



FOR APPROVAL:

Contact: Andrea Thompson
Hill & Knowlton/SAMCOR
Andrea.thompson@hillandknowlton.com
305.443.5454

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

Miami Beach – April 17, 2012 - Quietly but diligently, the Miami Beach Visitor and Convention Authority (MBVCA) has been hard at work providing grants to local and national businesses and event producers, an integral partner in helping to boost the local economy and rebrand the city as a cultural mecca. Constantly seeking innovative ideas, the MBVCA is currently and eagerly scouting for and granting funds to high quality, conversation-starting events that enhance Miami Beach’s image, reputation and economy while creating jobs and enriching community experiences for locals and visitors.

“We strive for partners who bring something unique to the community and will help us build our thriving tourism industry” says Grisette Marcos, Executive Director, MBVCA. “We’re looking for new partners but appreciate the partners we currently work with including the Food Network South Beach Wine and Food Festival, the Brazilian Film Festival, Winter Music Conference, Art Basel Miami Beach, the Miami Beach Polo World Cup, and the South Beach Comedy Festival among others.” According to a Miami Beach community survey, a typical Miami Beach resident attends 15 cultural events every year-- more than one a month—a strong indicator of how hungry Beach residents are for savvy, sophisticated happenings that reflect their interests and lifestyles.

But MBVCA sponsored events don’t just bring culture, they bring jobs and revenue to the Beach. For instance, from 2010-2011 over 4,000 short and long-term jobs were created via events supported by MBVCA grants. In addition, from 2010-2011 the MBVCA provided monetary support of \$1,637,000 to event producers and estimate that they will provide \$1,704,650 in grants from 2011-2012. “The MBVCA’s work is the community service you never hear about,” says Jeff Lehman, Chair, the MBVCA Board.



Think you have an event or project that would be a perfect fit for Miami Beach's residents and visitors? The Miami Beach Visitor and Convention Authority has grants available based on these core initiatives:

- Cultural Tourism
- Customer Service
- Design and Architecture
- Entertainment and Nightlife
- Festivals
- Film and Fashion
- Gay and Lesbian
- Group Stimulus
- Health and Wellness
- Promotional Campaigns
- Television Origination
- Wine and Food

The Miami Beach Visitor and Convention Authority is committed to bringing positive and noteworthy events and programs to the Beach. Anyone interested in learning more about the grant program should contact Grisette Marcos at Groquemarcos@miamibeachvca.com or visit www.miamibeachvca.com.

About Miami Beach

With an average year-round temperature of 75 degrees, Miami Beach has an unrivaled reputation for culinary offerings, nightlife, culture, fashion, and luxurious hotels. Also a popular destination among travelers, Miami Beach was recently ranked by [Trip Advisor](#) as number one on its [Top Winter Sun Vacation Rental Getaway Destinations for 2011](#) list and was included on both the [Top 25 Beaches in the World](#) and [Top 25 Destinations in the U.S.](#) lists. Boasting seven miles of breathtaking beaches, Miami Beach is easily accessible from the Port of Miami and Miami International Airport. The City of Miami Beach has just been named one of the top cities worldwide for 'walkability' and is equally easy to navigate by bike or by boat. Home to unique museums, to the New World Symphony and Miami City Ballet, to over 17,000 luxury, boutique and resort hotel rooms, 12 public parks and to the Miami Beach Convention Center, Miami Beach is a destination for all seasons. Miami Beach is like no other place in the world! Visit MiamiBeachGuest.com or MiamiBeachINCARD.com for more information or contact Grisette Marcos at Groquemarcos@miamibeachvca.com.



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