4,252,834,526 media impressions**. A total of 96 events took place, of which 57 were held on Miami Beach. They included 27 participating chefs, the return of Bubble Q, a Tribute dinner for Guy Fieri who also brought his show live to the North tent, a 21th Anniversary dessert party at the National Hotel and a continuation of the two part new spin on the annual the Burger Bash and many more.

This event satisfied the MBVCA's core initiative of recruiting top-quality food and wine events to Miami Beach.

www.sobewff.org

March 2022

FY 2021/2022 \$30,000

Superfine Miami Beach Art Week – Superfine Industries, LLC

This 3-day art fair, that took place **March 10 – 12, 2022**, was comprised of 80+ artists curated into 25,000 square feet of open-air space on the 7th floor of the Herzog and De Meuron-designed 1111 Lincoln Road building. Miami Beach served as the backdrop to this In-Person/NFT Hybrid Art Fair serving as positive counterprogramming for Spring Break, that attracted **3,500 attendees**. The open-air fair was committed to carbon neutrality and eco-friendliness and featured a locally grown organic brand, Truman Vodka. The fair also encouraged biking and provided free, monitored bike parking outside of the venue. The Fair generated a total of **73 hotel room nights** in Miami Beach and **3,410,263 media impressions**. While the main art fair took place at the 1111 Lincoln Road building, other events included a private curator-led tour of The Bass Museum.

Event satisfies three of the MBVCA's core initiatives of attracting cultural tourism events to Miami Beach.

www.superfine.world

Model Volleyball Tournament – Model Volleyball

FY 2021/2022 \$32,000
FY 2019/2020 \$40,000
FY 2018/2019 \$24,000
FY 2017/2018 \$28,000
FY 2016/2017 \$32,000
FY 2015/2016 \$40,000
FY 2014/2015 \$43,200

Since its inception in 2010, the Model Volleyball Tournament, that took place **March 12 – 13, 2022**, has become one of the staple events in Miami Beach. Models and modeling agencies participated in the 2-day event that garnered **approximately 10,000 attendees**. Additional events took place at the Gale Hotel on Friday prior to the tournament as well as a post event party at Bodega Miami Beach on Sunday. As a result, a total of **207 hotel room nights** were generated in Miami Beach. Through a combination of promotional efforts and media coverage, the event generated **657,128,275 media impressions**. Media promotion and coverage included a partnership with iHeart Media, promotion through various social media outlets, and coverage by the Miami Herald, Miami New Times, Fox Sports and many more.

This event satisfied the MBVCA's core initiatives of attracting health and wellness events within the fashion industry to Miami Beach.

www.modelbeachvolleyball.com

April 2022

The MBVCA did not receive any applications for this month

May 2022

GroundUP Music Festival – GroundUp Music Foundation, Inc.

FY 2021/2022 \$24,000
FY 2019/2020 \$28,000
FY 2018/2019 \$32,000
FY 2017/2018 \$40,000
FY 2016/2017 \$45,000

This Festival, that took place **May 6 – 8, 2022** in the North Beach area of Miami Beach, created an immersive experience where attendees could enjoy the music up close and interact. Through this endeavor a total of **approximately 3,000 persons** attended the 3-day event, generating **483 hotel room nights** in Miami Beach. The event included 49 performances, in which many featured multiple artists. In addition, 3 VIP events took place at a separate venue. The event generated an estimated **1,245,141 media impressions** through ad placement and promotion on media such as the Miami New Times, WLRN, WDNA, NPR, NBC6 "Six in the Mix, and many more.

This event satisfies the MBVCA's core initiatives of attracting festivals within the entertainment industries to Miami Beach.

festival.groundupmusic.net

Aspen Institute: Climate Summit – City of Miami Beach Fiscal Agent for Climate Summit Miami Beach Host Committee

FY 2021/2022 \$90,000

This annual summit focused on education and policy discussions concerning climate change was held **May 9 – 12, 2022** throughout the City of Miami Beach. Through a collaboration with the City of Miami Beach and a diverse group of partner institutions in and beyond South Florida, the 2022 Program featured a variety of main stage events, breakout sessions, roundtable discussions, and excursions focused on mitigating and adapting to climate change. Topics included solutions to flooding and sea-level rise; new renewable energy technologies; the impact of climate change on food and agriculture; test drives of new electric vehicles, and much more. A total of **1,083 hotel room nights** were generated and **5,750,000,000 media impressions**.

This event satisfied the MBVCA's core initiatives of generating group stimulus, health, wellness, culture, and education

www.aspeninstitute.org/events/aspen-ideas-climate

A National Salute to America's Heroes - National Salute to America's Heroes

FY 2021/2022	\$24,000
FY 2020/2021	\$28,000
FY 2018/2019	\$32,000
FY 2017/2018	\$40,000
FY 2016/2017	\$45,000

This event, that took place **May 28 – 29, 2022**, was a year-round initiative anchored by what became the largest Air & Sea Show and Music Explosion, generating community spirit and showcasing Miami Beach in a positive light. In addition to the Air & Sea Show and Music Explosion, other events included performers parties, a media day, and dignitary dinners. The events attracted an estimated **1.2 million spectators**, generating **699 hotel room nights**. An estimated **40,000 people** visited the Display Village in Lummus Park over the weekend to view the military equipment. The event attracted local, national, and international media such as Audacy, Miami Herald, El Nuevo Herald, Sun Sentinel, WFOR CBS4, Patch.com, and many more, generating **956,227,417 media impressions**.

This event satisfied the MBVCA's core initiatives of attracting events with group stimulus.

www.usasalute.com

June 2022

American Black Film Festival - ABFF Ventures LLC

FY 2021/2022	\$32,000
FY 2017/2018	\$24,000
FY 2016/2017	\$25,200
FY 2015/2016	\$32,000
FY 2012/2013	\$40,000
FY 2011/2012	\$50,000
FY 2010/2011	\$35,000
FY 2009/2010	\$37,000
FY 2008/2009	\$35,000
FY 2003/2004	\$20,000

Celebrating its 26th anniversary in 2022, the American Black Film Festival (ABFF) is an annual event dedicated to showcasing quality film and television content by and about people of African descent. The festival events, that took place **June 15 – 19, 2022**, included educational workshops, informative panel discussions, celebrity conversations, as well as networking receptions. In addition, independent features, documentaries, shorts, and web series are showcased along with preview screenings of studio and TV network programming. The Festival's 75 events, all took place in Miami Beach, attracted, **6,500 persons** and generated **1,343 hotel room nights** in Miami Beach. The Festival received local, national, and international coverage from media such as Empower Magazine, The Root, IMDb, JetMag.com, Miami New Times, and many more, and generated **421,962,088 media impressions**.

This event satisfies two of the MBVCA's core initiatives of attracting festivals within the film industry to Miami Beach.

www.abff.com

Miami Beach Classical Music Festival – Miami Music Festival, Inc.

FY 2021/2022	\$85,000
FY 2020/2021	\$90,000

The Miami Beach Classical Music Festival brought 150 talented pre-professional and emerging classical music artists from 25 different countries to study and perform public concerts and operatic performances throughout Miami Beach, between **June 21 and July 24, 2022**. Performances included symphonic concerts, chamber music, and masterclasses culminating with 6 sold-out performances at the Faena Forum. A total of 23 out of 24 performances were free and open to the public. The festival attracted an estimated **20,000 attendees** including the July 4th concert. Of the ticketed performances, 2,981 total reservations were received. Approximately 2,800 or 14% were tourists. As a result, a total of **1,632 hotel room nights** were generated in Miami Beach. Public concerts were held in local venues such as Faena Forum, Temple Beth Emanu-El, Ocen Drive Promenade, and the Betsy Hotel. Through a combination of promotional efforts and coverage, the festival generated **103,835,377 media impressions**.

This event satisfied the MBVCA's core generating cultural tourism in Miami Beach.

www.miamimusicfestival.com

July 2022

Paraiso Miami Beach - FUNKSHION Productions LLC

FY 2021/2022	\$85,000
FY 2020/2021	\$51,000
FY 2019/2020	\$30,000
FY 2018/2019	\$59,500
FY 2017/2018	\$68,000
FY 2016/2017	\$76,500
FY 2015/2016	\$51,000
FY 2014/2015	\$58,310
FY 2013/2014	\$68,000
FY 2012/2013	\$85,000
FY 2011/2012	\$90,000
FY 2010/2011	\$62,500
FY 2009/2010	\$45,000
FY 2008/2009	\$70,000
FY 2007/2008	\$50,000
FY 2006/2007	\$15,000
FY 2005/2006	\$15,000
FY 2004/2005	\$20,000

This 5-day event took place **July 13 – 17, 2022**, and presented a total of 45 events that brought the best designers from all around the world to showcase their newest collections in Miami Beach. The event attracted **14,000 attendees** that took place at numerous Miami Beach venues. The event generated **377 hotel room nights** in Miami Beach. All events were held in Miami Beach. The event received national and international coverage from media outlets such as Fashion Week Online, New York Daily News, California Apparel News, Vogue Globo, and many others, generating **1,097,771,335 media impressions**. The fashion shows were featured on Fashion TV, Deco Drive and other international media outlets throughout the world, generating **87,783,278 in viewership**.

This event satisfied the MBVCA's core initiatives of attracting events in the fashion, entertainment, and nightlife industries with a television component.

www.funkshion.com

14th Annual Miami Takeover – The Miami Takeover

FY 2021/2022 \$45,000
FY 2020/2021 \$30,000

This signature event for the mature urban traveler (ages 28-45), took place **July 15 - 18, 2022**. The aim of the event was to bring together like-minded individuals looking for a stress-free getaway and participate in several social events that included peer networking, entertainment and community service kicking off with a Golf tournament and a Meet and Greet, Annual Beach Sweep, and a Splash Party. The event attracted **2,200 event participants** to the area, of which 95% were tourists. A total of **234 hotel room nights** were sold, exceeding the contracted number by 56%. In addition, the event generated **13,081,601 media impressions** through a combination of media partnerships and event coverage.

This event satisfied the MBVCA's core initiative of attracting events that generate group stimulus to the destination.

www.themiamitakeover.com

Miami Salsa Congress – Salsa Dance International, Inc. d/b/a Salsa Lovers

FY 2021/2022 \$32,000
FY 2020/2021 \$40,000
FY 2017/2018 \$24,000
FY 2015/2016 \$28,000
FY 2012/2013 \$32,000
FY 2011/2012 \$42,500
FY 2010/2011 \$27,000
FY 2009/2010 \$27,000
FY 2008/2009 \$35,000
FY 2007/2008 \$41,400
FY 2006/2007 \$45,500

This 5-day festival took place **July 20 - 25, 2022**, celebrated its 20th anniversary this year. In its long history, the event has drawn 50,000 visitors to the destination, with their 2022 edition attracting **5,700 attendees**. Events included an Opening Party; Kick Off Party, and several workshops, classes, and parties held at their host hotel, the Eden Roc. This year, the event generated a total of **444 hotel room nights** in Miami Beach and generated an estimated **1,427,336 media impressions** as a result of their promotional efforts that included an extensive online presence through web-based ads, and social media and radio campaigns, as well as media coverage.

The festival fulfilled the MBVCA's core initiative of attracting wellness festivals within the entertainment and nightlife industries.

www.miamisalsacongress.com

August 2022

The MBVCA did not receive any applications for this month

September 2022

The MBVCA did not receive any applications for this month

Bachateando Dance Festival – Miami Salsa Scene

This dance festival took place September 7 – 12, 2022, and was composed of nightly dance showcases from the around the world; dance workshops and clinics; live concerts by world-renowned artists, and daily pool parties. The event featured top multinational dancers, world-renowned instructors, genre-specialized DJs, Latin bands, and local and international touring artists.

The grant was rescinded due to missing required documentation.

Steve Adkins, Chair



Steve Adkins is presently the President of the Miami-Dade Gay & Lesbian Chamber of Commerce, the largest not-for-profit corporation in the county for gay and lesbian businesses. In the years since Mr. Adkins took over the reins MDGLCC membership has grown to become one of the largest LGBTQ Chambers in the USA.

In 1999, Steve moved from his native San Diego, California to South Florida and immediately became interested in promoting Miami as a year-round, gay and gay-friendly tourist destination, when he owned and operated the Jefferson House, a South Beach Boutique Bed & Breakfast Hotel. Prior to his move to the East Coast, Mr. Adkins held several positions in the banking world. From 1975 until 1998, Steve worked as Vice President for Bank of America, Security Pacific Bank and, Union Bank (a division of Bank of Tokyo Mitsubishi) focused in areas of corporate lending, loan syndications and International Trade Finance.

In addition to the MBVCA, Mr. Adkins serves on the Board of The Greater Miami Convention & Visitors Bureau, the National Gay & Lesbian Chamber of Commerce South Region Co-Chair, and on the Advisory Board for Miami Beach Pride. Mr. Adkins received the 2009 Eddie McIntyre Community Service Award from the National Gay & Lesbian Task Force; the 2010 Bacardi Icon Award, received the Pa’Lante Award from the Gay8 Festival, the Miami-Dade Gay & Lesbian Chamber of Commerce received Equality Florida’s first “Equality Means Business” Award in 2012 and the South Florida Business Journal Business of Pride Award 2020.

Steve holds a Bachelor of Science, from San Diego State University and a Business Administration Degree with a strong emphasis on Management with Concentration in Finance.

Christopher Rollins, Vice Chair



Chris Rollins was appointed to the MBVCA in 2018. He is currently the COO of South Beach Group Hotels Inc, a 20-property conglomerate of over 1,500 hotel rooms and the single largest most successful operator of hotels in Miami Beach. Chris is responsible for overseeing the strategic vision and daily operations.

From the moment he greets you, Chris disarms you with his charm, upbeat personality, and friendly demeanor. He was born and raised in a small town called Cocoa, Florida, just 10 miles west of Cape Canaveral, home of NASA’s Kennedy Space Center. Chris ventured further south upon his acceptance to the University of Miami as a Finance Major. While attending the university, he worked for the Biltmore Hotel where the seed for hospitality was planted. Post-graduation, he began his finance career at PaineWebber Financial services as a Financial Advisor.

Chris quickly realized his passion was elsewhere and sought employment where he could utilize his exceptional people skills and charismatic personality. Before long, he began working for Tommy Hilfiger. This was a major turning point as he realized his persuasive talent to converse with potential buyers and close sales. This expounded into a National Sales Representative and Corporate Trainer position where he travelled extensively promoting the brand and was now able to share his knowledge with a wide array of people. This strengthened his adoration for Travel, Tourism and Hospitality.

He possesses strong leadership qualities which encourages communication and cooperation among his team. He also believes in an open-door policy which speaks to his passion and devotedness towards his co-workers. Chris has said, “We are a big company with a small company’s heart.” To that end, their culture strongly adheres to a promote from within policy which encourages career development and dedication. South Beach Group now boasts a diverse employee community with over 30 nationalities.

Chris is deeply rooted in his South Florida neighborhood. Partnering with local leaders and elected officials for decision making in the city’s future, convention center, infrastructure, and new development. Chris takes pride in Miami/Miami Beach and pulls daily inspiration from its art, music, and the beautiful architecture that abounds.

Peggy Benua, Board Member



Peggy Benua was appointed to the MBVCA in January 2020. Peggy has spent the last 20 years working on Miami Beach, currently as the General Manager at Dream South Beach hotel. Peggy relocated back to the area in 2000 when she joined Marriott as Resident Manager at the Eden Roc Renaissance. Prior to accepting the role as opening General Manager for Dream South Beach in 2008, Peggy was General Manager at the Marriott South Beach.

Peggy earned her BFA from the University of North Florida, where she graduated cum laude. Peggy has more than 30 years of experience in the hospitality industry since earning her master's degree in Hotel and Food Service Management from Florida International University's Chaplin School of Hospitality & Tourism Management.

After completing a management training program with ITT Sheraton, she held various rooms operations positions in San Diego and Los Angeles area Sheraton Hotels, including the Sheraton LAX and the Sheraton Grande, part of the ITT Sheraton Luxury Collection. Prior to relocating back to Miami, Peggy was Hotel Manager at Le Meridien Dallas from 1994 to 1999.

Peggy sits on the Executive Board of the Greater Miami and the Beaches Hotel Association and was Board Chair in 2014 and 2015. She served as a Board member of the Miami Beach Visitor and Convention Authority from 2012 through 2017 and was Board Chair from 2014 to 2017. Peggy is also a member of the AOHT Advisory Board, where she currently serves as Treasurer, as well as, the Miami Beach Chamber Board of Governors. She represents the Miami Beach Chamber as ex officio board member of the Miami Beach CCAB and has previously served on the Miami Beach Commission for Women.

Peggy is the recipient of the 2022 Miami Beach Chamber's "Excellence in Tourism" award, 2016 Miami Beach Commission for Women "Women Worth Knowing" Award, 2014 Recipient of the Red Cross "Sara Hopkins Woodruff Spectrum Awards for Women," and 2012 Recipient HSMIA South Florida Chapter's "General Manager of the Year". In October 2016 she was listed by Florida Trend as a Miami Dade "Must Know Contact".

When not operating her hotel or participating in industry-related activities, she enjoys outdoor activities such as cycling and scuba diving.

Steven Haas, Board Member



Steven Haas, Miami's born and bred tastemaker, is currently the new Executive Director for Centerplate at Miami Beach Convention Center. He was previously the chair of the MBVCA from 2004 to 2008 and a board member from 2002 to 2004.

Haas was previously the Immediate Past Chairman of the Board of Directors for the Greater Miami Convention & Visitors Bureau (GMCVB), the first to helm the board from the restaurant sector. Steve created one of the organizations premier programs, Miami Spice. During his time with the GMCVB, Haas helped curate the Miami Begins with Me and Miami Spice Restaurant Month initiatives that advanced the level of standards for customer service and restaurant promotion in Greater Miami and Beaches.

Preeminent restaurateur, entrepreneur, and culinary creator, Haas is a key visionary in the development of Miami's vibrant food tourism community. Haas enjoys a storied history at some of South Florida's finest dining establishments. He founded City Hall the Restaurant, located in the heart of Miami's performing arts district. He was co-owner and operating partner for Soyka Restaurant by News Café Corp. Haas was also the General Manager for China Grill, Tuscan Steak, Red Square, Delano and Social at the Sagamore Hotel. Haas' extensive pedigree in restaurant management also includes running the world famous The Forge, and positions at Joe's Stone Crab and Monty's Stone Crab.

Steve Haas' shrewd eye for fine dining re-imagines traditional convention center cuisine into an unforgettable and delectable experience at the Miami Beach Convention Center.



George Neary was appointed to the MBVCA in January 2020. He is currently the President & CEO of Tours “r” Us, a tour company that curates tours concentrated on the historic communities of Miami Beach, the historic Art Deco District, MiMo resort architecture; Wynwood, Miami Design District, Little Havana, Little Haiti, Downtown Miami, Historic Overtown, Coconut Grove and beyond.

He was previously Associate Vice President of Cultural Tourism for the Greater Miami Convention & Visitors Bureau (GMCVB) since 1998 until his retirement in 2018. He was in charge of the creation and implementation of a new arts and cultural program for Miami-Dade County and directed promotional programs that encouraged and increased visitor attendance at local cultural events and attractions. His job also included creating linkages and partnership between Greater Miami businesses and the arts community. During his tenure, his targets were cultural tourism, heritage tourism, and gay & lesbian tourism.

Prior to his tenure at the GMCVB, George was the Executive Director of the Miami Design Preservation League of Miami Beach, Florida, where he was responsible for creating marketing and public outreach programs to preserve the historic Art Deco District, better known as South Beach, for seven years. He is currently serving as a Trustee for Dade Heritage Trust; is a past Trustee of Miami-Dade Art in Public Places, is a past board member of the Florida Trust for Historic Preservation, Co-Chair of The Miami Beach Sister Cities International Miami Beach Committee, and a founding member of The Miami Beach Cultural Arts Council. Additionally, he served 8 years and was a founding member on the Miami Beach Pride Committee; founding member of the Mayor’s LGBT Business Enhancement Committee and served for 7 years, holds membership in the Black Archives is a founding board member of the Greater Miami Gay & Lesbian Chamber of Commerce, and is an Advisor from Florida to The National Trust for Historic Preservation in Washington, D.C. He is also an adjunct professor at Miami Dade College and the former Chair/Member of the Board of Advisors at the Design and Architecture Senior High School (DASH). He is also on the Board of Directors and Fundraising Chair for the MDCPS Academy of Hospitality and Tourism (AOHT). George is also a Board member of the Ancient Spanish Monastery; Vice President of the Flamingo Terrace Enterprise; Vestry Board member of All Souls Episcopal Church in Miami Beach, and Board Member for the Miami Beach Visitor and Convention Authority. George was previously the President of Neary Enterprise in Brooklyn, New York, that created, directed, and administrated marketing, advertising, and promotional plans. He was Director of U.S. Marketing for AFS Intercultural Programs, Inc. the International student and teacher exchange program in New York. George was also with the Peace Corps for seven years as training and orientation coordinator, recruiter/publicist, and a volunteer in St. Vincent & The Grenadines, West Indies.

He received his B.A. from St. Anselm College in Manchester, New Hampshire, and has been involved in many community organizations over the years.

Cori Rice, Board Member



Cori Rice was appointed to the MBVCA in January 2022, and is currently the President of SAMCOR Communications LLC. Prior, Cori was the founder of Hill + Knowlton/SAMCOR, Miami. With more than 25 years of global communications experience, Cori offered clients senior-level communications counseling with a keen understanding of business objectives and strategies. Cori has extensive consumer, corporate, travel and tourism and crisis experience and has managed many large accounts including Red Roof, DHL, Diageo, Denny’s, Jarden Consumer Solutions, P&G Beauty, and the Miami Beach Visitor and Convention Authority.

Before launching the company in 1996, Cori held the position of head of worldwide communications for Burger King Corporation. She was directly involved with every aspect of international communications for the fast-food industry giant. Her expertise in reputation management and crisis communications were critical to protecting and building of the BK brand and have proven invaluable to H+K clients. Cori began her career as an anchor and field reporter for WNWS All-News Radio in Miami. She served as the first female civilian spokeswoman for the City of Miami Police Department and managed the public face of Eastern Airlines.



David Suarez was appointed to the MBVCA in October 2021. He is a South Florida native and current Co-Owner of Lifecell where he oversees 50 in-house employees. His background includes a half Cuban/half Korean father, and a Moroccan Israeli mother. David attended Michael Drop Senior High to which he attended and graduated from the University of Florida with a degree in mechanical engineering.

After graduating from the University of Florida in 2008 David moved to Miami Beach. Upon returning home, he had his very first engineering sales job lined up at a company called Johnson Controls. Unfortunately, the 2008 crash occurred and he was let go and had to scramble to make ends meet. He then decided to create his own online/in-person math tutoring company in South Florida and learned how to create a website, build and manage online campaigns, hire and fire people, and build a brand. David did this for about 2 years until his father saw his potential and invited him to work for his fledgling skincare company called LifeCell. Within 6 months of coming on board, David was able to successfully apply his new marketing skill set to grow their family-owned business 100X.

David is a Miami Beach resident, a father of two boys, and enjoys a very physical and outdoor lifestyle around Miami Beach: jogging around the park, riding his bike around town and boating/spearfishing.

Public Relations Total Placement and Pick Up Data

Year 12

Running Total

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
October 2021	10/5/2021	Miami Beach Invites Travelers Seeking Warm-Weather Escapes to Enjoy Events and Special Offers All Season Long	134,419,759	\$13,441,975.90	134,419,759	\$13,441,975.90	134,419,759	\$13,441,975.90
November 2021	11/2/2021	Art Enthusiasts are Invited to Celebrate the Return of Art Basel Miami Beach, Along with Other Iconic Arts & Culture Events This Fall	170,785,415	\$17,078,541.50	170,785,415	\$17,078,541.50	305,205,174	\$30,520,517.40
December 2021	12/1/2021	Miami Beach Invites Travelers to Celebrate the Holiday Season with Festive Experiences and Luxurious Offerings All Season Long	162,635,100	16,263,510.00	356,986,174	\$35,650,862.80	662,191,348	\$66,171,380.20
	12/16/2021	The City of Miami Beach Reveals Plans for Miami Beach Live!	194,351,074	19,387,352.80				
January 2022	1/13/2022	Miami Beach Is the Epicenter of Travel-Worthy Experiences in 2022	210,653,305	\$1,948,543.07	210,653,305	\$1,948,543.07	378,777,437	\$68,119,923.27
March 2022	3/1/2022	Miami Beach Visitor and Convention Authority Encourages Art and Culture Enthusiasts to Discover Five Hidden Experiences Meant to Inspire	211,347,330	\$1,947,397.03	377,770,445	\$3,451,044.05	872,844,653	\$71,570,967.32
	3/31/2022	Miami Beach Pride Returns to the Destination with Collection of Celebrations and Experiences April 1 - 10	166,423,115	\$1,503,647.02				
April 2022	4/27/2022	Miami Beach's World-Famous Waters Inspire Seasonal Travel Experiences	206,834,353	\$1,794,697.32	206,834,353	\$1,794,697.32	1,457,449,451	\$73,365,664.64
May 2022	5/24/2022	Architectural Marvels Enhance the Traveler Experience on Miami Beach	219,659,690	\$1,961,170.65	219,659,690	\$1,961,170.65	1,677,109,141	\$75,326,835.29
June 2022	6/3/2022	Make an Impact This Summer on Miami Beach	170,506,603	\$1,575,490.90	170,506,603	\$1,575,490.90	1,847,615,744	\$76,902,326.19
July 2022	7/21/2022	Miami Beach Naturally Inspires Artists, Designers and Creators	205,844,823	\$1,801,062.80	205,844,823	\$1,801,062.80	2,053,460,567	\$78,703,388.99
August 2022	8/25/2022	Miami Beach Now Has Michelin Star and Recommended Restaurants, Making Miami Spice Twice as Nice this Year	193,208,889	\$1,700,205.92	193,208,889	\$1,700,205.92	2,246,669,456	\$80,403,594.91
September 2022	9/30/2022	Miami Beach Announces Upcoming Events and Experiences in Honor of Recent World Tourism Day	219,273,282	\$2,027,196.39	219,273,282	\$2,027,196.39	2,248,369,662	\$82,103,800.83
YTD TOTAL							2,248,369,662	\$82,103,800.83

Year 11

Running Total

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
October 2020	10/27/2020	Miami Beach Destaca Fotógrafos Locales En La Nueva Campaña, "My Miami Beach, Your Escape" Para Exhibir El Encanto De La Ciudad	14,397,381	\$143,997.81	14,397,381	\$143,997.81	14,397,381	\$143,997.81
December 2020	12/15/2020	Miami Beach Invites Visitors to Turn Vacations into Remote "Workcations" in 2021	151,783,514	\$15,178,351.40	151,783,514	\$15,178,351.40	166,180,895	\$15,322,349.21
February 2021	2/19/2021	Miami Beach Welcomes New, Travel-Worthy Hotels and Experiences	158,197,500	\$15,819,750	158,197,500	\$15,819,750	324,378,395	\$31,142,099.21
March 2021	3/10/2021	Miami Beach Invites Visitors to Experience the Destination's Naturally-Perfect Backdrop to Unwind and Relax	54,399,042	\$5,439,904.20	54,399,042	\$5,439,904.20	378,777,437	\$36,582,003.41
April 2021	4/21/2021	Miami Beach Welcomes Food and Wine Lovers for the 20th Anniversary of the Food Network + Cooking Channel South Beach Wine & Food Festival presented by Capital One	133,121,185	\$13,312,118.50	133,121,185	\$13,312,118.50	511,898,622	\$49,894,121.91
May 2021	5/10/2021	Miami Beach Invites Art Aficionados to Experience the City's Bustling Arts & Culture Scene This Spring	145,674,068	\$14,567,406.80	145,674,068	\$14,567,406.80	657,572,690	\$64,461,528.71
June 2021	6/7/2021	Miami Beach Invites LGBTQ Travelers and Locals to Celebrate Pride Month	108,879,076	\$10,887,907.60	234,227,856	\$23,422,785.60	891,800,546	\$87,884,314.31
	6/23/2021	Miami Beach Turns Up the Heat This Summer with new Hotel and Restaurant Openings	125,348,780	\$12,534,878				
July 2021	7/7/2021	Miami Beach Invites Travelers to Unwind with Unbeatable Deals for Miami Spice Months	145,974,264	\$14,597,426.40	145,974,264	\$14,597,426.40	1,037,774,810	\$1,125,659,124.31
August 2021	8/5/2021	A Unique Culinary Journey Awaits Travelers in Miami Beach During Miami Spice Months	119,153,493	\$11,915,349.30	236,847,934	\$23,684,793.40	1,274,622,744	\$2,400,281,868.31
	8/16/2021	Travelers Invited to Bid Summer Adieu with Epic Miami Beach Events	117,694,441	\$11,769,444.10				
September 2021	9/1/2021	LGBTQ+ Travelers & Friends Are Invited to Celebrate Miami Beach Pride	119,246,991	\$11,928,699.10	119,246,991	\$11,924,699.10	1,393,869,735	\$3,794,161,603.31
YTD TOTAL							1,393,869,735	\$3,794,151,603.31

Year 10

Running Total

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
October 2019	10/15/2019	Miami Beach Celebrates Everything Plant-Based with Fall Dinner Giveaway	49,683,361	\$49,683.36	49,683,361	\$49,683.36	49,683,361	\$49,683.36
November 2019	11/12/2019	Miami Beach: One of The Hottest Destinations In the World Welcomes Art Basel 2019	58,289,227	\$52,289.32	58,289,227	\$52,289.32	107,972,588	\$101,972.68
December 2019	12/19/2019	Miami Beach Invites Travelers to Take a Micro-cation to Start the New Year	76,515,221	\$765,152.21	76,515,221	\$765,152.21	184,487,809	\$867,124.89
January 2020	1/17/2020	Miami Beach is a Choice Destination for Voluntourism Opportunities in the New Year, Giving Travelers the Chance to Make a Difference	69,886,318	\$698,863.18	69,886,318	\$698,863.18	254,374,127	\$1,565,988.07
February 2020	2/20/2020	Miami Beach Debuts "Why I Love Miami Beach" Social Video Series to Show Why the Destination is Like No Other Place in the World	46,214,285	\$462,164.85	46,214,285	\$462,164.85	300,588,412	\$2,028,152.92
May 2020	5/20/2020	Miami Beach Launches Social Media Campaign "From Miami Beach With Love" to Bring the Destination's to Travel Lovers at Home	79,536,301	\$795,363.01	79,536,301	\$795,363.01	380,124,713	\$2,823,515.93
September 2020	9/9/2020	Miami Beach's Annual Grant Program to Support Organizations and Future Events	123,091,172	\$1,230,911.72	123,091,172	\$1,230,911.72	503,215,885	\$4,054,427.65
YTD TOTAL							380,124,713	\$2,823,515.93

Year 9 (Contract Extension)

Running Total

Total Pick Up Data	Date	Press Release/ Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
July 2019	7/12/2019	Visit Miami Beach Like an Influencer This Summer	80,440,523	\$80,440.52	80,440,523	\$80,440.52	80,440,523	\$80,440.52
August 2019	8/7/2019	Calling All Foodies to Take a Bite Out of Miami Beach During Miami Spice	61,127,881	\$61,127.88	61,127,881	\$61,127.88	141,568,404	\$141,568.40
September 2019	9/10/2019	Fall into the Season with Special Events and Experiences on Miami Beach	54,092,973	\$54,092.97	54,092,973	\$54,092.97	195,661,377	\$195,661.37
YTD TOTAL							195,661,377	\$195,661.37

Year 8

Running Total

Total Pick Up Data	Date	Press Release/ Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
July 2018	7/2/2018	Miami Beach Sizzles This Summer with New Destination Hotel and Restaurant Openings	91,584,797	\$91,584.80	91,584,797	\$91,584.80	91,584,797	\$91,584.80
August 2018	8/6/2018	Miami Beach Visitor and Convention Authority Invites Partners to Bring New Experiences and Activities to the City through its Tourism Advancement Program	83,482,651	\$83,482.65	83,482,651	\$83,482.65	175,067,448	\$175,067.45
September 2018	9/4/2018	Miami Beach Emerges as Haven for Wellness Vacation Seekers This Season	83,380,566	\$83,380.57	83,380,566	\$83,380.57	258,448,014	\$258,448.02
October 2018	10/11/2018	Miami Beach is an Award-Winning, Year-Round Honeymoon Paradise	83,274,882	\$83,117.88	83,274,882	\$83,117.88	341,722,896	\$341,565.90
November 2018	11/2/2019	Miami Beach Invites Travelers to Celebrate the Holiday Season with Sun, Surf, Sand and a Cultural Twist	83,237,485	\$83,235.49	83,237,485	\$83,235.49	424,960,381	\$424,801.39
December 2018	12/19/2018	The New Year Brings New Experiences To Miami Beach in 2019	83,246,485	\$82,606.49	83,246,485	\$82,606.49	508,206,866	\$507,407.88
January 2019	1/24/2019	Shhhhh... Here's the Inside Scoop on Secret and Hidden Experiences on Miami Beach	82,508,420	\$82,508.42	82,508,420	\$82,508.42	590,715,286	\$589,916.30
February 2019	2/11/2019	There's Nowhere Else Like Miami Beach To Stay Active, Healthy and Inspired With Exciting Experiences All Year Long	84,784,635	\$84,784.64	84,784,635	\$84,784.64	675,499,921	\$674,700.94
March 2019	3/6/2019	Miami Beach Welcomes and Celebrates the LGBTQ Community All Year Long with Specialty Events, Hotel Openings and Destination Experiences	117,503,962	\$117,503.96	117,503,962	\$117,503.96	793,003,883	\$792,204.90
April 2019	4/9/2019	Miami Beach Offers Environmentally-Conscious Travelers a Sustainable Vacation Oasis	86,450,735	\$86,450.74	86,450,735	\$86,450.74	879,454,618	\$878,655.64
May 2019	5/14/2019	Miami Beach Welcomes Pet Lovers from Around the World with Collection of Four-Legged Friendly Resorts, Restaurants and Experiences	36,664,893	\$36,664.89	36,664,893	\$36,664.89	916,119,511	\$915,320.53
June 2019	6/12/2019	Miami Beach Welcomes Pet Lovers from Around the World with Collection of Four-Legged Friendly Resorts, Restaurants and Experiences	27,476,503	\$27,476.50	126,490,710	\$126,490.71	1,042,610,221	\$1,041,811.24
	6/13/2019	The Miami Beach Visitor and Convention Authority Selects Hill+Knowlton Strategies as its Public Relations Agency of Record	99,014,207	\$99,041.21				
YTD TOTAL							1,042,610,221	\$1,041,811.24

Year 7

Running Total

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
July 2017	7/7/2017	Fun in the Sun: A Traveler's Guide to Miami Beach	89,835,531	\$89,835.53	179,607,527	\$178,544.53	179,607,527	\$ 178,544.53
	7/18/2017	Miami Beach Takes Hospitality Service to New Heights with Comprehensive City-Wide Training	89,771,996	\$88,709.00				
August 2017	8/8/2017	A Labor of Love: Miami Beach hosts dozens of Cultural Culinary and Cool Events Labor Day Weekend	89,578,430	\$89,578.43	89,578,430	\$ 89,578.43	269,185,957	\$ 268,122.96
September 2017	9/15/2017	Miami Beach Invites Vacationers Back to the Beach	95,160,376	\$95,160.38	95,160,376	\$ 95,160.38	364,346,333	\$ 363,283.34
October 2017	10/4/2017	Travel to Miami Beach for a Cause During Breast Cancer Awareness Month	85,239,833	\$85,239.00	166,634,295	\$168,633.46	530,980,628	\$ 531,916.80
	10/16/2017	Miami Beach Welcomes Beach Lovers with Special Travel Offers this Winter Season	81,394,462	\$83,394.46				
November 2017	11/13/2017	Miami Beach Helps Travelers De-Stress During the Holiday Season	82,839,382	\$82,839.38	82,839,382	\$ 82,839.38	613,820,010	\$ 614,756.18
December 2017	12/8/2017	Miami Beach Calls All Snowbirds to Enjoy a Tropical Getaway this Holiday Season	84,384,986	\$84,384.99	84,384,986	\$ 84,384.99	698,204,996	\$ 699,141.17
January 2018	1/9/2018	Miami Beach 2018 is an Instagram Lover's Paradise Destination	82,717,284	\$82,717.82	82,717,284	\$ 82,717.82	780,922,280	\$ 781,858.99
February 2018	2/6/2018	Miami Beach is a One-Stop Vacation Destination for Millennial Travelers	82,120,684	\$82,120.68	82,120,684	\$ 82,120.68	863,042,964	\$ 863,979.67
March 2018	3/14/2018	Miami Beach Welcomes Travelers and Their Pets with Pet-Friendly Hotels and Perks	81,834,605	\$81,834.61	81,834,605	\$ 81,834.61	944,877,569	\$ 945,814.28
April 2018	4/4/2018	Miami Beach Welcomes LGBTQ Travelers from Around the World to Celebrate this April	82,136,803	\$82,136.80	194,798,535	\$475,112.53	1,139,676,104	\$1,420,926.81
	4/19/2018	Forbes Audio News Release	31,146,000	\$311,460				
	4/25/2018	Miami Beach Hosts Second Annual City-Wide Training for Local Hospitality Industry and Businesses to Further Elevate High Standard of Service	81,515,732	\$81,515.73				
May 2018	5/14/2018	Vacation Like a Celebrity in Miami Beach This Summer	81,681,836	\$ 81,681.64	81,681,836	\$ 81,681.64	1,221,357,940	\$1,502,608.45
June 2018	6/11/2018	Miami Beach Celebrates Summer with Specialty Experiences and Events for Vacationers	81,119,178	\$ 81,119.18	81,119,178	\$ 81,119.18	1,302,477,118	\$1,583,727.63
YTD TOTAL							1,302,477,118	\$,1583,727.63

Year 6

Running Total

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
July 2016	7/12/2016	Miami Beach: Summer's Capital of Fashion	89,187,466	\$1,065,633.39	89,187,466	\$1,065,633.39	89,187,466	\$ 1,065,633.39
August 2016	8/9/2016	Miami Beach Chefs Spice it up for Two Month Foodfest	96,906,036	\$1,140,935.16	96,906,036	\$1,140,935.16	186,093,502	\$ 2,206,568.55
September 2016	9/14/2016	September in Miami Beach: So Much to Do, So Much to See	90,085,710	\$1,056,365.97	90,085,710	\$1,056,365.97	276,179,212	\$ 3,262,934.52
October 2016	10/12/2016	Miami Beach Visitor and Convention Authority named North America's Leading Tourist Board by the World Travel Awards	90,750,415	\$1,079,504.14	90,750,415	\$1,079,504.14	366,929,627	\$ 4,342,438.66
November 2016	11/10/2016	Magnificent Miami Beach launches fabulous app for visitors and locals	90,006,952	\$1,081,090.63	180,797,628	\$2,171,773.02	547,727,255	\$ 6,514,211.68
	11/21/2016	Miami Beach hosts the world's largest Art Fair - Art Basel - again	90,790,676	\$1,090,682.39				
December 2016	12/2/2016	Miami Beach Encourages Travelers to Swap Snow for Sand This Holiday Season	89,889,860	\$1,057,817.77	180,509,620	\$2,146,910.88	728,236,875	\$ 8,661,122.56
	12/6/2016	Miami Beach Visitor and Convention Authority named the World's Leading Tourist Board by the World Travel Awards	90,619,760	\$1,089,093.11				
January 2017	1/23/2017	Miami Beach is a Fitness Lovers Paradise	96,725,510	\$1,141,121.82	192,953,205	\$2,262,927.22	921,190,080	\$10,924,049.78
	1/30/2017	Miami Beach Invites Visitors to Experience the Glitz and Glamour of Art Deco Style	96,227,695	\$1,121,805.40				
February 2017	2/23/2017	Miami Beach Sets the Table for Visitors from Across the Globe	90,321,644	\$1,085,828.05	90,321,644	\$1,085,828.05	1,011,511,724	\$12,009,877.83
March 2017	3/13/2017	Miami Beach in March: Performing Arts, Music and the Magic of Theatre	90,212,174	\$1,088,722.16	90,212,174	\$1,088,722.16	1,101,723,898	\$13,098,599.99
April 2017	4/1/2017	Miami Beach Embraces and Entertains LGBT Travelers with Host of Events	99,550,417	\$1,084,925.04	99,550,417	\$1,084,925.04	1,192,274,315	\$14,183,525.03
May 2017	5/1/2017	Miami Beach Invites Athletes and Sport Lovers from Around the World in the Spirit of Competition in May	89,242,622	\$ 89,242.62	89,242,622	\$ 89,242.62	1,281,516,937	\$14,272,767.65
June 2017	6/1/2017	Miami Beach Welcomes Travelers with Hot Summer Hotel Deals and Savings all Season Long	80,455,107	\$ 80,455.11	80,455,107	\$ 80,455.11	1,272,729,422	\$14,353,222.76
YTD TOTAL							1,272,729,422	\$14,353,222.76

Year 5

Running Total

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
July 2015	7/20/2015	Multi-gen Miami Beach; a go-to getaway for all ages	95,100,191	\$1,001,831.84	95,100,191	\$1,203,476.39	95,100,191	\$1,000,831.84
August 2015	8/18/2015	Miami Spice showcases Miami Beach's unique and emerging culinary scene	171,409,837	\$1,859,354.29	171,409,837	\$1,859,354.29	266,510,028	\$2,860,186.13
September 2015	9/22/2015	Miami Beach's social and event season amps up in Fall	171,409,837	\$1,859,354.29	171,409,837	\$1,859,354.29	437,919,865	\$4,719,540.42
October 2015	10/13/2015	Gay travelers to Miami Beach can "fall" into dozens of gay-friendly deals and activities all season long	171,037,288	\$1,875,593.57	171,037,288	\$1,875,593.57	608,957,153	\$6,595,133.99
November 2015	11/17/2015	Art Basel's bucket list of activities takes place all over Miami Beach	171,163,115	\$1,864,590.00	171,163,115	\$1,864,590.00	780,120,268	\$8,459,723.99
December 2015	12/9/2015	Miami Beach: One of the most pet-friendly cities in the world	87,714,019	\$869,151.48	87,714,019	\$869,151.48	861,834,287	\$9,328,875.47
January 2016	1/19/2016	Miami Beach celebrates cruise month with great hotel deals	93,224,865	\$1,055,090.14	93,224,865	\$1,055,090.14	955,059,152	\$10,383,965.61
February 2016	2/3/2016	Celebrate Valentine's Day on Miami Beach with deals, offers and discounts for every budget	89,037,769	\$1,017,514.62	89,037,769	\$1,017,514.62	1,044,096,921	\$11,401,480.23
March 2016	3/8/2016	Miami Beach Shopping: Retail Heaven	90,386,063	\$1,055,378.32	90,386,063	\$1,055,378.32	1,134,482,984	\$12,456,858.55
April 2016	4/3/2016	Miami Beach: A Wellness Wonderland	89,718,245	\$1,046,102.98	89,718,245	\$1,046,102.98	1,224,201,229	\$13,502,961.53
May 2016	5/23/2016	Museum month emphasizes Miami Beach's cultural offerings	93,106,237	\$1,054,914.14	93,106,237	\$1,064,914.14	1,317,307,466	\$14,557,875.67
June 2016	6/21/2016	Sparks are flying in Miami Beach for the 4th of July	93,158,421	\$1,080,562.85	93,158,421	\$1,080,562.85	1,410,465,887	\$15,638,438.52
YTD TOTAL							1,410,465,887	\$15,638,438.52

Year 4

Running Total

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
July 2014	7/7/2014	10 Hottest Bars in Miami Beach	8,545,153	\$85,451.53	139,343,106	\$1,392,421.06	139,242,106	\$1,392,421.06
	7/15/2014	H+K Defends Miami Beach PR	187,544	\$1,875.44				
	7/15/2014	How to do Miami in 4 days	51,769,409	\$517,694.09				
	7/30/2014	Mecca to Miami Beach: An international shopping destination with global brands flocking to the city	78,740,000	\$787,400.00				
August 2014	8/2/2014	Miami Beach Hotel Deals Round Up	14,834	\$140.45	14,834	\$140.45	139,256,940	\$1,407,255.06
September 2014	9/16/2014	Millennials Love Miami Beach	190,728,899	\$1,996,874.87	190,728,899	\$1,996,874.87	329,985,839	\$3,404,129.93
October 2014	10/8/2014	Travel Weekly Applauds Miami Beach App with Magellan Award	165,378,003	\$1,747,405.96	165,378,003	\$1,747,405.96	495,363,842	\$5,151,535.89
November 2014	11/4/2014	Miami Beach's Ingenious Takeover of the Art World	162,080,022	\$1,710,871.00	162,080,022	\$1,710,871.00	657,443,864	\$6,862,406.89
January 2015	1/6/2015	As Gay Marriage is Made Legal in Miami-Dade County, the Miami Beach Visitor and Convention Authority Grants Nearly \$150,000 to Four South Florida LGBTQ Organizations	127,774,145	\$1,369,645.19	127,774,145	\$1,369,645.19	785,218,009	\$8,232,052.08
February 2015	2/24/2015	Miami Beach Leads the Way with Healthy Eating Options All Year	187,053,217	\$1,957,093.85	187,053,217	\$1,957,093.85	972,271,226	\$10,189,145.93
April 2015	4/16/2015	Miami Beach Centennial: City Recommends Visitors Take Advantage of Its 100th Birthday All Year Long	176,014,512	\$1,832,854.90	176,014,512	\$1,832,854.90	1,148,285,738	\$12,022,000.83
May 2015	5/19/2015	Miami Beach Goes Green: How the City Government and Private Businesses Are Making the City Environmentally Friendly	190,481,457	\$1,979,039.57	190,481,457	\$1,979,039.57	1,338,767,195	\$14,001,040.40
June 2015	6/17/2015	Miami Beach Goes Green: How the City Government and Private Businesses Are Making the City Environmentally Friendly	153,996,864	\$1,614,174.35	153,966,864	\$1,614,174.35	1,492,734,059	\$15,615,214.75
YTD TOTAL							1,492,734,059	\$15,615,214.75

Year 3

Running Total

Total Pick Up Data	Date	Press Release/ Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
July 2013	7/9/2013	Miami Beach Presents Fashion Swim Week 2013	114,200,703	\$1,142,007.03	126,583,853	\$1,203,476.39	234,554,149	\$688,356.03
	7/15/2013	Additional Coverage: Miami Beach Presents Fashion Swim Week 2013	12,383,150	\$61,469.36				
	7/23/2013							
August 2013	8/13/2013	Superstar Architect Rem Koolhaas Chosen to Design New Miami Beach Convention Center	102,644,538	\$1,026,445.38	102,644,538	\$1,026,445.38	337,198,687	\$5,714,801.41
September 2013	9/17/2013	What's In A Name	185,287,882	\$1,852,878.82	185,287,882	\$1,852,878.82	522,486,569	\$7,567,680.23
October 2013	10/15/2013	Miami Beach Continues To Attract "Everything New" as The City Evolves Into One of the Most Intriguing And Hottest International Destinations	185,338,404	\$1,853,384.04	185,338,404	\$1,853,384.04	707,824,973	\$9,421,064.27
November 2013		Harris Poll Conducted - No Press Release				\$-	0	\$-
December 2013	12/18/2013	Notable Nightlife and Sexy Scene Draw Visitors to Miami Beach	19,016,024	\$1,400,896.91	19,016,024	\$1,400,896.91	726,840,997	\$10,821,961.18
January 2014	1/20/2014	Miami Beach: Just What the Doctor Ordered	174,230,875	\$1,742,308.75	174,230,875	\$1,742,308.75	901,071,872	\$12,564,269.93
February 2014	2/13/2014	Miami Beach, Sun-Kissed City Lends its Name to a Line of Sun-care Products Hitting Shelves this Month	180,061,219	\$1,800,612.19	180,061,219	\$1,800,612.19	1,081,133,091	\$14,364,882.12
March 2014	3/1/2014	Explore Miami's Eclectic Neighborhoods	140,444	\$196,487.00	1,139,275,513	\$12,931,294.78	2,220,408,604	\$27,296,176.90
	3/17/2014	Miami Beach launches its own line of sunscreens	973,303,239	\$11,076,489.48				
	3/25/2014	The Madness of March & Beyond	165,831,830	\$1,658,318.30				
April 2014	4/16/2014	Miami Beach's MBI App is Here!	75,408,193	\$754,081.93	75,408,193	\$754,081.93	2,295,816,797	\$28,050,258.83
May 2014	5/28/2014	Miami Beach Continues to Transform into a Global Powerhouse	172,363,100	\$1,723,631.00	172,363,100	\$1,723,631.00	2,468,179,897	\$29,773,889.83
June 2014	6/26/2014	Boom at the Beach: Hotel construction and renovations continue to explode in Miami Beach	176,143,447	\$1,881,175.00	315,189,921	\$2,428,437.08	2,783,369,818	\$32,202,326.91
	6/9/2014	World Cup Fever: Where to Experience It Without Leaving the U.S.	39,227,416	\$339,970.80				
	6/26/2014	Last-minute July 4 weekend travel deals	99,819,058	\$207,291.28				
YTD TOTAL							2,783,369,818	\$32,202,326.91

Year 2

Running Total

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
June 2012	6/14/2012	Miami Beach is One of the Easiest Cities to Navigate Like a Local	580,005,019	\$207,339.30	580,005,019	\$207,339.30	580,005,019	\$207,339.30
July 2012	7/17/2012 07/18/2012- 07/20/2012	Hot Models, Hot Swimwear, Cool Miami Beach Additional Coverage: Funkshion; SwimShow, Mercedes Benz Fashion Week	553,426,263 73,677,285	\$209,550.33 \$116,218.91	627,103,548	\$325,769.24	1,207,108,567	\$533,108.54
August 2012	8/6/2012	Miami Beach is One of the Easiest Cities to Navigate Like a Local	557,415,614	\$198,173.08	557,415,614	\$198,173.08	1,764,524,181	\$731,281.62
September 2012	9/11/2012	Hotel Real Estate Boom on Miami Beach Signals Demand for the Destination	391,162,238	\$159,466.05	391,162,238	\$159,466.05	2,155,686,419	\$890,747.67
October 2012	10/17/2012	Hottest Halloween Destination: Miami Beach	506,789,130	\$209,534.33	506,789,130	\$209,534.33	2,662,475,549	\$1,100,282.00
November 2012	11/13/2012	Miami Beach Adds Sunshine to Holiday Shopping Lists	464,335,002	\$217,903.69	464,335,002	\$217,903.69	3,126,810,551	\$1,318,185.69
December 2012	12/18/2012	Bike Lanes and Beachwalks Pave the Way for Miami Beach's Growth and Expansion	153,904,017	\$369,542.49	153,904,017	\$369,542.49	3,280,714,568	\$1,687,728.18
January 2013	1/22/2013	Miami Beach: The Road Less Traveled	139,950,046	\$333,843.25	139,950,046	\$333,843.25	3,420,664,614	\$2,021,571.43
February 2013	2/7/2013	Miami Beach Heats Up in February	140,399,172	\$330,450.19	140,399,172	\$330,450.19	3,561,063,786	\$2,352,021.62
April 2013	4/18/2013	Miami Beach Offers Post-Season, Sexy Girl Getaways	127,634,951	\$384,883.08	127,634,951	\$384,883.08	3,688,698,737	\$2,736,904.70
May 2013	5/21/2013	Tech and the City: Miami Beach Develops a First of Its Kind Application Programming Interface (API)	116,672,877	\$384,833.00	116,672,877	\$384,833.00	3,805,371,614	\$3,121,737.70
June 2013	6/6/2013	Miami Beach's Heat Factor: Can It Get Any Hotter?	107,970,296	\$363,141.94	107,970,296	\$363,141.94	3,913,341,910	\$3,484,879.64
YTD TOTAL							3,913,341,910	\$3,484,879.64

Year 1

Running Total

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
June 2011	6/30/2011	MBVCA Selects Hill & Knowlton as Agency of Record	230,040,699	\$115,629.62	230,037,699	\$115,629.62	230,037,099	\$120,005.62
August 2011	8/13/2011	Miami Beach Has Hot Tickets on the Culture Calendar	3,000	\$4,376.00	3,000	\$4,376.00	230,040,099	\$124,831.62
September 2011	9/15/2011	Orgullo Pitch	217,163	\$424.50	620,879,406	\$2,438,332.50	850,919,505	\$2,562,714.12
	9/16/2011	Legendary Architect Zaha Hadid Chosen to Design Miami Beach Parking Garage at Collins Park	445,138,341	\$2,033,293.00				
	9/28/2011	Miami Beach Launches Gay Friendly Hospitality Program	175,523,902	\$404,615.00				
October 2011	10/25/2011	Bursting at the Seams: Another Famous Restaurant Moves to Miami Beach	24,735,839	\$64,402.10	24,735,839	\$64,402.10	875,655,344	\$2,627,116.22
November 2011	11/28/2011	Miami Beach International Bridal Week Launches to Rave Reviews	185,606	\$789.00	185,606	\$789.00	875,840,950	\$2,627,905.22
December 2011	12/1/2011	Art Basel CBS Segment	382,304,536	\$822,065.80	382,307,546	\$822,066.80	1,258,148,496	\$3,449,972.02
	12/8/2011	Miami Beach Ranks Number One on TripAdvisor's List of Top Winter Sun Vacation Rental Getaway Destinations for 2011	3,010	\$1.00				
January 2012	1/19/2012	Top Television Entertainers Hit Miami Beach	175,192,723	\$290,470.26	175,192,723.00	\$290,470.26	1,433,341,219	\$3,740,442.28
February 2012	2/15/2012	Fab, Fab, February in Miami Beach	438,444,661	\$288,798.89	438,444,661	\$288,798.89	1,871,785,880	\$4,029,241.17
March 2012	3/1/2012	Influx of Celebrity Chefs makes Miami Beach a new foodie haven	4,320,844	\$2,318.27	393,373,813	\$231,620.60	2,265,159,693	\$4,260,861.77
	3/20/2012	Building a Sustainable Paradise	389,052,969	\$229,302.33				
April 2012	4/17/2012	Chaz Bono Leads Gay Pride Parade	602,159,425	\$217,513.83	602,159,425	\$217,513.83	2,867,319,118	\$4,478,375.60
		The Miami Beach Visitor and Convention Authority is Bringing a Fresh Perspective, Encouraging Cultural Events and Helping to Drive the Economic Engine of Miami Beach	549,262,442	\$210,258.33	549,262,442	\$210,258.33	3,416,581,560	\$4,688,633.93
May 2012	5/10/2012							
YTD TOTAL							3,416,581,560	\$4,688,633.93

Visual Memoirs Update of Interviewees

Interviewees for Miami Beach Visual Memoirs Project
September 2022

1. **Steve Adkins:** President of Miami-Dade Gay and Lesbian Chamber of Commerce; Chair of Miami Beach Visitor and Convention Authority
2. **Michael Aller:** Former City of Miami Beach Tourism and Convention Director, “Mr. Miami Beach”
3. **Arlene Amarant:** Miami Beach High graduate; big Hungarian Jewish family, life on South Beach
4. **Aristotle Ares:** Born and raised on Miami Beach, Public Works Asst. Director, laid out streets
5. **JoAnn Bass:** Third-generation owner of Joe’s Stone Crab restaurant
6. **Moses Battle:** Black worker at Joe’s Stone Crab since late ‘70s
7. **Marvin Baumel:** “Rey Mambo,” popular entertainer in the 1950s, Miami Beach High graduate
8. **Bette Baron Bernstein:** Advocate for disabled, grew up on Miami Beach, contracted polio as a girl
9. **Lynn Bernstein:** City of Miami Beach Community Outreach Coordinator, former MDPL director
10. **Stuart Blumberg:** Miami Beach hotelier and hotel promoter, founder
11. **Matti Bower:** Former Mayor, Grassroots organizer, former MDPL director, Miami Beach commissioner
12. **Robert Bowman:** Grew up and worked on South Beach (Joe’s Stone Crab), son of “Fish Mary”
13. **Norman Braman:** Billionaire car dealer, art collector, philanthropist, Art Basel Miami Beach
14. **Seth Bramson:** Miami Beach High graduate, local historian, collector, and author
15. **Edna Buchanan:** Pulitzer-Prize winning crime reporter/Miami Herald, novelist, Miami Beach Daily Sun police beat and society reporter
16. **Gregory Bush, PhD:** UM History Professor, author of *White Sand: Black Beach*
17. **Diane Camber:** Art Consultant, former director Bass Museum, former MDPL director
18. **Andrew Capitman:** Son of Barbara Capitman, investor, Art Deco developer, preservationist
19. **Norman Ciment:** Former Mayor, created “eruv” (Kosher high wire enclosure encircling MB)
20. **Marty Cintron:** Musician, music producer, founder of pop group “No Mercy”
21. **Sabrina Cohen:** Disabled activist, creator of all-access beachfront park
22. **Denise Courshon:** Family ties to Miami Beach since the Depression, helped start Miami City Ballet
23. **Michael Comras:** Prominent commercial real estate developer
24. **DeAnne Connolly Graham:** Miami Beach Black Advisory Committee; Miami Beach Chamber of Commerce
25. **Marlo Courtney:** Tony Goldman associate, leader of Ocean Drive Association, involved in the 1980s/90s transformation of South Beach
26. **Gaylord Cull:** Miami Beach Botanical Gardens staff, close friend of Leonard Horowitz
27. **Teri D'Amico:** Interior designer, preservationist, and MiMo expert
28. **Alex Daoud:** Former Miami Beach Mayor convicted of corruption, grew up on Miami Beach
29. **Marian Del Vecchio:** Miami Herald editorial cartoonist and author of *HUNGER*
30. **David Demer:** Three-term Miami Beach Mayor, son of former Mayor Jay Dermer, teacher at Miami Beach High
31. **Richard Dixon:** Miami Beach High graduate in 1953, son of prolific Miami Beach architect L. Murray Dixon
32. **Jeff Donnelly:** Miami Design Preservation League's historian and board member, longtime tour guide and lecturer
33. **Margaret Ann Doyle:** Designer, preservationist, Capitman protégé, married to Andrew Capitman
34. **Judy Drucker:** World-renowned impresario, Pavarotti concert on the sand, raised on Miami Beach, Miami Beach High graduate
35. **Marvin Dunn:** Historian, Black experience on Miami Beach
36. **Beth Dunlop:** Writer/Author; former Miami Herald architecture writer
37. **Lynne Elster:** Miami Beach High graduate class of 1960, father ran Miami Beach nightclubs in 50s
38. **Maurice Finegold:** Architect and city planner, created first Miami Beach designation plan
39. **Jack Finglass:** Miami Beach Preservation Board; Preservationist; Deauville Hotel; development
40. **Jerry Fisher:** Carl Fisher’s great nephew and biographer
41. **Joe Fleming:** Lawyer working with MDPL and Barbara Capitman
42. **Ray Fisher:** Photographer, Miami Beach High grad, WW2 photographer assigned to Patton
43. **Joe Fleming:** Lawyer working with MDPL and Barbara Capitman
44. **Russell Galbut:** Condo conversion developer, hotel owner; 3rd generation resident
45. **Luis Garcia:** Cuban exile, former Beach Fire Chief, State legislator, ran for Congress
46. **Dan Gelber:** Mayor, Former State legislator, attorney, father was a 3-time Mayor
47. **Seymour Gelber:** Former Miami Beach Mayor, Juvenile Court Judge
48. **Ira Giller:** MiMo architect and historic preservationist, son of Norman Giller, “Father of MiMo,” friend of Morris Lapidus
49. **Barbara Gillman:** Art gallery owner, Lincoln Mall; hosted Andy Warhol during Miami Beach visit
50. **Barton Goldberg:** Grew up on Miami Beach, banker, Chamber of Commerce leader, served on zoning board
51. **Janet Goldman:** Tony Goldman’s Widow; New Development
52. **Michael Gongora:** First gay Miami Beach Commissioner
53. **Bob Goodman:** Former Miami Beach Commissioner, political activist, Art Basel Florida representative
54. **Thorn Grafton:** Architect, preservationist, descendant of John Collins/Pancoast family
55. **Pepi Granat:** Family physician, Miami Beach High grad, WWII on the Beach
56. **Roger Grant:** Reminisces on Miami Beach as tourist mecca in the 1950’s and 1960’s

57. **Ben Grenald:** Decorated Naval officer, pharmacist entrepreneur, Visitor and Convention Authority, 3-time Vice Mayor of Miami Beach
58. **Selma Grenald:** Born and raised on Miami Beach, local reporter, actor, Frank Sinatra story
59. **Jane Gross:** Historic preservationist, friend of Leonard Horowitz
60. **Saul Gross:** Deco developer, former Miami Beach Commissioner, Miami Beach Design Review board
61. **Betty Gutierrez:** Founding member of MDPL, employee of Washington Storage Company, friend of Leonard Horowitz
62. **Steven Haas:** Restaurateur, created Miami Spice, developer, former Chair GMVCB, Board Member-Miami Beach Visitor and Convention Authority
63. **Allan Hall:** Retired attorney, professor and Holocaust survivor, Miami Beach High graduate
64. **Glendon Hall:** Chair of the Miami Beach Black Advisory Committee
65. **Francinelee Hand:** Life-long Beach resident active in the Arts and Preservation, Miami City Ballet
66. **Robert Hauser:** Nephew of Miami Beach architect Henry Hohaus, Miami Beach High School alumni
67. **Michel Hausmann:** Venezuelan-born theater director and producer, co-founder and artistic director Miami New Drama at the Colony Theatre
68. **Irving Heller:** Retired Assistant Miami-Dade Chief of Police, raised on Miami Beach, a Beach High grad
69. **Nicole Henry:** Award-winning jazz vocalist on Miami Beach since the 1990s
70. **Stephen Hertz:** Former member of Miami Beach Visitor and Convention Authority, father helped design Lincoln Road Mall
71. **Beatrice Hines:** First female Black reporter for the Miami Herald, worked as a domestic for Miami Beach family as did her mother
72. **Richard Hoberman:** Long-time Beach resident
73. **Herbert Hofer:** Popular artist, Miami Beach since 1988
74. **Jack Johnson:** Tour Guide; Preservationist; Miami Design Preservation League Board Chair
75. **James Jones:** Captain at Joe's Stone Crab and Black worker on Miami Beach since 1972
76. **Raymond Jungles:** Landscape architect, 1111 Lincoln Mall and Miami Beach Botanical Garden
77. **Helen Sir Kaplan:** Miami Beach resident since childhood, moved to Miami Beach in 1936 (at the age of 6) Miami Beach High grad, mother of Mitchell Kaplan, owner of Books & Books
78. **Joseph Kaplan:** Retired labor attorney, represented Beach hotel workers in 1955 landmark suit to form a union
79. **Mitchell Kaplan:** Owner of Book & Books bookstores, Miami Beach High graduate and Miami Beach native
80. **Ruth Karp:** Carnival Fruit Company, resident since '50s, mother of Martin Karp-MDCPS School Board
81. **Niesen Kasdin:** Attorney, former Mayor and Chair of the Miami Beach Development Corp.
82. **Norman Kassoff:** Born and raised on Beach, Miami Beach High graduate, former law enforcement
83. **Marcos Kerbel:** Pedro Pan evacuee, a founder of Cuban Hebrew Congregation
84. **Michael Kinerk:** Art Deco activist, Barbara Capitman protégée, MDPL Chair Emeritus
85. **Mac Klein:** Long-time owner Mac's Club Deuce bar, oldest operating bar on Miami Beach
86. **Jud Kurlancheek:** City planner; worked for Miami Beach from 1984 to 1990
87. **William Lane:** Architect and designer of iconic Miami Beach lifeguard stations
88. **Kathy Leff:** Director of the Wolfsonian
89. **Coman Leonard:** MDPL preservationist, worked at Washington Storage during Mariel influx and conversion to Wolfsonian Museum
90. **Philip Levine:** Former Miami Beach Mayor, cruise lines media entrepreneur
91. **Jerry Libbin:** President and CEO of the Miami Beach Chamber of Commerce
92. **Robert Libman:** Developer, son of Betsy Ross manager, grew up on Miami Beach
93. **Nancy Liebman:** Former MDPL director, Chair Historic Preservation Board, MB Commissioner
94. **Rosa Lowinger:** Art conservator and author, Tropicana Nights, history of Havana nightclubs, came with parents from Havana in 1960, attended Hebrew Academy
95. **Clotilde Luce:** Preservationist, Morris Lapidus aficionado, MDPL board member
96. **Joy Van Wye Malakoff:** Miami Beach Commissioner, grew up on Miami Beach, banker
97. **Shareef Malnik:** Owner of Miami Beach restaurant The Forge, grew up on Beach
98. **Arthur Marcus:** Art Deco architect, member of MDPL board, Miami Beach Design Review Board
99. **Ernie Martin:** Retired urban planner, community activist, long-time Miami Beach resident
100. **Manny Meland:** Miami Beach hotel owner and condo conversion developer
101. **Rosalind Merritt:** Artist, interior decorator, active in Miami Beach High alumni association, Father Miami Beach builder
102. **Jimmy Morales:** Miami Beach High graduate, former County Commissioner, Miami Beach City Manager
103. **George Neary:** Barbara Capitman cadre, former MDPL director, Greater Miami Convention & Visitors Bureau
104. **Jonathan Nelson:** Miami Beach Senior High Teacher, grew up at 13th + Michigan, nephew of Judy Drucker, impresario
105. **Rachelle Nelson:** composer and cantor at Temple Beth Am, niece of Judy Drucker
106. **Tamara Nixon:** Grew up on Miami Beach, retired banker, advocate with Funding Arts Network
107. **Michele Oka Doner:** Renowned artist, born and raised on Miami Beach, daughter of Harold Oka, twice Mayor
108. **Mel Olman:** Musician, pianist, Fontainebleau
109. **Michael Orovitz:** Miami Beach High graduate, banker, son of Max Orovitz, a founder of Mt. Sinai Hospital
110. **John Pancoast:** Pancoast Hotel and Collins legacy
111. **Ruth Enilda Pasarell:** Puerto Rican immigrant in her teens, South Beach Public Housing resident, Community advocate, Housing Authority Board
112. **Wayne Pathman:** Land-use Attorney, expert on sea-level rise, born and raised on Miami Beach
113. **Enid Pinkney:** African American parents worked on Miami Beach as caretakers of an estate
114. **Frank Pinkney:** African American worked his way up on Miami Beach, shoeshine boy, golf caddy
115. **Jonathan Plutzik:** Owner of The Betsy Hotel
116. **Brett Ratner:** Hollywood Producer/Director, grew up on Miami Beach

117. **Karl Robertson:** Black worker at Joe's Stone Crab since '70s
118. **Craig Robins:** "Deco" Developer, South Beach revival, born on Miami Beach
119. **Randall Robinson:** Miami Beach resident, Coined term Miami Modern (MiMo) to distinguish the unique Miami architectural style
120. **Harold Rosen:** Retired attorney, Former Miami Beach Mayor and Commissioner, Miami Beach Visitor and Convention Authority legal counsel
121. **Leslie Rosenfeld:** Chief Learning and Development Officer, City of Miami Beach, raised on Miami Beach
122. **Denis Russ:** Capitman cadre, MBCDC, MDPL
123. **Mickey Schermer:** Grew up on South Beach, retired builder, stockbroker
124. **Susan Schermer:** Grew up on Mid-Beach, business owner, photographer, Jewish community
125. **Mel Schlessner:** Developer and historic preservationist
126. **Dennis Scholl:** Knight Foundation, developer, Tony Goldman protégée, impact of Mariel
127. **Gerald K. Schwartz:** Lawyer, JCC/Community Leader
128. **Charles Seraydar:** Former Detective Miami Beach Police Department under Alex Daoud
129. **Allan Shulman:** Architect, historic preservation on Miami Beach, challenges of preservation
130. **Peter Sobel:** Hotel owner during Mariel impact
131. **Herb Sosa:** Designer, Preservationist of Deco and MiMo, LGBTQ activist
132. **Mark Soyka:** Miami/Miami Beach developer and restaurateur
133. **Alfred Spellman:** Filmmaker of Cocaine Cowboys and Miami Beach 100
134. **Robert Swedroe:** Architect and artist, worked with Morris Lapidus
135. **Lila Terry:** Owner and operator of three gay nightclubs during 1970s
136. **Kenneth Treister:** Artist and Architect; designer of the Miami Beach Holocaust Memorial
137. **Annsheila Turkel:** Miami Beach long-time resident and activist during Civil Rights era
138. **Bruce Turkel:** Born and raised on Miami Beach, family involved in civil rights, Miami Beach branding
139. **Caryl Rose Unger:** Hotel family, Royal Palm, WW2 impact
140. **David Wallack:** Owner of Mango's, talks about creating the restaurant and Ocean Drive
141. **Dennis Wilhelm:** MDPL, Capitman cadre, Capitman archivist
142. **Richard Winer:** Beach High graduate, grew up on Miami Beach, teenage work experiences
143. **Nancy Wolcott:** Miami Beach resident, active since the 80s in promoting the artistic and cultural aspects of Miami Beach.
144. **Micky Wolfson:** Collector, Wolfsonian Founder, father was Miami Beach Mayor in 1943
145. **Don Worth:** Preservation activist (Marine Stadium)
146. **Nina Weber Worth:** Art Deco, Preservation activist
147. **Marjorie York:** Civic activist for 30 years on Miami Beach
148. **Dona Zemo:** South Beach marketer, coined term "Sobe", Barbara Capitman's concept of a café society
149. **Linda Zilber:** Miami Beach High graduate, former Mayor of Bay Harbor Islands
150. **Barbara Zollman:** Miami Beach High student and teacher, raised on Miami Beach