

MIAMI BEACH VISITOR AND CONVENTION AUTHORITY
Program of Work 2011.2012

2	Organizational Profile
3	Message from the Board Chair
4	Letter from the Director
5	Goals and Strategies
15	Facts and Figures Promising figures reveal an industry that is growing
18	Tourism Advancement Program New requirements and performance standards
19	Impact Data
20	Grant by Category
21	Impact – Overall
22	Impact – Hotel
23	Impact – Media
24	Hotel Pick-up Statistics
25	Grant by Date
35	Board
38	Appendix

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.



It has been an honor, a privilege and a pleasure to serve as chairman of the Miami Beach Visitor and Convention Authority these past years. Thank you to the many great volunteer leaders who have served with me. You have given time, resolve, commitment, ideas and love to this Board. I hope that your work has made you proud and that you feel your volunteer participation was a worthy effort. I know that I have loved almost every moment.

Thank you to an amazing talented staff – Grisette and Eileen, and recently, Marian. And to Harold, the incomparable- my love and respect. Your work daily sets a high bar for professionalism. And you have never complained out about my editing and re-writes. Thanks for that too!

I believe that we have changed the MBVCA forever and effectively. There has been no stone unturned in our quest for excellence: mission, process, policies, goals, language, vision, implementation, structure, analysis and procedures have all been retooled. We have set new goals and new standards – and reviewed revised and rethought direction and policies time and again. We have been strategic and leading edge and we have been thoughtful, considerate and careful. We have been friends and we have been partners – with one another and with organizations that share our mission. We have stood fast and adhered to principles -- and we have respected one another. We have had a sense of humor and of honor. We have had fun. We have been diligent. And we have worked thousands of hours, together, without ever calling one another on the phone, ever vigilant and respectful of Sunshine Laws, and equally committed to integrity, lack of agenda, honesty – all of this 24/7.

We have challenged ourselves to fund only the best products, because only the best is good enough for Miami Beach. We have never been satisfied with the status quo, because ours is a marquee city, like none other in the world and we were charged with helping to make it even better. Look back 12 years. It was a different effort and a different city and a very different MBVCA. This is what we have done, and we have done it well. Together.

Leadership, vision and dedication are the standards I have proudly borne. Now our standard – our honor, our flag that is emblematic of the best that volunteers can accomplish—is no longer mine to carry. This Program of Work is my valediction. No other Board reviews and reports to the City and the community with a report like this one.

My parting words: Stay the course, team. Miami Beach is on a positive tourism path that the MBVCA has helped to forge. Ours is a great city to champion. We owe this great City our best. Thanks for the chance to lead here at home. I am sorry to leave, but all things change and so I go forward. Thank you all. Say goodnight Gracie



It is said, you get out of something whatever you put into it, whether it is your family, hobbies, or profession. The Miami Beach Visitor and Convention Authority (MBVCA) is no different. I have received knowledge, professional development, expertise and fellowship through my work and association with colleagues and the members of this great organization.

The MBVCA has grown dramatically in the eleven years I have been Executive Director. For the majority of those years, the Chairperson has been Elsie Sterling Howard. Elsie has provided me with professional and personal growth. She has mentored and shepherded me through the change and development of the City of Miami Beach and the MBVCA. It is therefore, with a certain level of anxiety that I anticipate her departure at the end of her term this year. There is no doubt that her leadership, vision and dedication has shaped this organization.

Growth and development, professional or otherwise, isn't always smooth and anticipated. As we approach a new era for the MBVCA we must continue our professional development so that we are able to adapt to maximize the efforts of our tourism industry.

This year, through the prompting of the City Commission, the MBVCA enacted three Requests for Proposals (RFP). These RFPs collectively increased the organization's responsibilities, as well as, its' reach. The first was the Destination Marketing, Public Relations, and Communications Consulting Services RFP. As this Program of Work (POW) will demonstrate, our selection of Hill & Knowlton/SAMCOR has truly been a successful collaboration.

The second of the RFPs was the Visual Memoirs Project RFP, currently being led by chosen firm, Miami Design and Preservation League. The project aims to document and catalog the history of the City of Miami Beach through its leaders and residents, through videotaped interviews. These will be permanently housed at the Art Deco Museum on 10th Street and Ocean Drive, for the enjoyment of residents and tourists alike.

The last RFP, being released in January 2012, is the API RFP. This RFP will establish a database of tourism assets, such as restaurants, hotels, and cultural institutions, which IT developers can access to create mobile applications or any other new technology that will be forthcoming. It will allow for one comprehensive database that will be expandable and adaptable.

Through the development and execution of these RFPs, the MBVCA has expanded its reach beyond those of the local community, while maintaining its' ties to the City that provides for its successes.

These are new and changing times for the tourism industry where the City of Miami Beach sits at a crossroads. Forging new directions for a successful City will require leadership, innovation and adaptability. The MBVCA will continue to support the City through its efforts and developments.

- Consult with the MBVCA Chair/Executive Director on developing annual public relations strategies, which includes, event planning, cultural initiatives, and ongoing public relations issues/trend
- Provide the Chair/Executive Director with reports each month on activities and programs

When the RFP review process was satisfactorily completed in early June, the MBVCA awarded the contract to Hill & Knowlton (H & K), a leading global communications consultancy. By law the MBVCA can only enter into a contract for the period of one year; the contract with H & K was signed June 17, 2011. The firm is headquartered in New York, with 80 offices in 44 countries, and also 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 is WPP Group (formerly Wire and Plastic Products PLC), one of the world's largest communications service corporations.

After review of the MBVCA's current plan and after extensive personal interviews with members of the Board, with City leaders, and tourism partners, H & K highlighted four specific strategic target areas from among the MBVCA's goals. Increased and focused messaging, part of a comprehensive strategic plan, will focus on **1) Leisure Lifestyle 2) Arts and Culture 3) Sports/Celebrity/Entertainment 4) Global GLBT.**

H & K has also been engaged by the CMB, in partnership with the MBVCA, to conduct a digital audit and analysis of what social media is "saying" about Miami Beach, to be followed by the creation of a strategic plan that will allow enhanced use of this new opinion shaper. The plan includes an analysis of online conversation and opportunities for social media engagement and community building for the (City of Miami Beach) and for the MBVCA.

In the first months of their contract, H&K developed a first-draft strategy to increase awareness and visibility of the existing MBVCA assets, such as the website and Facebook page, complimenting a plan to establish additional social media assets, such as a Twitter handle and YouTube page. A primary objective was to effectively position Miami Beach as a unique city and a premier destination, to increase communication and engagement with visitors, and drive tourism to the Miami Beach area and include specific insights and measures to combat around challenges faced by the City. Such experienced and professional tactical approaches are necessary to break through the clutter of the broader conversation relevant to MBVCA and to the CMB and, upon completion of the audit; H&K will deliver this strategy to the MBVCA.

H & K is not under contract to support grant recipients who are expected to have their own mechanisms for promotion and marketing. However, many of the grant recipients' events are central to the major categories developed by the MBVCA and H & K and may be the beneficiary of additional press support if and when the story has CMB or MBVCA merit.

Connecting with the press

H & K researches, develops, writes, distributes and pitches multiple press releases. All press releases for the past six months are attached in addendum A, along with the impact recap.

July: H & K and MBVCA leadership redrafted a boilerplate for all press releases, focused on positioning Miami Beach as a global destination AND a flourishing City.

H & K delivered a draft of an annual plan for strategic and targeted press releases, matched to appropriate media as well as a master list of targeted publications and media

H & K began mining for stories, part of a strategy to be opportunistic and au courant. And, in an effort to be cost effective, H & K and MBVCA administration have planned for two press releases in each category to be released on the news wire, sensitive to the fact that even though the wire generates more story power, there is an additional cost.

August: Miami Beach has become a global destination for arts and culture, and the expansion of this reputation is one of the four high-priority strategic categories (buckets). H & K wrote and released, "Miami Beach Has Hot Tickets on the Culture Calendar" featuring the Brazilian Film Festival along with several other special cultural events that take place on Miami Beach.

September: "Legendary Architect Zaha Hadid Chosen to Design Miami Beach Parking Garage at Collins Park" was the headline of a release that focused both on the design of this new garage and on the international "star-architects" who have recently designed seven new parking garages in Miami Beach. The release stimulated recognition of Miami Beach as a leading-edge and citywide campus for cultural expression.

"Miami Beach Launches Gay Friendly Hospitality Program" was released in collaboration with the Miami-Dade Gay and Lesbian Chamber of Commerce (MDGLCC), highlighting the unique Pink Flamingo Hospitality Program. This training initiative was conducted by MDGLCC partner, YES Institute, a leading industry source for information on gender and orientation; Yes Institute provided a one-hour educational workshop for hoteliers and was thought to be a premier concept, the first such effort nationwide.

The creation of a Hispanic Gay Lesbian organization --the first in the world, we believe- was highlighted in the release "Orgullo"

October: In the months leading up to the world-renowned Food Network South Beach Wine & Food Festival, H & K capitalized on the culinary impact of the many new restaurants opening in Miami Beach, supporting the (lavish) leisure lifestyle category with the story, "Bursting at the Seams: Another Famous Restaurant Moves to Miami Beach" highlighting Serendity3, coming soon to Miami Beach.

December: H & K successfully pitched the Miami Beach perspective on Art Basel Miami Beach to the national CBS EARLY SHOW. MBVCA Chair Elsie Sterling Howard and Robert Goodman, of Garber & Goodman were featured along with internationally acclaimed artists James Rosenquist, in a story that aired nationally, highlighting why Art Basel chose Miami Beach and how Art Basel has evolved and impacted the destination. The piece aired on December 2nd to approximately 3 million viewers and was also featured on YouTube, Yahoo! News, and AOL News.

H & K also developed and distributed a press release focused on Miami Beach as a wedding and honeymoon destination. The recent Miami Beach International Bridal Week was figured prominently in this effort.

VISUAL MEMOIRS PROJECT

On June 3, 2011, the MBVCA released a Visual Memoirs Project RFP. The goal of this RFP was to recruit a qualified company to record and catalogue eyewitness accounts to the history of the CMB. Deliverables included recording a 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. The MBVCA was seeking a company who could achieve the following:

- Develop and implement a plan that would result in the ‘Visual Memoirs Project’
 - Systematize outreach
- Design and implement a Visual Memoirs website with links to the CMB, MBVCA, and tourism partners
- Prepare costs proposal
- Design a prototype for a permanent exhibit of the Visual Memoirs Project
- Provide contract administration services, including written monthly progress reports
- Identify potential funding sources for project’s physical exhibit implementation
 - Create library/archives for MBVCA (video)
- Provide recommendations and assist in the logistical scheduling of a supplemental lecture series
- Identify and help to procure additional funding for the project, as needed
- Provide the MBVCA Executive Director with monthly reports on activities and programs
- Develop a campaign to promote both project and exhibit through local/national/international media outlets
- Coordinate efforts, language and format with H & K for consistent messaging
- Create a teacher’s instruction manual and teaching packet that illustrates the history of the CMB

Film Incentives

The MBVCA continued to partner with the City of Miami Beach Office of Film and Print to create and fund the Film Incentive Grant Program. The goal of the program has been to encourage film productions to return to Miami Beach by providing them with incentive dollars to use Miami Beach venues and stay in Miami Beach hotels. This year the program awarded funds to “Rock of Ages”. The program will again be offered in 2011-2012 and will be promoted through the GMCVB, Film Florida, and the City’s Production Industry Council (PIC).

Highlighting Special Events

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

- **13th Annual Miami Gay and Lesbian Film Festival.** This 11-day film festival featured over 70 feature and short films from over 15 countries, in over 8 languages and attracted 13,150 attendees. The Festival, which took place April 22 – May 1, 2011, also included several events, parties, and numerous dinners and lunches with visiting filmmakers and film industry guests. A total of 62 hotel room nights were generated in Miami Beach along with 6,946,800 media impressions as a result of promotional efforts and media coverage. The event was promoted through and received coverage from media such as She Magazine, Wire Magazine, Weather Channel Crawl, and many more. In addition, the Festival generated 2,457,000 in viewership as a result of the airings on CNN Headline News Show: “Newsmakers”.
- **13.1 Marathon Miami Beach.** This event is a half marathon consisting of 13.1 miles, of which 100% of the route will take participants through Miami Beach. The marathon took place March 6, 2011, and will be one of eight races taking place throughout the country to include Atlanta, Chicago, New York, Los Angeles, Fort Lauderdale, Minneapolis, Dallas, and Boston. In its second year, the event attracted 3,830 runners and 5,745 spectators and 263 hotel room nights in Miami Beach. The event was featured in local, regional, and national media outlets and generated 23,387,826 impressions.
- **15th Brazilian Film Festival of Miami.** The 15th annual Brazilian Film Festival took place August 12-20, 2011 and offered the best in Brazilian Cinema to a diverse Latin audience. Events will include competitive screenings, digital screenings, and marketplace seminars. The festival showcased 40 acclaimed Brazilian film productions and created a showroom atmosphere with the presence of up to 430 guests from the international film industry including exhibitors, distributors, studio executives and Brazilian actors, directors and producers. Events included film screenings, panels, seminars, parties, and network meetings. A total of 9,585 people attended the various events, generating 305 hotel room nights in Miami Beach. The event received significant local and international coverage through television and print media such as Cine Jornal (Brazil), Aconcente Magazine (Miami), Brazilian Times News Paper (Massachusetts), Globo International TV, and many more, which in turn generated approximately 221,057,398 impressions.
- **26th Anniversary of White Party Week-Muscle Beach.** White Party Week events took place November 24 – November 29, 2010, with the Muscle Beach Party taking place November 28, 2010. Over 10,000 participants attended the entire week of events, of which eleven events took place in Miami Beach. The Muscle Beach Party represented one of the larger White Party events of the year and generated 3,500 attendees. A total of 321 hotel room nights were generated in Miami Beach and 200,325,581 impressions were generated as a result of coverage received by media outlets such as Next Magazine, IN LA, Boi, Miami Living, Gloss, Fugues, and many more.
- **26th Annual Winter Music Conference.** This event, in its 26th year, took place March 8 – 12, 2011 and attracted the world’s most lauded and innovative artists, and DJs and professionals. Events included a total of 260 events over 4 days which included industry seminars, workshops, and performance events. The event drew 158 music industry delegates and over 50,000 additional attendees who traveled to Miami Beach from 61 different countries. In addition, a total of 295 hotel room nights and approximately 1,608,612,685 media impressions were generated. Local, regional, national and international coverage was received from media such as Inhale (United Kingdom), Ango Noticias (Portugal), HarderFaster (UK), Radio 538 (Netherlands), Zmarter (Canada), Stureplan (Sweden) and many more.

- **2010-2011 Orange Bowl Football Game and Ancillary Events.** This marketing campaign featured the 2011 Discover Orange Bowl, played on January 3, 2011, as well as, several team functions that took place in Miami Beach. The campaign, which took place December 28, 2010 through January 4, 2011, promoted Miami Beach as an outstanding family and sporting destination with superb visitor services. In turn, the campaign attracted 65,453 college football fans to South Florida and generated approximately 2,114 hotel room nights at various Miami Beach hotels. Television viewership for the 2011 Discover Orange Bowl that aired on ESPN was estimated at approximately 20,000,000 viewers as a result of the game broadcast and ancillary related coverage. A total of 381,592,082 impressions were generated as a result of televised and editorial exposure.
- **2011 Food Network South Beach Wine & Food Festival.** This wine, spirits and culinary celebration took place February 24 - 27, 2011. The weekend's events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. A total of 57,950 people attended the various events and generated approximately 2476 hotel room nights in Miami Beach. The Festival received both national and international coverage. Over 4 billion media impressions were generated. NBC's "Today Show" hosted chef and on air personality Al Roker on February 25th from the Lowes Hotel. The Paul and Young Ron Radio Show covered the event live from the Loews Hotel South Beach with interviews with Emeril Lagasse, Sandra Lee, and Guy Fieri from the Food Network. The Final edition of BubbleQ was featured on Cooking Channel show "BBQ with Bobby Flay". A total of 45,000,000 in viewership were generated as a result of various television broadcasts on the Food Network.
- **2011 Miami International Film Festival.** The Miami International Film Festival was held March 4 - 13, 2011 and included a total of 182 films, 160 screenings, 11 seminars and master classes, and 6 student/community screenings. The Festival also celebrated its 9th edition of "Encuentros" and presented two Academy-Award nominated films and one Academy-Award Winner. Events attracted approximately 69,500 people, generated 539 hotel room nights in Miami Beach. Approximately 3,000,000,000 media impressions were generated to include coverage from El Pais (Spain), Poder Magazine, American Way Magazine, Deco Drive, Univision Radio and many more. In addition, the event received 9,677,250,000 in viewership.
- **Aqua Girl Festival 2011.** This diverse weekend of events took place May 11 - 15, 2011 throughout Miami Beach. Events included a Lady Luck Bowlathon, comedy night, pool parties, a dine-out, jazz brunch, and several other events throughout Miami Beach, produced by women for women. The overall attendance was 9,650 attendees, which generated over 529 hotel room nights in Miami Beach. The event received extensive local, regional, and national coverage by media such as Curve Magazine, Pandoraevents.com, and NBC South Florida Today, generating 10,510,520 impressions.
- **Art Basel Miami Beach 2010.** The ninth edition of this 4-day international art fair included a main art show, Art Positions, Art Basel Conversations, Art Video Lounge, Art Positions Happy Hour, welcome, opening and goodbye parties, Art Loves Film, Art Loves Architecture, Art Loves Design, Art Lounge, Art Bar, Art Club, museum openings, collectors' tours and more. This event created a platform for sales of contemporary and modern art as well as an opportunity to reach out to other cultural and entertainment fields and took place December 1 - 5, 2010 in various locations throughout Miami Beach. This event attracted 46,000 visitors, curators, art collectors, art dealers, and journalists to Miami Beach and generated approximately 4,985 hotel room nights in Miami Beach and 251,316,691 total impressions. The event also received extensive media coverage in national and international newspapers, magazines, and television.
- **Film Life's 15th Annual American Black Film Festival.** This 4-day event, that took place July 6 - 9, 2011, is in its 15th year and is dedicated to supporting the Black Film community. The festival is recognized internationally as the premier festival for cinema made for, by, and about persons of African descent. Approximately 40 events are expected to take place to include film screenings, networking events, the ABFF Talk Series inclusive of industry panels and on-on-one conversations with industry experts, studio/network premieres, the HBO Short Film Competition, and the ABFF Award Presentation. 5,100 people attended, with 306 hotel room nights; and 25,865,827 impressions are confirmed.
- **FUNKSHION: Fashion Week Miami Beach.** This five day event, which took place July 13 - 17, 2011, brought the best designers from all around the world to showcase their newest collections in Miami Beach. A total of over 550 persons were in attendance which generated approximately 199 hotel room nights in Miami Beach. Participating designers included Inca, Sergio Rossi, Liliana Montoya, Lila Nikole, Eva Danielle, and many more. The event received national and international coverage from media outlets such as Haute Living Miami, Pink TV, New York Times, Vogue, and USA Today generating an estimated 4,126,000 impressions. The event was also broadcast on Fashion Television (FTV) which generated approximately 310,000,000 million viewers.
- **ING Miami Marathon and Half Marathon and Tropical 5K.** This full marathon (26.2 miles), half marathon (13.1 miles), and Tropical 5K took place throughout the Greater Miami area January 28 - 30, 2011. The full and half marathons took place primarily in Miami Beach and the Tropical 5K took place entirely in Miami Beach. This Health and Fitness Expo also took place at the Miami Beach Convention Center and was visited by 40,000 people between Friday and Saturday. The 5K attracted 2,196 participants, while the marathon and half marathon attracted 21,147 participants and 43,000 spectators. A total of 34,442 hotel room nights in Miami Dade County were generated, where an estimated 573 were generated in Miami Beach. The event received 963,215,527 in media and marketing impressions, including 18 million in television viewership. A one hour race highlight show was broadcast on Comcast Sports Southeast a total of two times, throughout 12 states. Local, national and international media coverage included Runners World, TimeToRun.com, Active.com, AmericanTrack&Field.com, SeekingBoston.com, RunningUSA.org, and many more.
- **Miami Beach Gay Pride.** This event, that took place April 16, 2011, was the third year of collaboration of the gay, lesbian, bisexual, and transgender (GLBT) community. Events included a parade down Ocean Drive, an arts conference for young women, Leaders, Legends & Lovelies Ball, MGLFF Film Night and Open House, URGE: The Official Saturday Night Party, MEGA Dance Party and many more. Over 40,000 persons attended the various events, which in turn generated 393 hotel room nights in Miami Beach. The event also attracted local, regional, and national media attention from Frecuencia Gay (Spain), Victoria 840 (Puerto Rico), CBS4/Miami, Pink News (UK), and many more. Media coverage and promotional efforts generated 27,475,948 impressions.
- **Miami Beach International Fashion Week.** This event, took place March 3 - 6, 2011, and is the largest international and Latin American fashion event in the United States, attracting 12,000 attendees. The event hosted 60 of the world's top and emerging fashion designers participating in nightly runway fashion shows and a jewelry and accessories exhibition. Other events included educational seminars, an interactive presentation of Istituto Maragoni Summer 2011 courses, Lingerie/Swim Showcase, International Eveningwear, an emerging designer's competition, and afterglow parties. The fashion shows were televised through Fashion TV Latin America multiple times, generating a total of 36,000,000 in viewership. In addition, a total of 1,086,659,831 media impressions were generated through a combination of media buys and coverage, to include Elle Bulgaria, Latina Magazine, Velvet Magazine, and many more.

- **Miami International Boat Show & Strictly Sail.** This 5 day event that took place February 17 - 21, 2011, occupied 2.5 million square feet of exhibit space and attracted 104,168 attendees to the destination. It is the primary boat and accessory sales event in the world. In addition to the exhibiting of over 2,200 companies and 3,000 boats on displays, events included over 20 seminars and presentations on a variety of industry- related topics. A total of 1218 hotel room nights were generated in Miami Beach. The event also generated 291,482,111 impressions through print, radio, and television coverage to include NBC, CBS, ABC, FOX, and many more.
- **Miami Salsa Congress.** This event, that took place August 3 – 7, 2011, attracted a total of 4,500 attendees from around the world to Miami Beach. The event took place at the Miami Beach Resort and Spa and the Fontainebleau Hotel and generated over 1041 hotel room nights. Events included a kick-off party, dance workshops, a tradeshow, evening parties, pool parties, and dance competitions; totaling over 15 events. The event received coverage from media such as the Ocean Drive Magazine, El Zol 95.7, Despierta America, Telemundo Miami, and many more. The event generated a total of 10,342,455 media impressions.
- **NASCAR Championship Drive.** The NASCAR Championship Drive is a fan-friendly program of events for fans to celebrate the end of the NASCAR season. Events included the grand arrival of the NASCAR hauler parade en route to Homestead-Miami Speedway, a NASCAR fan festival, a championship drive featuring a NASCAR Auto Manufacturer Display, the NASCAR press conference, and NASCAR concert. The NASCAR Championship Drive took place November 18 - 19, 2010 and attracted over 20,000 attendees to the Fan Festival, Concert and Hauler Parade. This event generated 1,140 room nights in Miami Beach and generated 100,770,278 impressions in media coverage.
- **Nautica South Beach Triathlon.** This event is the sister event to the Malibu Triathlon, the premiere event in the sport of triathlon. In addition to the triathlon and Olympic distance race, events included an expo, sponsor and local vendor booths, free fitness clinics, a donor brunch, Kids Fun Zone, a Nautica Kids Run and Tot Trot, and an awards ceremony, that attracted 8,500 attendees and generated 110 hotel room nights in Miami Beach. Participants traveled from 44 states and 17 different countries. Events took place April 8 - 10, 2011 and were televised nationally on Fox Sports Network through a 30 minute show, generating approximately 83,540,903 in viewership. The event also received local and national coverage from media such as About.com, Sun Sentinel, and many more, generating 135,632,918 media impressions.
- **South Beach Comedy Festival.** The festival, that took place March 2 – 5, 2011, featured acts from across the country which included a broad comedic focus of Urban, Latin, New Talent and A-List performers. The event included 35 events, of which 32 took place in Miami Beach. A total of 332 hotel room nights were generated as a result of the 19,139 attendees throughout the four days of the festival. A total of 1,180,477,347 impressions were generated as a result of coverage by local, regional, and national media such as the Comedy Central, Forbes, She Magazine, Huffington Post, Orlando Sentinel, NBC, and many more. A total of 479,430,000 in viewership was generated as a result of the one-hour special that aired on Comedy Central.
- **South Beach Fall Fitness Festival.** This event, formerly known as the Miami Beach September Sports series, was televised and showcased two of Florida's premier grassroots sports programs: the Dig the Beach Volleyball Championship and the US Open of Stand-up Paddle Boarding. This series offered events/ recreational opportunities for athletes of all ages, abilities, and disciplines and included a volleyball championship tournament, a welcoming expo, beach expo, children's race, fishing tournament, and elite races. Events took place September 10 - 11, 2011 and September 16 - 18, 2011, attracting a total of over 400 attendees. In addition, the event generated media exposure from Volleyball USA, Root Sports (Pittsburg), FOX Sports West, and many more, generating 6,631,771 impressions.
- **SwimShow 2012.** Celebrating their 29th year, this 4-day event, took place July 16 – 19, 2011 and attracted over 9,500 designers, buyers, manufacturers, press, and other industry leaders, is the largest swimwear tradeshow in the world. A total of 350 exhibitors representing 2,000 lines converged at the Miami Beach Convention Center drawing over 2,000 buyers from the United States and 50 different countries. A total of 2765 hotel room nights were generated in Miami Beach as a result. Events in addition to the trade show included a fashion show, pre fashion show cocktail party, a swimwear trend presentation and seminar, a swim lounge, happy hour cocktail party with informal modeling, a kick off cocktail event, and a breakfast bar. Examples of media that covered the event included Trade Show News Network, Palm Beach Post, Blogstoday.co.uk, Haute Living Magazine, and many more, generating approximately 427,234,198 media impressions.
- **The Miami Beach Polo World Cup VII.** This four day international polo tournament brought eight teams from around the world to compete for 'La Martina Trophy'. Events included a player presentation/press conference, matches taking place Friday through Sunday, social gatherings, a closing ceremony, after party, and the second annual South Beach Women's Polo Cup. Events took place April 20 - 24, 2011 and attracted approximately 1,300 attendees and generated a total of 314 hotel room nights in Miami Beach. The event received local, national, and international coverage from media such as Ocean Drive Magazine, Fox News - National, Daily Mail UK, Global Times (China), generating a total of 22,400,000 media impressions.
- **Winter Party Festival.** This festival was a five day celebration of social and cultural events targeted at the gay and lesbian community. The week of events, that took place March 2 - 7, 2011, included 20 events to include a welcome reception, beach party, women's events, pool party, in-store events on Lincoln Road, and several events at area nightclubs. A total of 522 hotel room nights were generated in Miami Beach as a result of Festival's 13,473 attendees. The event received local, national and international broadcast, print and Internet coverage by over 60 journalists from as far as Turkey, France, Ireland, and Germany. Coverage was generated by media such as Instinct, Edge Networks, and noiZe Magazine generating a total of 41,366,894 impressions.
- **XVI International Ballet Festival of Miami.** This event, in its sixtieth, is a unique dance festival in South Florida that took place August 26 – September 11, 2011. Approximately 120 talented artists and choreographers from more than 25 international and national ballet companies participated in the festival, with a total of 3,500 attendees generated by the Miami Beach events. The festival showcased the quality and talent of hundreds of dance artists introducing the residents and tourists of Miami-Dade to internationally renowned dancers. A total of 219 hotel room nights were booked as a result of the festival and approximately 5,157,000 impressions were generated. Media coverage included Sun Sentinel, El Nuevo Herald, El Pais.com, and many more.

Mayor's Blue Ribbon Task Force on Tourism

For the second time in a decade (earlier, after 9/11), for the past three years, the MBVCA provided leadership and financial support for the Mayor's Blue Ribbon Task Force on Tourism, providing staff expertise and time as well as financial support for the establishment of this ongoing project which reported on multiple calls-to-action to stimulate tourism during an economic downturn, when many cities (including our own) were faced with dismal tourism prospects.

The Mayor's Blue Ribbon Task Force on Tourism delivered implementable ideas which resulted in a number of transformative projects, including:

- SHOP Miami Beach program which includes banners delineating the shopping district, south of 17th Street
- ‘The Lincoln Road Beautification Sub-Committee’ which was established to address many concerns, including
 - Discomfort for pedestrians from rollerbladers and bike riders
 - Discomfort for pedestrians from bus rider congestion
 - Development and funding of a ‘For Your Safety’ signage program, developed by and for the Miami Beach Police department to limit loitering
 - The need to change the laws regarding size of signage
 - Research and development of a more visible anti-panhandling program with stronger enforcement possible
 - Development of a master list of owners and managers developed by and for Miami Beach Code Enforcement
 - Sanitation and safety improvements in the 15th street area and the 17th street garages
 - Increased collaboration with the Washington Avenue Neighborhood Association
 - Development of a Customer Service program for taxi drivers
- Miami Beach-centric essay contests for local school children, from elementary through high school, for which the Blue Ribbon Committee, supported by MBVCA staff, worked with Miami Beach principals and teachers. Essay titles included:
 - Kid’s Guide to Miami Beach
 - Teenager’s Guide to Miami Beach
 - A High School Student’s Guide to Miami Beach
- The installation of Miami Beach -specific art at the Airport
- Expansion of the MBVCA developed customer service program to both MIA and the Port of Miami
- The creation of the IN-Card, in conjunction with the Miami Beach Chamber of Commerce.

Partnerships & Collaboration

Leaders, staff and members of the MBVCA spent thousands of hours with partners and with City leaders to brainstorm ways in which 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 three extraordinary professionals. The MBVCA is audited annually by the CMB outside contracted CPA firm. The annual audit is provided to the CMB and the MBVCA has had a clean audit every year, for the past 12 years.

ABOUT THE MBVCA GRANT PROGRAM

The MBVCA is committed to funding sustainable and repeating 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.

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 impressions.

The MBVCA only funds upon successful completion of the project and after compliance, because each grant application must match the final report of the funded entity. 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 monthly. After review and analysis of its funding strategies for FY 2011/2012 the MBVCA has:

- Maintained the maximum grant request of the Major One Time Special Event category at \$50,000
- Maintained minimum requirements for the Special Projects category a maximum request in this category of \$100,000
- The Festival Season (Summer) grant category remained retired. Those funds were reallocated towards attracting new and innovative events to Miami Beach, through the MBVCA’s three funding periods throughout the fiscal year

Additional grant revisions included:

- Local advertising costs added as a funding restriction for all grant programs
- A question was added within all grant categories requesting a list of changes/additions/improvements that made to the event since it last took place
- The wording for the required attachment of media letters was revised from ‘Letters of commitment from media committed to covering the event’, to ‘Confirmation of media coverage (provide copies of executed media contracts, barter agreements, sponsorship agreements, invoices, insertion orders’
- Grants forms added a ‘Social Media’ checkbox to the Marketing/Publicity Impact section of the final report
- Budget forms within the grant contracts (revised, interim, and final) and Profit & Loss forms were converted to an excel sheet that is embedded in a word document.
- Language relating to the ‘Amount Requested’ cell name on the revised, interim, and final project budgets was changed to ‘Amount Awarded’, under the Anticipated Cash Revenues Column

Professional Advancement

The MBVCA is committed to the professional advancement of its staff, supporting and rewarding improved individual performance, dedication of service and continuing professional education. In FY 2010/2011, administration required their new Administrative Clerk to have Customer Service training; the MBVCA continues to provide a tuition remission benefit.

In 2010/2011 the MBVCA became a member of the U.S. Travel Association. 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.

The MBVCA also became a member of the National Council of Destination Organizations. This organization unites Destination Marketing Organization professionals from across the nation and from every size and type of destination. They represent over 350 urban, region, and local U.S. Travel member Destination Marketing Organizations.

The MBVCA's Executive Director became a member of the American Society of Association Executives. This organization's goal is to help association professionals achieve previously unimaginable levels of performance. They accomplish this by connecting great ideas and great people.

The MBVCA's Administrative Clerk will become a notary public for the State of Florida during the upcoming fiscal year. All MBVCA employees will now be notaries public for the State of Florida.

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

Key Intended Outcome	FY 2011/2012 Strategy	FY 2011/2012 Initiative	FY 2010/2011 Accomplishments
<p>Increase tourism related business activities through strategic funding.</p> <p>Enhance City of Miami Beach brand name.</p>	<p>Continue to develop enhanced, stronger collaborations in cultural tourism locally and world-wide through the assistance of H & K and other partners</p> <p>Be alert to opportunities and partnerships</p> <p>Act quickly, efficiently, measure acutely and replicate effectively and be proactive</p> <p>Partner effectively with City of Miami Beach</p>	<p>Focus efforts on “Media Buckets” developed by PR firm Hill & Knowlton: Leisure Lifestyle (including Culinary) Arts & Culture Sports/Celebrity/Entertainment Global GLBT</p> <p>Continue Cultural Tourism Grant; explore and potentially expand projects with CMB and GMCVB</p> <p>Explore joint projects with GMCVB and CAC</p> <p>Encourage partnerships and collaboration among grant recipients</p> <p>Evaluate success of grants made through data collection, media response, and exit interviews</p>	<p>Released and awarded Destination Marketing, Public Relations, and Communications Consulting RFP to Hill & Knowlton (H&K)</p> <p>Continued to collect information about the total advertising dollars spent domestically and internationally. Total dollars spent on television production was also collected from grant recipients</p> <p>Released and awarded a Visual Memoirs Project RFP</p> <p>Collected information about the hotel room nights generated by grant recipients’ events through hotel pick up forms provided by hoteliers.</p> <p>Established the Lincoln Road Beautification Sub-Committee to work on issues affecting the east side of Lincoln Road</p> <p>Funded 37 events in 2010/2011</p>
<p>Develop, fund and support world-class events and festivals that can be repeated annually.</p> <p>Strengthen and develop additional tourism partnerships</p>	<p>Work with PR Firm Hill & Knowlton to attract world-class events to Miami Beach</p> <p>Work closely with the City of Miami Beach</p> <p>Continue to expand Miami Beach’s visibility through the recruitment and development of unique world-class events with immediate focus and resources placed on establishing one major event during each month</p>	<p>Review and revise targeted events list</p> <p>Sustain and retain successful events</p> <p>Continue to recruit opportunities globally</p> <p>Investigate/review professional publications for tourism-related news that may directly affect the destination or the industry as a whole.</p> <p>Meet with potential partners worldwide to attract transformative events to Miami Beach and strength Miami Beach brand equity.</p> <p>Enroll in industry organizations</p>	<p>Through a partnership with the Miami Beach Chamber of Commerce, MBVCA members and staff were provided with the opportunity to submit bi-weekly articles for inclusion in “Miami Beach News”</p> <p>Developed a Targeted Events List with Hill & Knowlton</p> <p>Continued participation with the Miami Beach Sister Cities Program</p>
<p>Bring positive global visibility to the City of Miami Beach</p>	<p>Recommit MBVCA’s dedicated resources to funding festivals and special events within the MBVCA’s twelve core initiatives</p> <p>Review priorities; be opportunistic in recruitment, engagement and funding</p> <p>Benchmark other comparable tourist destinations for ongoing creative/watershed/cutting-edge programs and events</p>	<p>Develop API platform for the City of Miami Beach for travel related inventory that can be expanded, with the assistance of Florida International University</p> <p>Cultural Tourism Customer Service Design and Architecture Entertainment and Nightlife Festivals Film and Fashion Gay/Lesbian Group Stimulus Health and Wellness Promotional Campaigns Television Origination Wine and Food</p> <p>Themes and goals above continue as priorities determined through focus groups, discussion and feedback</p> <p>Digital audit of the City of Miami Beach and MBVCA assets to maximize social media reach and influence</p>	<p>Funded the move and rebranding efforts of the Miami Beach Chamber of Commerce Visitors and Information Center; Visit Miami Beach.</p> <p>Economic impact was further defined by analyzing and calculating the overall grant impact to the City as it related to the number of hotel room nights generated by each event and the total estimated revenue to hoteliers and the City.</p>

Key Intended Outcome	FY 2011/2012 Strategy	FY 2011/2012 Initiative	FY 2010/2011 Accomplishments
<p>Focus on achievable goals and priorities</p> <p>Review strategic goals (buckets)</p>	<p>Continue to develop partners in strategic priorities for destination management; be opportunistic</p> <p>Continue to participate with GMCVB on marketing efforts</p> <p>Act as a liaison between the City of Miami Beach and other partners, including the GMCVB and Chambers of Commerce</p>	<p>Strengthen strategic planning with partners</p> <p>Outreach to community and potential partners</p> <p>Continue to partner with FIU School of Computer Science and Engineering to enhance technological capabilities.</p>	<p>Staff attended City Board and Committee, GMCVB, and Miami Beach Chamber of Commerce meetings, related to tourism.</p> <p>The MBVCA staff and members continued to play active roles in GMCVB Committees, such as the Sales and Marketing Committee</p> <p>Staff and Members continued to play active roles on the Board of Governors for the Miami Beach Chamber of Commerce and the Greater Miami and the Beaches Hotel Association</p> <p>Speakers were invited to MBVCA meetings to review specific issues</p>
<p>Be alert to horizon issues including service and attitude, weather, economic changes, political issues, interceptor cities, air lift, etc.</p> <p>Develop solutions and action plans; implement</p>	<p>Continue to monitor local, state and federal agencies for policies/issues affecting tourism and the destination.</p> <p>Continue to assist in strengthening a destination-wide Guest Services Program by expanding The Customer and You-Certificate Program in Service</p>	<p>Review program successes as required, in an advisory capacity</p> <p>Support Lincoln Road Beautification Sub-Committee</p> <p>Maintain vigilance relative to any and all tourism threats</p> <p>Build improved global image through press strategy including social media</p>	<p>Continued hosting meetings of the Lincoln Road Beautification Sub-Committee out of the Mayor's Blue Ribbon Task Force on Tourism to address the needs of Lincoln Road; east of Washington Avenue and its effects on tourism.</p> <p>Increased findings for Service and Attitude Certificate Program</p> <p>Worked with City of Miami Beach to counter negative press</p>
<p>Improve and maintain communications strategies among board members, City of Miami Beach leadership, partners, applicants and community</p>	<p>Develop enhanced public relations efforts and employ communications strategies effectively to publicize MBVCA efforts, goals and successes</p> <p>Report and analyze grant impact in Program of Work</p> <p>Report to board members in a timely manner that empowers them effectively and collaboratively</p> <p>Ensure volunteer and professional oversight of budget. Work efficiently with auditors</p> <p>Increase organizational visibility through the MBVCA's PR firm Hill & Knowlton</p> <p>Inform board members about grant recipient events' developments and successes highlighted within the media</p> <p>Solicit positive media</p>	<p>Present annual Program of Work to City Commission and other partners</p> <p>Publicize benefits of tourism through the distribution of press releases highlighting recently funded events and their positive effects to the City of Miami Beach</p> <p>Develop new press releases to be released to appropriate press/media outlets including placing them on the wire when appropriate.</p>	<p>Advertised grant deadlines in English and Spanish, electronically and in print</p> <p>Revamped weekly newsletter to include "MBVCA Member News" highlighting members' news articles</p> <p>Continued to support the Mayor's Blue Ribbon Task Force on Tourism made up of 9 Sub-Committees comprised of industry professionals in each of the identified target areas</p> <p>Designed monthly update internally and distributed to state, county, and city constituents</p> <p>Redesigned and upgraded the MBVCA's website to allow the distribution of newsletters; the posting of MBVCA-funded events' news; and providing the general public with recent news of the MBVCA's happenings</p> <p>Wrote new boilerplate</p> <p>Worked effectively with the City of Miami Beach to write and release press releases</p>

Key Intended Outcome	FY 2011/2012 Strategy	FY 2011/2012 Initiative	FY 2010/2011 Accomplishments
<p>Improve, review, and refine grant making process</p>	<p>Grant effectively and impartially to support goals that achieve maximum impact, within budgetary limits</p> <p>Strategically fund to support forward thinking initiatives that leverage funds and maximize recorded impact</p> <p>Further define grant categories and eligibility criteria to ensure clarity among potential applicants</p> <p>Refine funding restrictions in order to sustain goals; analyze budgetary limits, relative to goals and desired impact</p> <p>Refine methodology for measurements: improve collection of economic impact data</p> <p>Continue to use objective point system to grade/evaluate and benchmark events</p> <p>Review methodology for measurement</p>	<p>Final Report will be revised for all grant recipients to include a "Social Media" checkbox to the Marketing/Publicity section</p> <p>Further define media impression requirement to include copies of executed media contracts, barter agreements, sponsorship agreements, invoices, and insertion orders as examples of acceptable proof of confirmed media impressions</p> <p>Incorporate excel sheets within grant contract budget forms for ease of calculation and budget balancing</p> <p>Add local advertising costs to funding restrictions list; funding only regional, national, and international advertising costs</p> <p>Continue efforts to collaborate with partners to ensure quality events and programs for Miami Beach</p> <p>Review/Analyze funding strategies on annual basis</p> <p>Review and revise grant applications and contracts for information duplicity</p> <p>Include specific events admissions policies in the Executive Summaries</p> <p>Further define grant categories and eligibility criterion within said categories</p>	<p>Incorporated an excel spreadsheet into each of the grant application forms to allow for ease in balancing project budgets</p> <p>Reviewed and revised funding restrictions to include: Light pole banners within Miami Dade County; Organizations who owe monies to venues owned/operated by the City of Miami Beach</p> <p>Incorporated fully operational Application Portal on the MBVCA's website; becoming a paperless organization.</p> <p>Reviewed and refined grant categories</p> <p>Tear Sheets, copies of advertisements placed by grant recipients, and hotel pick up reports were added to the list of required documentation to be submitted within grant recipients' final reports.</p> <p>Specified deadlines for interim report submissions</p> <p>Required board member contact information as part of the grant application required attachments</p>
<p>Empower professional staff</p>	<p>To support MBVCA board initiatives and strategies</p> <p>To professionally represent the MBVCA effectively with sponsors</p> <p>To collaborate with tourism partners, potential partners and City of Miami Beach leadership</p>	<p>Participate in conferences that enhance tourism</p> <p>Continue to represent MBVCA by participating in community and industry boards such as Visit Florida, the GMCVB Marketing Committee and various ad-hoc committees throughout the City of Miami Beach.</p> <p>Upgrade office software and equipment as necessary</p> <p>Join professional tourism organizations and plan to attend meetings</p>	<p>Hired a full time Administrative Clerk to assist in the MBVCA's daily tasks.</p> <p>Represented the MBVCA by participating in community and industry boards such as GMCVB Marketing Committee and various ad-hoc committees throughout the City of Miami Beach</p> <p>Staff continued their involvement with the Miami Dade County Public Schools Academy of Hospitality and Tourism (AOHT)</p> <p>Joined the US Travel Association, National Council of Destination Organizations, and the American Society of Association Executives</p>

FINANCIAL PROFILE –

ANALYSIS

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. 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.

FY 2010/11 Review/Tourism Advancement Program

The MBVCA Tourism Advancement Program (TAP) was established to promote Miami Beach as a sophisticated tourist destination by increasing the number of visitors and through 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 2010/2011, the MBVCA funded TAP in nine categories, including: Cultural Tourism, Development Opportunities, Film Incentive, Initiatives, Major One Time Special Event, Special Events Recurring, Special Projects, Special Projects Recurring, and the Tourism Partnerships. And, in 2011, the MBVCA began new investments, utilizing funds rolled over from several years past.

A total of \$1,463,000 was awarded in FY 2010/2011, compared to \$1,042,800 in FY 2009/2010. The increase in awards reflects an increase both in the number of applicants, income and the creation of a Film Incentive Grant in fiscal year 2010/2011. Grants funded in partnership with the CMB are critical, branded tourism-related programs, such as the Food Network South Beach Wine & Food Festival and Art Basel Miami Beach, both examples of events whose beginnings in Miami Beach stem from grants provided by the MBVCA-events that could be recruited by other destinations.

The MBVCA strategically focuses 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.

FY 2010/2011 Tourism Advancement Program

The MBVCA has budgeted \$1,627,650 for FY 2011/2012 for its Tourism Advancement Program. This grant funding reflects an increase of \$164,650, from FY 2010/2011. The MBVCA rolls over funds from the previous fiscal year to cover the increase in fund allocation.

The monies will be awarded in our Tourism Advancement Program in nine categories, including: Cultural Tourism, Development Opportunities, Film Incentive, Initiatives, Major One Time Special Event, Special Events Recurring, Special Projects, Special Projects Recurring and Tourism Partnerships. The grant application was again reviewed and revised for FY 2011/2012. The maximum amount requested was maintained at \$50,000. In addition, the Special Projects grant category maximum request remained at \$100,000. Minimum criterion was reviewed for the Major One Time Special Event, Special Events Recurring and Development Opportunities grant categories and the criterion remained the same as in FY 2009/2010. Specifying the requirements in place for hotel room nights, impressions and/or viewership numbers provided a clearer picture of the MBVCA's grant program eligibility requirements. Specifying the requirements in place for hotel room nights, impressions and/or viewership numbers provided a clearer picture of the MBVCA's grant program eligibility requirements.

The Special Projects Recurring category is budgeted at \$629,000. Anticipated applicants include Art Basel Miami Beach 2011; Orange Bowl Football Game and Ancillary Events; South Beach Comedy Festival; ING Miami Marathon and Half Marathon and Tropical 5K; the Food Network South Beach Wine and Food Festival; the Miami International Film Festival; and FUNKSHION Fashion Week Miami Beach. These events, recruited and sustained by the MBVCA, are all marquee events and annually fill the City's hotel rooms.

In 2010/2011, the Major One Time Special Event Category was budgeted at \$150,000. It is being budgeted at the same level for FY 2011/2012, as the MBVCA expects the same number of new events to apply. 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.

The Special Events Recurring Category has been calculated at \$575,400 for FY 2011/2012 based on the established declining scale and on the number of applicants anticipated to return.

Tourism Partnerships has been budgeted at \$78,250 considering three applicants at the maximum request cap of \$30,000. Up to three applications are expected to be submitted.

The Development Opportunities category is budgeted at \$30,000 for FY 2011/2012. The maximum award for one applicant is \$30,000. Two applications are anticipated to be submitted; however, they may not be funded at the requested amount.

Destination Marketing

The Destination Marketing allocation reflects a 17% increase from FY 2010/2011. This increase is due to the placing of stories on the PR Newswire.

Initiatives

The MBVCA expects to support new initiatives in FY 2011/2012 at the request of partners and community and industry leaders. Strategic plans, goals and initiatives are developed through consultation, the result of ongoing communications. Some of these initiatives include the enhancement of the SHOP Miami Beach Program; Art Deco exhibit in MIA; a new contest for Miami Beach students; and additional support for the Mayor's Blue Ribbon Task Force on Tourism initiatives; such as the efforts of the Lincoln Road Beautification Sub-Committee.

The MBVCA is also taking a leadership role in recruiting/encouraging events of mass appeal to take place in Miami Beach. Strategic goals and initiatives will be developed through consultation with partners and continued outreach.

Public Relations Initiative

Following a competitive Request for Proposals (RFP) search, the MBVCA selected Hill & Knowlton (H&K) as P.R. agency of record to enhance Miami Beach's image. H&K will support the MBVCA effort by increasing brand awareness through strategic media outreach to consumer and travel trades, major event recruitment, and business and corporate communications programs. 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 brand 'Miami Beach.'

The MBVCA will invest \$250,000 in FY 2011/2012 in this effort, and expects to do so for the next several years. However, the MBVCA is precluded by law from entering into multi-year contracts. Objectives include increased public relations or tourism related activities in CMB, recruitment on new events and meetings, improvement of CMB global reputation. CMB leaders have been active participants in planning and in oversight.

Visual Memoirs Project

The MBVCA issued an RFP for qualified entities to record, catalogue and warehouse personal and eyewitness accounts of the history of the CMB. These deliverables are to include 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. Review of submissions will be completed in August 2011, and the award is expected before September 2011.

IT/API Development

The MBVCA wishes to provide visitors with timely and relevant information about the CMB, its public and private attractions, services, hotels, businesses, and events in order to enhance visitors (and residents) experience. Visitors to Miami Beach - all visitors worldwide - increasingly use 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 Miami Beach Wi-Fi service to access the information they need at locations around town.

Miami Beach visitors and residents are using smart phones and tablets to communicate and acquire information to make these kinds of decisions on-the-go. It is now critical for these visitors and residents to have access to mobile applications that can help them obtain the information they need to make a timely and informed decisions.

The MBVCA believes that the development of multiple applications or APPs must be developed to answer the varied needs before and during a CMB visit; appropriately designed and crafted applications can and should positively impact residents' experiences, as well. Providing superior information-access experience will become a differentiating factor for our community. Visitors leave with the knowledge that CMB is au courant. The MBVCA is taking immediate action to create a platform for future IT development through a substantial financial investment. 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 expects to release an RFP for this initiative in January 2012 and will use unused funds from the previous fiscal year to fund this effort.

Projected Cash Flow Reserve

The MBVCA has budgeted \$7,000 in the cash flow reserve for FY 2011/2012. The CMB allots resort tax payments to the MBVCA a month after its collection. Therefore, as a fiscal responsibility, the MBVCA has built in a \$7,000 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.

FY 2011/2012 Administration and Overhead

The MBVCA's administrative and overhead costs are budgeted at \$311,350 for the FY 2011/2012. The administration and overhead allocation is an increase from FY 2010/2011, and is attributed to the hiring of a full-time clerk, necessary equipment purchases and upgrades, web and internet, increases in medical insurance and pension contribution. This figure is also inclusive of the maintenance of the office space and equipment.

FY 2010/2011 Rollover

A total of \$200,000 will be rolled over from FY 2010/2011 into the FY 2011/2012 MBVCA budget to fund special projects. This rollover of funds is primarily from the grants that were either not awarded and/or were rescinded for noncompliance.

TOURISM ADVANCEMENT PROGRAM

The MBVCA strategically focuses its funding opportunities to maximize tourism and publicity impact for the CMB 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 regarding 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 then advised of the most appropriate grant program and provided with further detail of the application process, including required attachments and meeting dates.

The MBVCA guidelines and application process have both been updated, becoming both more concise and easier to understand. The new application places additional emphasis on defining and measuring the economic impact of the event and the added value of marketing, publicity and television origination. A new question about whether the event had undergone any changes/additions/improvements since it last took place was added to the application. This will provide the MBVCA with a clear picture as to whether the event has grown since it last took place.

In addition, the application requires written confirmation of hotel room blocks as well as proof of media confirmation through the submission of executed media contracts, barter agreements, sponsorship agreements, invoices, or insertion orders, to be attached to the completed application. New steps have been added to the granting process that will help increase its effectiveness.

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.

In FY 2011/2012, the MBVCA will continue to implement a declining scale within its Special Events Recurring and Special Projects Recurring grant categories. This will continue to encourage grant applicants to seek alternate forms of funding and support.

The MBVCA developed pre-eligibility criteria for Cultural Tourism, Development Opportunities, Film Incentive Grant Program, Major One Time Special Event, Special Events Recurring, Special Projects, Special Projects Recurring, and Tourism Partnerships. The criteria allowed staff to internally determine eligibility and the appropriate grant category. Applicants must meet 2 of 3 of the criteria stated below:

Category	Minimum Contracted Hotel Room Nights	Minimum Viewership	Minimum Impressions
Cultural Tourism	200	1,000,000	500,000
Development Opportunity	75	1,000,000	200,000
Film Incentive Grant Program*	250	N/A	N/A
Major One Time Special Event	250	1,000,000	500,000
Special Events Recurring	250	1,000,000	500,000
Special Projects	2,500	15,000,000	250,000,000
Special Projects Recurring	2,500	15,000,000	250,000,000
Tourism Partnerships**	200	N/A	500,000

* Applicants must show proof that they have applied for and have been qualified for the Florida Entertainment Industry Financial Incentive Program. Minimum of two (2) production days are required in Miami Beach.

** Applicants may show proof of at least 5,000 attendees/attendees/participants in order to meet the 2 of 3 requirements for the category.

In FY 2011/2012, the MBVCA will implement several changes to its application submission process by no longer accepting paper applications. The MBVCA has developed an Application Portal through their website www.miamibeachvca.com, where grant applicants must register and submit their application documentation online. This furthers the MBVCA's efforts in becoming a paperless organization.

Direct Impact:

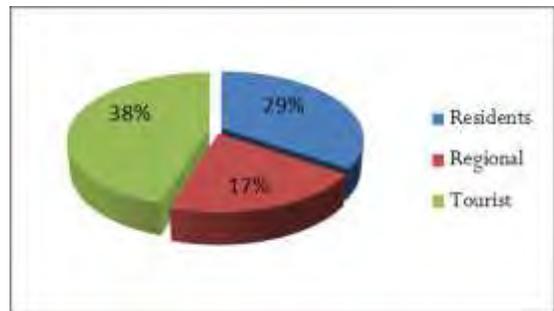
Direct impact of MBVCA sponsored events in Miami Beach is derived from the calculating the of the projects’ overall impacts to the City of Miami Beach. Grant recipients are asked for the hotel room nights and media their events generated. The figures are determined by adding contracted figures as well 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 recipient’s final reports. 1

2010/2011 General Tourism Highlights (as of 8/4/2011)

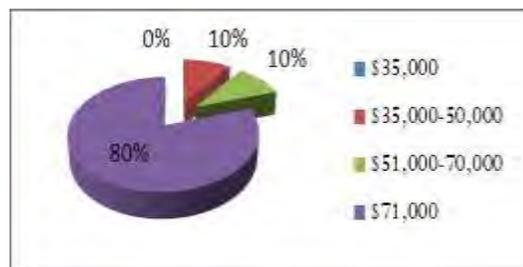
- Resort Tax collections account for 9% of all taxes collected by the City of Miami Beach
- Hotel rooms –16,645
- Overnight Visitors – 5,558,408
- Average Room Rate - \$202.58
- Average RevPar– \$145.45

More than 631,534 people attended MBVCA sponsored events

- Total Attendance of MBVCA Sponsored Events
 - Resident 29%
 - Regional 17%
 - Tourist 38%



- Number of Events in Miami Beach – over 532
- Job Creation - Over 4,022
- Average Organizational Budgets of MBVCA sponsored events – \$3,832,093
- Annual Income of Attendees
 - Under \$35,000 – 0%
 - \$35,000 - \$50,000 – 10%
 - \$51,000 - \$70,000 –10 %
 - Over \$70,000 – 80 %



GRANT BY CATEGORY

	Recipient	Event/Project	Grant Request	Actual Funding
Cultural Tourism	Inffinito Art & Cultural Foundation, Inc.	15 th Brazilian Film Festival of Miami	\$30,000	\$18,000
	Miami Gay & Lesbian Film Festival, Inc.	13 th Annual Miami Gay & Lesbian Film Festival	\$30,000	\$18,000
	Miami Hispanic Ballet Corp.	XVI International Ballet Festival of Miami	\$30,000	\$18,000
	The Sicilian Cultural and Film Festival, Inc.	VI Sicilian Film Festival	\$30,000	\$ 6,000
Destination Marketing	Miami Beach Chamber of Commerce	Visitor and Information Center	\$25,000	\$25,000
Development Opportunities	Access Inc. F/A for Ability Explosion	Ability Explosion 2010	\$9,000	\$7,500
Film Incentive	New Line Productions, Inc. (A subsidiary of Time Warner, Inc.)	Rock of Ages	\$30,000	\$30,000
Initiatives	UNIDAD of Miami Beach, Inc.	The Customer and You – Certificate Program in Service	\$30,000	\$24,000
	MDGLCC Foundation, Inc.	LGBT Visitor Center Marketing Campaign.	\$30,000	\$30,000
Major One Time Special Event	Design Miami II, LLC	Design Miami	\$50,000	\$10,000
	Greater Miami Convention & Visitors Bureau F/A for NASCAR	NASCAR Championship Drive	\$50,000	\$35,000
	National Minority Supplier Development Council	2010 National Minority Supplier Development Council Conference & Business Opportunity Fair	\$50,000	\$25,000
	Peruvian American Chamber of Commerce of South Florida	Taste of Peru:1 st Peruvian Gastronomic Fair	\$50,000	\$10,000
RFP	Miami Design Preservation League	Visual Memoirs Project RFP	\$21,000	\$21,000
Special Events Recurring	Aqua Foundation for Women	Aqua Girl Festival 2011	\$40,000	\$25,000
	Community AIDS Resource/ Care Resource Inc. d/b/a Care Resource	26 th Anniversary White Party–Muscle Beach	\$50,000	\$35,000
	Dade Community Foundation (The Miami Foundation) F/A for Miami Beach Gay Pride	Miami Beach Gay Pride	\$45,000	\$45,000
	Exclusive Sports Marketing	South Beach Fall Fitness Festival	\$40,000	\$40,000
	Film Life, Inc.	Film Life's 15 th Annual American Black Film Festival	\$35,000	\$35,000
	Michael Epstein Sports Productions, Inc.	Nautica South Beach Triathlon	\$35,000	\$20,000
	The National Gay and Lesbian Task Force Foundation	Winter Party Festival	\$35,000	\$35,000
	National Marine Manufacturers Association	Miami International Boat Show & Strictly Sail	\$40,000	\$40,000
	Salsa Enterprises, Inc. d/b/a Salsa Lovers	Miami Salsa Congress	\$50,000	\$27,000
	Swimwear Association of Florida	SwimShow 2012	\$40,000	\$40,000
	The Polo Life LLC	The Miami Beach Polo World Cup VII	\$50,000	\$40,000
	US Road Sports of Florida, LLC (a subsidiary of US Road Sports and Entertainment, LP)	13.1 Marathon Miami Beach	\$40,000	\$30,000
	Winter Music Conference	25 th Annual Winter Music Conference	\$35,000	\$35,000
	VINTRADE LLC	Miami International Wine Fair	\$40,000	\$30,000
Special Projects	Council of International Fashion Designers, Inc.	Miami Beach International Fashion Week	\$100,000	\$50,000
Special Projects Recurring	3B Productions	Funkshion-Fashion Week Miami Beach	\$70,000	\$62,500
	Live Nation Worldwide Inc.	The South Beach Comedy Festival	\$100,000	\$58,000
	Florida International University	2011 Food Network South Beach Wine & Food Festival	\$100,000	\$100,000
	MCH Swiss Exhibition, Ltd	Art Basel Miami Beach 2010	\$100,000	\$100,000
	Miami Dade College Foundation	2011 Miami International Film Festival	\$70,000	\$70,000
	Orange Bowl Committee	2010-2011 Orange Bowl Football Game and Ancillary Events	\$100,000	\$68,000
	US Road Sports of Florida, LLC (a subsidiary of US Road Sports and Entertainment, LP)	ING Miami Marathon and Half Marathon and Tropical 5K	\$100,000	\$75,000
	Miami Beach Chamber of Commerce	Miami Beach Guest	\$30,000	\$30,000
	Miami Beach Latin Chamber of Commerce	Tourist Hospitality Center	\$23,000	\$10,000
	Miami Beach Watersports Center	Miami Beach Watersports Center	\$30,000	\$30,000
Tourism Partnerships				

Category	Recipient	Event/Project	Viewership	Impressions	Hotel Room Nights
Cultural Tourism	Infinito Art & Cultural Foundation, Inc.	15 th Brazilian Film Festival of Miami	0	221,057,398	305
	Miami Gay & Lesbian Film Festival, Inc.	13 th Annual Miami Gay & Lesbian Film Festival	2,457,000	6,946,800	62
	Miami Hispanic Ballet Corp.	XVI International Ballet Festival of Miami	0	5,157,000	219
	The Sicilian Cultural and Film Festival, Inc.	VI Sicilian Film Festival	12,000,000	3,000,000	101
Development Opportunities	Access Inc. F/A for Ability Explosion	Ability Explosion 2010	99,840,000	101,933,392	0
Initiatives	UNIDAD of Miami Beach, Inc.	The Customer and You – Certificate Program in Service	0	0	0
	MDGLCC Foundation, Inc.	LGBT Visitor Center Marketing Campaign	0	3,951,248	8,792
Film Incentive	New Line Productions, Inc. (A subsidiary of Time Warner, Inc.)	Rock of Ages	0	0	1,674
Major One Time Special Event	Design Miami II, LLC	Design Miami	0	5,423,019	316
	Greater Miami Convention & Visitors Bureau F/A for NASCAR	NASCAR Championship Drive	30,000	47,914,648	1,140
	National Minority Supplier Development Council	2010 National Minority Supplier Development Council Conference and Business Opportunity	0	262,809,000	6,703
	Peruvian American Chamber of Commerce of South Florida	Taste of Peru: 1 st Peruvian Gastronomic Fair	1,500,000	1,230,000	70
Special Events Recurring	Aqua Foundation for Women	Aqua Girl 2011	0	10,510,520	529
	Community AIDS Resource, Inc. d/b/a Care Resource	26 th Anniversary White Party - Muscle Beach	0	200,325,581	321
	Dade Community Foundation (The Miami Foundation) F/A for Miami Beach Gay Pride	Miami Beach Gay Pride	0	27,475,948	393
	Exclusive Sports Marketing	South Beach Fall Fitness Festival	63,000,000	6,631,771	0
	Film Life, Inc.	Film Life's 15 th Annual American Black Film Festival	700,000	25,865,827	306
	Michael Epstein Sports Production, Inc.	Nautica South Beach Triathlon	83,540,903	135,632,918	56
	National Gay and Lesbian Task Force	Winter Party Festival	0	41,366,894	522
	National Marine Manufacturers Association	Miami International Boat Show & Strictly Sail	0	291,482,111	1,218
	Salsa Enterprises, Inc. d/b/a Salsa Lovers	Miami Salsa Congress	4,325,000	10,342,455	1,041
	Swimwear Association of Florida	SwimShow 2012	0	427,234,198	2,765
	The Polo Life, LLC	The Miami Beach Polo World Cup VII	0	22,400,000,000	314
	US Road Sports of Florida, LLC (A subsidiary of US Road Sports and Entertainment, LP)	13.1 Marathon Miami Beach	0	23,387,826	263
	Winter Music Conference, Inc.	26 th Annual Winter Music Conference	9,914,500	1,608,612,685	295
VINTRADE LLC	Miami International Wine Fair	0	81,372,421	415	
Special Projects	Council of International Fashion Designers, Inc.	Miami Beach International Fashion Week	36,000,000	1,086,659,831	0
Special Projects Recurring	3B Productions	Funkshion: Fashion Week Miami Beach	310,000,000	558,208,345	199
	Live Nation Worldwide Inc.	South Beach Comedy Festival	479,430,000	1,180,477,347	332
	Florida International University	2011 Food Network South Beach Wine and Food Festival	45,000,000	4,300,000,000	2,476
	Miami Dade College	2011 Miami International Film Festival	9,677,250,000	3,000,000,000	539
	MCH Swiss Exhibition LTD	Art Basel Miami Beach 2010	0	251,316,691	4,985
	Orange Bowl Committee	2010-2011 Orange Bowl Football Game and Ancillary Events	20,000,000	381,582,082	2,114
	US Road Sports of Florida, LLC (A subsidiary of US Road Sports and Entertainment, LP)	ING Miami Marathon and Half Marathon and Tropical 5K	18,000,000	867,984,327	573
Tourism Partnerships	Miami Beach Chamber of Commerce	Miami Beach Guest	0	13,637,000	306
	Miami Beach Latin Chamber of Commerce	Tourist Hospitality Center	0	1,318,500	2,160
	Miami Beach Watersports Center Inc.	Miami Beach Watersports Center	0	4,126,000	3,437

Category	Event	Rooms ²	Average Daily Room Rate ³	Occupancy ⁴	Estimated Revenue to Hoteliers	Estimated Income to the City 2% Resort Tax ⁵	Estimated Income to MBVCA;5% of 2% Resort Tax ⁶
Cultural Tourism	15th Brazilian Film Festival of Miami	305	\$178.84	82.9%	\$54,546.18	\$1,090.92	\$54.55
	13th Annual Miami Gay & Lesbian Film Festival	62	\$234.86	82.1%	\$14,561.30	\$291.23	\$14.56
	XVI International Ballet Festival of Miami	219	\$158.48	64.8%	\$34,707.10	\$694.14	\$34.71
	VI Sicilian Film Festival	101	\$232.34	81.8%	\$23,466.32	\$469.33	\$23.47
Development Opportunities	Ability Explosion 2010	0	\$172.79	61.6%	\$ (0.02)	\$ (0.00)	\$ (0.00)
Film Incentive	Rock of Ages	1,674	\$170.53	78.9%	\$285,467.20	\$5,709.34	\$285.47
Major One Time Special Event	Design Miami	316	\$258.37	77.5%	\$81,644.90	\$1,632.90	\$81.64
	NASCAR Championship Drive	1,140	\$164.59	73.9%	\$187,632.58	\$3,752.65	\$187.63
	2010 National Minority Supplier Development Council Conference and Business Opportunity	6,703	\$171.71	71.3%	\$1,150,972.11	\$23,019.44	\$1,150.97
	Taste of Peru: 1st Peruvian Gastronomic Fair	70	\$171.71	71.3%	\$12,019.68	\$240.39	\$12.02
Special Events Recurring	Aqua Girl 2011	529	\$191.71	73.3%	\$101,414.57	\$2,028.29	\$101.41
	26th Anniversary White Party - Muscle Beach	321	\$218.35	69.7%	\$70,090.33	\$1,401.81	\$70.09
	Miami Beach Gay Pride	393	\$233.39	88.4%	\$91,722.25	\$1,834.45	\$91.72
	South Beach Fall Fitness Festival	0	\$152.35	61.5%	\$ (0.02)	\$ (0.00)	\$ (0.00)
	Film Life's 15th Annual American Black Film Festival	306	\$173.73	76.2%	\$53,161.36	\$1,063.23	\$53.16
	Nautica South Beach Triathlon	56	\$231.29	81.0%	\$12,952.22	\$259.04	\$12.95
	Winter Party Festival	522	\$264.65	83.2%	\$138,147.28	\$2,762.95	\$138.15
	Miami International Boat Show & Strictly Sail	1,218	\$277.44	82.9%	\$337,921.90	\$6,758.44	\$337.92
	Miami Salsa Congress	1,041	\$173.66	86.0%	\$180,780.04	\$3,615.60	\$180.78
	SwimShow 2012	2,765	\$178.84	81.5%	\$494,492.58	\$9,889.85	\$494.49
	The Miami Beach Polo World Cup VII	314	\$271.24	88.4%	\$85,169.34	\$1,703.39	\$85.17
	13.1 Marathon Miami Beach	263	\$269.42	91.6%	\$70,857.44	\$1,417.15	\$70.86
	26th Annual Winter Music Conference	295	\$270.02	84.1%	\$79,655.88	\$1,593.12	\$79.66
	Miami International Wine Fair	415	\$171.51	61.2%	\$71,176.63	\$1,423.53	\$71.18
Special Projects	Miami Beach International Fashion Week	0	\$259.27	82.3%	\$ (0.02)	\$ (0.00)	\$ (0.00)
Special Projects Recurring	Funkshion: Fashion Week Miami Beach	199	\$176.89	79.8%	\$35,201.09	\$704.02	\$35.20
	South Beach Comedy Festival	332	\$259.27	82.3%	\$86,077.62	\$1,721.55	\$86.08
	2011 Food Network South Beach Wine and Food Festival	2,476	\$278.07	86.5%	\$688,501.30	\$13,770.03	\$688.50
	Miami International Film Festival	539	\$270.07	83.2%	\$145,567.71	\$2,911.32	\$145.57
	Art Basel Miami Beach 2010	4,985	\$258.37	77.0%	\$1,287,974.43	\$25,759.49	\$1,287.97
	2010-2011 Orange Bowl Football Game and Ancillary Events	2,114	\$301.03	77.5%	\$636,377.40	\$12,727.55	\$636.38
	ING Miami Marathon and Half Marathon and Tropical 5K	573	\$234.38	80.0%	\$134,299.72	\$2,685.99	\$134.30
	Tourism Partnerships	Miami Beach Guest	306	\$201.47	74.4%	\$61,649.80	\$1,233.00
	Tourist Hospitality Center	2,160	\$201.47	74.4%	\$435,175.18	\$8,703.50	\$435.18
	Miami Beach Watersports Center	3,437	\$201.47	74.4%	\$692,452.37	\$13,849.05	\$692.45

² Confirmed rooms are contracted and tracked by event producer; however, there are a significant number of rooms booked independently over and above these figures; i.e. during Art Basel Miami Beach and WMC.

³Based on GMCVB data.

⁴Based on GMCVB data.

⁵Tax on rooms paid by hoteliers to the City of Miami Beach. Excludes taxes collected by restaurants and bars.

⁶ MBVCA income based on 5% of the 2% estimated at 96% of collections. Remaining 4% is charged by the City of Miami Beach as a collection fee

Category	Organization	Event	Total Dollar Value Spent on Advertising ⁷	Domestic Advertising	International Advertising	Total Dollar Value Spent on Television
Cultural Tourism	Inffinito Art & Cultural Foundation, Inc.	15th Brazilian Film Festival of Miami	\$168,690	\$128,204	\$40,486	\$19,990
	Miami Gay & Lesbian Film Festival, Inc.	13th Annual Miami Gay & Lesbian Film Festival	\$114,516	\$105,790	\$5,726	\$87,550
	Miami Hispanic Ballet Corp. The Sicilian Cultural and Film Festival, Inc.	XVI International Ballet Festival of Miami VI Sicilian Film Festival	\$80,000 \$60,500	\$76,000 \$27,225	\$4,000 \$33,275	\$48,000 \$30,625
Development Opportunities	Access Inc. F/A for Ability Explosion	Ability Explosion 2010	\$33,000	\$33,000	\$0	\$15,000
Initiatives	UNIDAD of Miami Beach, Inc.	The Customer and You - Certificate Program in Service	N/A	N/A	N/A	N/A
Film Incentive	MDGLCC Foundation, Inc.	LGBT Visitor Center Marketing Campaign	\$131,010	\$111,359	\$19,652	\$0
	New Line Productions, Inc. (A subsidiary of Time Warner, Inc.)	Rock of Ages	N/A	N/A	N/A	N/A
Major One Time Special Event	Design Miami II, LLC	Design Miami	\$54,000	\$10,800	\$43,200	\$0
	Greater Miami Convention & Visitors Bureau F/A for NASCAR	NASCAR Championship Drive	\$75,000	\$75,000	\$0	\$0
	National Minority Supplier Development Council	2010 National Minority Supplier Development Council Conference and Business Opportunity	\$100,000	\$100,000	\$0	\$0
	Peruvian American Chamber of Commerce of South Florida	Taste of Peru: 1st Peruvian Gastronomic Fair.	\$66,740	\$25,335	\$41,405	\$28,400
Special Events Recurring	Aqua Foundation for Women	Aqua Girl 2011	\$43,000	\$38,270	\$4,730	\$0
	Community AIDS Resource, Inc. d/b/a Care Resource	26th Anniversary White Party - Muscle Beach	\$112,364	\$92,138	\$20,226	\$40,000
	Dade Community Foundation (The Miami Foundation) F/A for Miami Beach Gay Pride	Miami Beach Gay Pride	\$293,000	\$293,000	\$30,000	\$53,000
	Exclusive Sports Marketing Film Life, Inc.	South Beach Fall Fitness Festival Film Life's 15th Annual American Black Film Festival	\$489,944	\$489,944	\$0	\$25,000
	Michael Epstein Sports Production, Inc.	Nautica South Beach Triathlon	\$79,430	\$79,430	\$0	\$27,300
	National Gay and Lesbian Task Force	Winter Party Festival	\$243,239	\$215,753	\$27,486	\$50,000
	National Marine Manufacturers Association	Miami International Boat Show & Strictly Sail	\$557,801	\$521,544	\$36,257	\$168,800
	Salsa Enterprises, Inc. d/b/a Salsa Lovers	Miami Salsa Congress	\$19,500	\$13,650	\$5,850	\$0
	Swimwear Association of Florida	SwimShow 2012	\$142,661	\$92,730	\$49,931	\$0
	The Polo Life, LLC	The Miami Beach Polo World Cup VII	\$580,000	\$348,000	\$252,000	\$632,252
	US Road Sports of Florida, LLC (A subsidiary of US Road Sports and Entertainment, LP)	13.1 Marathon Miami Beach	\$21,133	\$21,133	\$0	\$0
	Winter Music Conference, Inc.	26th Annual Winter Music Conference	\$352,134	\$161,982	\$190,152	\$25,309
	VINTRADE LLC	Miami International Wine Fair	\$212,000	\$148,400	\$63,600	\$164,000
	Special Projects	Council of International Fashion Designers, Inc.	Miami Beach International Fashion Week	\$2,750,000	\$550,000	\$2,200,000
Special Projects Recurring	3B Productions	Funkshion: Fashion Week Miami Beach	\$114,375	\$22,875	\$91,500	\$0
	Live Nation Worldwide Inc.	South Beach Comedy Festival	\$958,123	\$622,780	\$335,343	\$519,600
	Florida International University	2011 Food Network South Beach Wine and Food Festival	\$1,400,000	\$1,386,000	\$14,000	\$2,000,000
	Miami Dade College	Miami International Film Festival	\$531,120	\$212,448	\$318,672	\$281,120
	MCH Swiss Exhibition LTD	Art Basel Miami Beach 2010	\$946,000	\$340,560	\$605,440	\$5,000
	Orange Bowl Committee	2010-2011 Orange Bowl Football Game and Ancillary Events	\$870,000	\$870,000	\$0	\$0
	US Road Sports of Florida, LLC (A subsidiary of US Road Sports and Entertainment, LP)	ING Miami Marathon and Half Marathon and Tropical 5K	\$481,000	\$481,000	\$0	\$0
Tourism Partnerships	Miami Beach Chamber of Commerce	Miami Beach Guest	\$10,599	\$5,300	\$5,300	\$12,000
	Miami Beach Latin Chamber of Commerce	Tourist Hospitality Center	\$11,500	\$11,500	\$0	\$0
	Miami Beach Watersports Center Inc.	Miami Beach Watersports Center	\$25,000	\$20,000	\$5,000	\$0

⁷ Includes actual, in-kind, and barter

HOTEL PICK – UP STATISTICS

Category	Recipient	Event/Project	Funding	HRN Contracted	Hotel Room Nights	Variance
Cultural Tourism	Inffinito Art & Cultural Foundation, Inc. Miami Gay & Lesbian Film Festival, Inc. Miami Hispanic Ballet Corp.	15th Brazilian Film Festival of Miami	\$18,000.00	200	305	34.43%
		13th Annual Miami Gay & Lesbian Film Festival	\$18,000.00	0	62	100.00%
	The Sicilian Cultural and Film Festival, Inc.	XVI International Ballet Festival of Miami	\$18,000.00	270	219	-23.29%
		VI Sicilian Film Festival	\$6,000.00	400	101	-296.04%
Development Opportunities	Access Inc. F/A for Ability Explosion	Ability Explosion 2010	\$7,500.00	0	0	0
Initiatives	UNIDAD of Miami Beach, Inc.	The Customer and You – Certificate Program in Service	\$24,000.00	0	0	0
	MDGLCC Foundation, Inc.	LGBT Visitor Center Marketing Campaign.	\$30,000.00	0	8792	100%
Film Incentive	New Line Productions, Inc. (A subsidiary of Time Warner, Inc.)	Rock of Ages	\$30,000.00	446	1674	73.36%
Major One Time Special Event	Design Miami II, LLC	Design Miami	\$10,000.00	424	316	-34.18%
	Greater Miami Convention & Visitors Bureau F/A for NASCAR	NASCAR Championship Drive	\$35,000.00	805	1140	29.39%
	National Minority Supplier Development Council	2010 National Minority Supplier Development Council Conference and Business Opportunity	\$25,000.00	5,014	6,703	25.20%
	Peruvian American Chamber of Commerce of South Florida	Taste of Peru: 1st Peruvian Gastronomic Fair.	\$10,000.00	280	70	-300.00%
Special Events Recurring	Aqua Foundation for Women	Aqua Girl 2011	\$25,000.00	496	529	6.24%
	Community AIDS Resource, Inc. d/b/a Care Resource	26th Anniversary White Party - Muscle Beach	\$35,000.00	435	321	-35.51%
	Dade Community Foundation (The Miami Foundation) F/A for Miami Beach Gay Pride	Miami Beach Gay Pride	\$45,000.00	290	393	26.21%
	Exclusive Sports Marketing Film Life, Inc.	South Beach Fall Fitness Festival	\$40,000.00	0	0	0
		Film Life's 15th Annual American Black Film Festival	\$35,000.00	351	306	-14.71%
	Michael Epstein Sports Production, Inc.	Nautica South Beach Triathlon	\$20,000.00	252	56	-350.00%
	National Gay and Lesbian Task Force	Winter Party Festival	\$35,000.00	665	522	-27.39%
	National Marine Manufacturers Association	Miami International Boat Show & Strictly Sail	\$40,000.00	1,491	1,218	-22.41%
	Salsa Enterprises, Inc. d/b/a Salsa Lovers	Miami Salsa Congress	\$27,000.00	1000	1041	3.94%
	Swimwear Association of Florida	SwimShow 2012	\$40,000.00	2,482	2765	10.24%
	The Polo Life, LLC	The Miami Beach Polo World Cup VII	\$40,000.00	300	314	4.46%
	US Road Sports of Florida, LLC (A subsidiary of US Road Sports and Entertainment, LP)	13.1 Marathon Miami Beach	\$30,000.00	255	263	3.04%
	Winter Music Conference, Inc.	26th Annual Winter Music Conference	\$35,000.00	750	295	-154.24%
		VINTRADE LLC	Miami International Wine Fair	\$30,000.00	250	415
Special Projects	Council of International Fashion Designers, Inc.	Miami Beach International Fashion Week	\$50,000.00	0	0	0
Special Projects Recurring	3B Productions	Funkshion: Fashion Week Miami Beach	\$62,500.00	210	199	-5.53%
	Live Nation Worldwide Inc.	South Beach Comedy Festival	\$58,000.00	62	332	81.33%
	Florida International University	2011 Food Network South Beach Wine and Food Festival	\$100,000.00	1,629	2,476	34.21%
	Miami Dade College	Miami International Film Festival	\$70,000.00	350	539	35.06%
	MCH Swiss Exhibition LTD	Art Basel Miami Beach 2010	\$100,000.00	8,033	4,985	-61.14%
	Orange Bowl Committee	2010-2011 Orange Bowl Football Game and Ancillary Events	\$68,000.00	2,126	2,114	-0.57%
	US Road Sports of Florida, LLC (A subsidiary of US Road Sports and Entertainment, LP)	ING Miami Marathon and Half Marathon and Tropical 5K	\$75,000.00	611	573	-6.63%
Tourism Partnerships	Miami Beach Chamber of Commerce	Miami Beach Guest	\$30,000.00	0	306	100.00%
	Miami Beach Latin Chamber of Commerce	Tourist Hospitality Center	\$30,000.00	0	2,160	100.00%
	Miami Beach Watersports Center Inc.	Miami Beach Watersports Center	\$30,000.00	1,369	3,437	60.17%

YEAR LONG

MDGLCC Foundation, Inc. – LGBT Visitor Center Marketing Campaign

FY 2010/2011 **\$30,000** The LGBT Visitor Center opened its door on August 17, 2010. This marketing campaign will focus on community media to include LGBT local magazines and newspapers, online blogs and visitors sites, as well as travel agents. The goal of the campaign is to create awareness for the LGBT Visitor Center and the community alike. The LGBT Center currently offers information on hotels, travel services, LGBT magazines and brochures, news on nightlife around town, information on community events, charities and volunteering opportunities, sexual health information, arts and cultural events, relevant maps and guides. The Center also partners with community groups and other non-profits to utilize the space for meetings and presentations; offer a computer lab where visitors can check emails; a resource center where visitors and locals can collect information on MDGLCC member companies, and a lounge. The Center also generated **3,951,248 impressions** last year. The Center is open Monday through Friday from 9:00 am – 5:00 pm. Beginning February 1st, the hours will expand to Monday – Saturday, 10:00 am – 7:00 pm.

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.gogaymiami.com

Miami Beach Chamber of Commerce – Miami Beach Guest

FY 2010/2011 **\$30,000** The Miami Beach Visitors Center currently responds to over thousands of inquiries each year regarding vacation planning, tours, complaint resolution and much more. 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. They are now open Tuesdays through Sundays and operate from 10:00 am to 4:00 pm. The physical location of the current Visitors Center is now located at the Miami Beach convention Center, Hall C. Services currently offered by the Center include providing over 20 daily tours, creating and organizing customized group/convention tours, providing over 100 brochures, maps, guides, newspaper, and travel related publications, providing the MBVC On The Go Program to selected conferences at the Convention Center and Convention hotels, distributing of the Go Miami Card and the Miami Visitors Pass, assisting in public transportation information, assisting new Miami Beach residents, and mailing of tourist and relocation packages throughout the world. The Center received approximately **25,220 tourist related inquiries** during the 2010/2011 fiscal year. In addition, the Center reserved approximately **306 hotel room nights** in Miami Beach through their reservation system. The Center also generated **13,637,000 impressions** last year.

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.miamibeachguest.com

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

FY 2010/2011 **\$30,000** The rowing series promoted North Beach to national and international universities as a desirable watersports destination. The Center attracted a combination of over **6,000 participants and spectators**, between October 1, 2010 and September 30, 2011. As a result, **3,437 hotel room** nights were generated in Miami Beach. The project included a major rowing race, winter and spring training camps, regattas, summer camps, and year-round programs for youth and adults in the community. They also offer 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 **4,126,000 impressions** through a combination of promotional efforts and media coverage.

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

www.rowmiamibeach.com

Miami Beach Latin Chamber of Commerce – Tourist Hospitality Center

FY 2010/2011	\$10,000	<p>The Tourist Hospitality Center provides information and assistance to Hispanic tourists, mostly South American clientele, to ensure the “repeat guest experience” for Miami Beach. During 2011, the Center serviced approximately 59,105 domestic and international visitors, via internet, phone or walk-in. The Center also generated 1,316,500 impressions through their promotional efforts. In addition, approximately 2,160 hotel room nights were generated as result of the Center’s referrals. The Center is currently open Monday through Friday from 9:00 am to 6:00 pm, Saturdays from 11:00 am to 6:00 pm, and Sundays from 12:00 pm to 6:00 pm. The Center has implemented a Greeter/Welcome Stand at their entrance in order to capture a larger percentage of visitors on Lincoln Road.</p> <p>This program generated year-round programming through the processing of visitors’ inquiries and providing a free service to the tourist community, which therefore developed a Tourism Partnership with the MBVCA.</p>
FY 2008/2009	\$10,000	
FY 2007/2008	\$25,000	
FY 2006/2007	\$25,000	
FY 2005/2006	\$15,000	
FY 2004/2005	\$15,000	
FY 2003/2004	\$15,000	
FY 2002/2003	\$10,165	
FY 2001/2002	\$ 8,500	
FY 2000/2001	\$ 8,500	
FY 1999/2000	\$10,400	
FY 1998/1999	\$10,000	
FY 1997/1998	\$ 7,000	

www.miamibeach.org

UNIDAD of Miami Beach, Inc. - The Customer and You-Certificate Program in Service

FY 2010/2011	\$24,000	<p>This program provided its participants with the opportunity to participate in a 4-hour program to gain skills needed in customer service. The program was offered free of charge and also provided potential Miami Beach employers with employees who have already obtained the skills needed to improve their customer service. The program is a result of a partnership with Florida International University who provided the instructor for the course as well as all the course materials. The program has trained over 360 Miami Beach hospitality employees and generated approximately 4,500 impressions as a result of their promotional efforts.</p>
FY 2009/2010	\$30,000	
FY 2008/2009	\$30,000	
FY 2007/2008	\$30,000	
FY 2006/2007	\$65,000	
FY 2005/2006	\$30,000	

The program satisfied the MBVCA’s core initiative of creating a tourism partnership.

www.unidadmb.org

October 2010

Access Inc. F/A for Ability Explosion – Ability Explosion 2010

FY 2010/2011	\$7,500	<p>This week-long series of events that took place October 19 - 24, 2010 celebrated the abilities of people living with disabilities. Events included an opening ceremony, resource and technology expo, comedy festival, 5K Run, watersports demo, music symposium, art exhibition, business luncheon, gala cocktail party and fashion show, education simulation, “Lights Out Miami Beach”, and a live taping of “Cooking without Looking” that was expected to air on The Cooking Channel. The event generated a total of 80 hotel room nights in Miami Beach. The events also received media coverage from The Miami Herald, WLRN Radio, and The Cooking Channel generating a total of 99,840,000 in viewership and 101,933,392 impressions. A 5 minute interview will air through CNN Headline News to Comcast customers throughout South Florida generating a minimum of 1,000,000 in viewership, 21 times a week</p>
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The program satisfied the MBVCA’s core initiatives of creating events related to health and wellness while integrating entertainment and nightlife.

www.abilityexplosion.org

National Minority Supplier Development Council – 2010 National Minority Supplier Development Council Conference & Business Opportunity Fair

FY 2010/2011	\$25,000	<p>The 2010 National Minority Supplier Development Council Conference & Business Opportunity Fair, that took place October 23 – 27, 2010, brought together the best of meetings, special events and minority businesses and corporations. The project consisted of 45 events, that included a business opportunity fair, breakfasts, luncheons, a welcome reception, workshops, an awards reception and dinner, and an annual meeting, that attracted 6,228 attendees. The conference generated a total of 6,703 hotel room nights in Miami Beach and drew national and international media attention to the destination. A total of 262,809,000 media impressions were generated through a combination of media outreach and coverage from the Austin Business Journal, Global Investing Today, US Politics Today, and many more.</p>
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This event satisfied the MBVCA’s core initiative of creating group stimulus in Miami Beach.

www.nmsdc.org

Peruvian American Chamber of Commerce of South Florida – Taste of Peru: 1st Peruvian Gastronomic Fair

FY 2010/2011 \$10,000 This 5-day event, that took place October 23 - 27, 2010 and attracted **2,250 attendees**, was a promotion of all the gastronomic wonders that Peru has to offer. The event consisted of markets, stands, movies, master classes roundtable discussions, folkloric presentations, international business meetings, and a Ceviche competition. Over 30 representatives from local and international restaurants and the attendees will have the opportunity to try the best dishes from the best Peruvian restaurants. The event generated **1,230,000 media impressions** through a combination of media buys and coverage in the Miami Herald, BIZ! Peru, Latina Noticias, Canal Sur, and many more. In addition the event generated **2,432,000 in viewership** as a result of the special “Fin de Semana” that aired on Caribe Vision.

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

www.peruchamberusa.com

VINTRADE, LLC- 2010 Miami International Wine Fair

FY 2010/2011 \$30,000
 FY 2008/2009 \$37,500
 FY 2006/2007 \$25,000 This event, which took place October 14 - 17, 2010, has grown to be the largest wine expo in Florida and one of the leading events in the world. The event featured over 1,500 wines from 20 countries, including attracting 150 leading importers and wholesalers from around the country, and attracted **6,848 attendees**. Various events took place throughout the 4 day event and included networking dinners, guided tastings, grand tastings, seminars and after parties. The event generated **415 hotel room nights** in Miami Beach and **81,372,421 impressions** as a result from media coverage from NBC6, Plum TV, Miami New Times, the Miami Herald 944 Magazine, Florida Design Magazine and many more.

This event satisfied the MBVCA’s core initiative of attracting wine and food events to the destination.

www.miamiwinefair.com

November 2010

Greater Miami Convention & Visitors Bureau F/A for NASCAR – NASCAR Championship Drive

FY 2010/2011 \$35,000 The NASCAR Championship Drive took place November 18 - 19, 2010 and attracted over **20,000 attendees** to the Fan Festival, Concert and Hauler Parade. This event generated **1,140 room nights** in Miami Beach and generated **100,770,278 impressions** in media coverage through the Miami Herald, Sun Sentinel, Miami New Times, Street Teams Ocean Drive Association and many more. The event was also streamed live online to over **32,586 fans** through the NASCAR website.

This event satisfied the MBVCA’s core initiative of generating festivals in Miami Beach.

www.nascar.com

Community AIDS Resource, Inc. d/b/a Care Resource – 26th Anniversary of White Party Week Muscle Beach

FY 2010/2011 \$35,000
 FY 2009/2010 \$24,300
 FY 2008/2009 \$30,000
 FY 2007/2008 \$35,600
 FY 2006/2007 \$27,000
 FY 2005/2006 \$30,000
 FY 2004/2005 \$16,200
 FY 2003/2004 \$18,000
 FY 2002/2003 \$20,000
 FY 2001/2002 \$25,000
 FY 2000/2001 \$22,700
 FY 1999/2000 \$23,000 White Party Week events took place November 24 – November 29, 2010, with the Muscle Beach Party taking place November 28, 2010. Over **10,000 participants** attended the entire week of events, of which eleven events took place in Miami Beach. The Muscle Beach Party represented one of the larger White Party events of the year and generated **3,500 attendees**. A total of **321 hotel room nights** were generated in Miami Beach and **200,325,581 impressions** were generated as a result of coverage received by media outlets such as Next Magazine, IN LA, Boi, Miami Living, Gloss, Fugues, and many more.

The event satisfied the MBVCA’s initiative of attracting events in the nightlife industry and the gay and lesbian niche market.

www.whiteparty.net

Design Miami II, LLC – Design Miami

FY 2010/2011 **\$35,000** The sixth addition of Design Miami took place from November 30, 2010- December 5, 2010. This five-day event brought together many influential exhibitors and collectors. There were eight events that took place on Miami Beach bringing in approximately **26,000 attendees**. The event generated **316 hotel room nights** in Miami Beach and **5,423,019 impressions** were generated as a result of coverage from Art Nexus, Bolero, Casa Vogue, Luxe, Dezeen, The Art Newspaper and many more.

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

www.designmiami.com

December 2010

MCH Swiss Exhibition LTD – Art Basel Miami Beach 2010

FY 2010/2011 **\$10,000** The ninth edition of this 4-day international art fair included a main art show, Art Positions, Art Basel Conversations, Art Video Lounge, Art Positions Happy Hour, welcome, opening and goodbye parties, Art Loves Film, Art Loves Architecture, Art Loves Design, Art Lounge, Art Bar, Art Club, museum openings, collectors' tours and more. This event created a platform for sales of contemporary and modern art as well as an opportunity to reach out to other cultural and entertainment fields and took place December 1-5, 2010 in various locations throughout Miami Beach. This event attracted **46,000 visitors, curators, art collectors, art dealers, and journalists** to Miami Beach and generated approximately **4,985 hotel room nights** in Miami Beach and **251,316,691 total impressions**. The event also received extensive media coverage in national and international newspapers, magazines, and television.

FY 2008/2009 \$10,000
FY 2007/2008 \$25,000
FY 2006/2007 \$25,000
FY 2005/2006 \$15,000
FY 2004/2005 \$15,000
FY 2003/2004 \$15,000
FY 2002/2003 \$10,165
FY 2001/2002 \$ 8,500
FY 2000/2001 \$ 8,500
FY 1999/2000 \$10,400
FY 1998/1999 \$10,000
FY 1997/1998 \$ 7,000

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

www.artbaselmiamiibeach.com

Orange Bowl Committee – 2010-2011 Orange Bowl Football Game and Ancillary Events

FY 2010/2011 **\$ 68,000** This marketing campaign featured the 2011 Discover Orange Bowl, played on January 3, 2011, as well as, several team functions that took place in Miami Beach. The campaign, which took place December 28, 2010 through January 4, 2011, promoted Miami Beach as an outstanding family and sporting destination with superb visitor services. In turn, the campaign attracted **65,453 college football fans** to South Florida and generated approximately **2,114 hotel room nights** at various Miami Beach hotels. Television viewership for the 2011 Discover Orange Bowl that aired on ESPN was estimated at approximately **20,000,000 viewers** as a result of the game broadcast and ancillary related coverage. A total of **381,592,082 impressions** were generated as a result of televised and editorial exposure.

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

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

www.orangebowl.org

January 2011

US Road Sports & Entertainment of Florida LLC (A subsidiary of US Road Sports Entertainment, LP) – ING Miami Marathon and Half Marathon and Tropical 5K

FY 2010/2011 **\$75,000** This full marathon (26.2 miles), half marathon (13.1 miles), and Tropical 5K took place throughout the Greater Miami area January 28 - 30, 2011. The full and half marathons took place primarily in Miami Beach and the Tropical 5K took place entirely in Miami Beach. This Health and Fitness Expo also took place at the Miami Beach Convention Center and was visited by **40,000 people** between Friday and Saturday. The 5K attracted 2,196 participants, while the marathon and half marathon attracted **21,147 participants** and **43,000 spectators**. A total of **34,442 hotel room nights** in Miami Dade County were generated, where an estimated **573 were generated in Miami Beach**. The event received **963,215,527 in media and marketing impressions**, including **18 million in television viewership**. A one hour race highlight show was broadcast on Comcast Sports Southeast a total of two times, throughout 12 states. Local, national and international media coverage included Runners World, TimeToRun.com, Active.com, AmericanTrack&Field.com, SeekingBoston.com, RunningUSA.org, and many more.

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 event satisfied the MBVCA's core initiatives of attracting health and wellness events to Miami Beach with a television component.

www.ingmiamimarathon.com

February 2011

National Marine Manufacturers Association – Miami International Boat Show & Strictly Sail

FY 2010/2011	\$40,000	This 5 day event, which took place February 17 - 21, 2011, occupied 2.5 million square feet of exhibit space and attracted 104,168 attendees to the destination. It is the primary boat and accessory sales event in the world. In addition to the exhibiting of over 2,200 companies and 3,000 boats on displays, events included over 20 seminars and presentations on a variety of industry- related topics. A total of 1218 hotel room nights were generated in Miami Beach. The event also generated 291,482,111 impressions through print, radio, and television coverage to include NBC, CBS, ABC, FOX, and many more.
FY 2009/2010	\$40,000	
FY 2008/2009	\$40,000	

This event satisfies the MBVCA's core initiative of attraction festivals to Miami Beach.

www.miamiboatshow.com

Florida International University– 2011 Food Network South Beach Wine & Food Festival

FY 2010/2011	\$ 100,000	This wine, spirits and culinary celebration took place February 24 - 27, 2011. The weekend's events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. A total of 57,950 people attended the various events and generated approximately 2476 hotel room nights in Miami Beach. The Festival received both national and international coverage. Over 4 billion media impressions were generated. NBC's "Today Show" hosted chef and on air personality Al Roker on February 25 th from the Lowes Hotel. The Paul and Young Ron Radio Show covered the event live from the Loews Hotel South Beach with interviews with Emeril Lagasse, Sandra Lee, and Guy Fieri from the Food Network. The Final edition of BubbleQ was featured on Cooking Channel show "BBQ with Bobby Flay". A total of 45,000,000 in viewership were generated as a result of various television broadcasts on the Food Network.
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	\$12,757.50	
FY 2003/2004	\$ 14,175	
FY 2002/2003	\$ 15,750	
FY 2001/2002	\$ 15,000	

The program was part of the MBVCA's core initiative of recruiting top-quality food and wine events to Miami Beach with television origination

www.SoBewineandfoodfest.com

March 2011

Comedy Festival Productions LLC –South Beach Comedy Festival

FY 2010/2011	\$ 58,000	The festival, which took place March 2 – 5, 2011, featured acts from across the country which included a broad comedic focus of Urban, Latin, New Talent and A-List performers. The event included 35 events, of which 32 took place in Miami Beach. A total of 332 hotel room nights were generated as a result of the 19,139 attendees throughout the four days of the festival. A total of 1,180,477,347 impressions were generated as a result of coverage by local, regional, and national media such as the Comedy Central, Forbes, She Magazine, Huffington Post, Orlando Sentinel, NBC, and many more. A total of 479,430,000 in viewership were generated as a result of the one-hour special that aired on Comedy Central.
FY 2009/2010	\$ 45,000	
FY 2008/2009	\$ 70,000	
FY 2007/2008	\$ 80,000	
FY 2006/2007	\$100,000	
FY 2005/2006	\$100,000	

The event satisfied two of the MBVCA's core initiative of attracting a festival with television origination.

www.southbeachcomedyfestival.com

Council of International Fashion Designers, Inc. – Miami Beach International Fashion Week

FY 2010/2011	\$ 50,000	This event, took place March 3 - 6, 2011, and is the largest international and Latin American fashion event in the United States, attracting 12,000 attendees . The event hosted 60 of the world's top and emerging fashion designers participating in nightly runway fashion shows and a jewelry and accessories exhibition. Other events included educational seminars, an interactive presentation of Istituto Maragoni Summer 2011 courses, Lingerie/Swim Showcase, International Eveningwear, an emerging designer's competition, and afterglow parties. The fashion shows were televised through Fashion TV Latin America multiple times, generating a total of 36,000,000 in viewership . In addition, a total of 1,086,659,831 media impressions were generated through a combination of media buys and coverage, to include Elle Bulgaria, Latina Magazine, Velvet Magazine, and many more.
FY 2005/2006	\$9,841.50	
FY 2004/2005	\$ 10,935	
FY 2003/2004	\$ 12,150	
FY 2002/2003	\$ 13,500	
FY 2001/2002	\$ 15,000	
FY 2000/2001	\$ 15,000	
FY 1999/2000	\$ 5,000	

This event satisfied the MBVCA's core initiatives of attracting fashion events with a television component to the destination.

www.miamibeachfashionweek.com

National Gay & Lesbian Task Force – Winter Party Festival

FY 2010/2011	\$ 35,000	This festival was a five day celebration of social and cultural events targeted at the gay and lesbian community. The week of events, that took place March 2 - 7, 2011, included 20 events to include a welcome reception, beach party, women's events, pool party, in-store events on Lincoln Road, and several events at area nightclubs. A total of 522 hotel room nights were generated in Miami Beach as a result of Festival's 13,473 attendees . The event received local, national and international broadcast, print and Internet coverage by over 60 journalists from as far as Turkey, France, Ireland, and Germany. Coverage was generated by media such as Instinct, Edge Networks, and noiZe Magazine generating a total of 41,366,894 impressions .
FY 2009/2010	\$ 40,000	
FY 2008/2009	\$ 35,000	
FY 2007/2008	\$ 41,000	
FY 2006/2007	\$ 10,500	
FY 2005/2006	\$12,757.50	
FY 2004/2005	\$ 14,175	
FY 2002/2003	\$ 15,750	
FY 2001/2002	\$ 17,500	
FY 2000/2001	\$ 20,000	
FY 1999/2000	\$ 20,000	This event fulfilled one of the MBVCA's core initiatives of attracting events that are associated with the nightlife industry and the gay and lesbian niche market.
FY 1998/1999	\$ 25,000	

www.thetaskforce.org

US Road Sports of Florida LLC (a subsidiary of Us Road Sports and Entertainment, LP) – 13.1 Marathon Miami Beach

FY 2010/2011	\$30,000	This event is a half marathon consisting of 13.1 miles that took place March 6, 2011, primarily in Miami Beach. It is the first of four races taking place throughout the country to include Atlanta, Chicago, and Fort Lauderdale. In its second year, the event attracted 3,830 runners and 5,745 spectators and 263 hotel room nights in Miami Beach. The event was featured in local, regional, and national media outlets such as the Competitor New York, Runner's World Magazine, Florida Running and Triathlon Magazine, and Running Times Magazine and generated 23,387,826 impressions .
FY 2008/2009	\$30,000	

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

www.131marathon.com

Miami Dade College Foundation – 2011 Miami International Film Festival

FY 2010/2011	\$70,000	The Miami International Film Festival was held March 4 – 13, 2011 and included a total of 182 films, 160 screenings, 11 seminars and master classes, and 6 student/community screenings. The Festival also celebrated its 9 th edition of "Encuentros" and presented two Academy-Award nominated films and one Academy-Award Winner. Events attracted approximately 69,500 people , generated 539 hotel room nights in Miami Beach. Approximately 3,000,000,000 media impressions were generated to include coverage from El Pais (Spain), Poder Magazine, American Way Magazine, Deco Drive, Univision Radio and many more. In addition, the event received 9,677,250,000 in viewership .
FY 2009/2010	\$25,000	
FY 2008/2009	\$35,000	
FY 2007/2008	\$80,000	
FY 2006/2007	\$26,400	
FY 2005/2006	\$15,000	
FY 2004/2005	\$20,000	
FY 2003/2004	\$15,000	
FY 2002/2003	\$17,500	
FY 2001/2000	\$17,500	This event satisfied the MBVCA's core initiatives of generating festivals with television origination to Miami Beach.

www.miamifilmfestival.com

Winter Music Conference – 26th Annual Winter Music Conference

FY 2010/2011	\$35,000	This event, in its 26th year, took place March 8 – 12, 2011 and attracted the world's most lauded and innovative artists, and DJs and professionals. Events included a total of 260 events over 4 days which included industry seminars, workshops, and performance events. The event drew 158 music industry delegates and over 50,000 additional attendees who traveled to Miami Beach from 61 different countries. In addition, a total of 295 hotel room nights and approximately 1,608,612,685 media impressions were generated. Local, regional, national and international coverage was received from media such as Inhale (United Kingdom), Ango Noticias (Portugal), HarderFaster (UK), Radio 538 (Netherlands), Zmarter (Canada), Stureplan (Sweden) and many more.
FY 2009/2010	\$35,000	
FY 2008/2009	\$40,000	
FY 2007/2008	\$45,000	

This event satisfied the MBVCA's core initiatives of attracting festivals in the entertainment and nightlife industries.

www.wintermusicconference.com

The Sicilian Cultural and Film Festival, Inc. – VI Sicilian Film Festival

FY 2010/2011 **\$6,000** The Sicilian Film Festival celebrated its 6th year April 7 – 13, 2011. The Festival displayed Sicilian Cinematography, bringing the beauty of Sicilian culture and cinema to the people of Miami Beach as well as the rest of the United States generating 1,000 attendees and 101 hotel room nights in Miami Beach. The Festival showcased feature movies, TV movies, Retrospectives, documentaries, and 10 to 20 short films over a period of 7 days. The Festival was also televised generating *12 million viewers* around the world on Tele Occidente, Mega TV, and RAI International and *15,000,000 media impressions* through coverage by Occidental Sicily TV, Sky Platform TV, TheBeachChannel.tv, and many more.

This event satisfied the MBVCA’s core initiatives of attracting cultural tourism to the destination with a television component.

www.sicilianfilmfestival.com

Michael Epstein Sports Production, Inc. – Nautica South Beach Triathlon

FY 2010/2011 **\$20,000**
FY 2009/2010 **\$35,000**
FY 2008/2009 **\$35,000**
FY 2007/2008 **\$35,000**

This event is the sister event to the Malibu Triathlon, the premiere event in the sport of triathlon. In addition to the triathlon and Olympic distance race, events included an expo, sponsor and local vendor booths, free fitness clinics, a donor brunch, Kids Fun Zone, a Nautica Kids Run and Tot Trot, and an awards ceremony, that attracted *8,500 attendees* and generated *110 hotel room nights* in Miami Beach. Participants traveled from 44 states and 17 different countries. Events took place April 8 - 10, 2011 and were televised nationally on Fox Sports Network through a 30 minute show, generating approximately *83,540,903 in viewership*. The event also received local and national coverage from media such as About.com, Sun Sentinel, and many more, generating *135,632,918 media impressions*.

This event satisfied the MBVCA’s core initiatives of attracting festivals with television origination to Miami Beach.

www.mesp.com

Dade Community Foundation c/o Miami Beach Gay Pride – Miami Beach Gay Pride

FY 2010/2011 **\$45,000**
FY 2009/2010 **\$45,000**
FY 2008/2009 **\$25,000**

This event, which took place April 16, 2011, was the third year of collaboration of the gay, lesbian, bisexual, and transgender (GLBT) community. Events included a parade down Ocean Drive, an arts conference for young women, Leaders, Legends & Lovelies Ball, MGLFF Film Night and Open House, URGE: The Official Saturday Night Party, MEGA Dance Party and many more. *Over 40,000 persons* attended the various events, which in turn generated *393 hotel room nights* in Miami Beach. The event also attracted local, regional, and national media attention from Frecuencia Gay (Spain), Victoria 840 (Puerto Rico), CBS4/Miami, Pink News (UK), and many more. Media coverage and promotional efforts generated *27,475,948 impressions*.

This event satisfies the MBVCA’s core initiative of attracting festivals to Miami Beach, within the gay and lesbian niche market.

www.miamibeachgaypride.com

Miami Gay & Lesbian Film Festival, Inc. – 13th Annual Miami Gay and Lesbian Film Festival

FY 2010/2011 **\$ 18,000**
FY 2009/2010 **\$ 22,500**
FY 2008/2009 **\$ 25,000**
FY 2007/2008 **\$26,666.66**
FY 2006/2007 **\$ 26,400**
FY 2005/2006 **\$ 20,000**
FY 2004/2005 **\$ 20,000**
FY 2003/2004 **\$ 15,000**
FY 2002/2003 **\$ 15,000**
FY 2001/2002 **\$ 15,000**

This 11-day film festival featured over 70 feature and short films from over 15 countries, in over 8 languages and attracted *13,150 attendees*. The Festival, which took place April 22 – May 1, 2011, also included several events, parties, and numerous dinners and lunches with visiting filmmakers and film industry guests. A total of *62 hotel room nights* were generated in Miami Beach along with *6,946,800 media impressions* as a result of promotional efforts and media coverage. The event was promoted through and received coverage from media such as She Magazine, Wire Magazine, Weather Channel Crawl, and many more. In addition, the Festival generated *2,457,000 in viewership* as a result of the airings on CNN Headline News Show: “Newsmakers”.

The event satisfied one of the MBVCA’s core initiatives of attracting festivals in the gay & lesbian niche market to Miami Beach.

www.mglff.com

The Polo Life, LLC – The Miami Beach Polo World Cup VII

FY 2010/2011	\$40,000	This four day international polo tournament brought eight teams from around the world to compete for ‘La Martina Trophy’. Events included a player presentation/press conference, matches taking place Friday through Sunday, social gatherings, a closing ceremony, after party, and the second annual South Beach Women’s Polo Cup. Events took place April 20-24, 2011 and attracted approximately 1,300 attendees and generated a total of 314 hotel room nights in Miami Beach. The event received local, national, and international coverage from media such as Ocean Drive Magazine, Fox News - National, Daily Mail UK, Global Times (China), generating a total of 22,400,000 media impressions .
FY 2009/2010	\$15,000	
FY 2008/2009	\$25,000	
FY 2007/2008	\$31,000	
FY 2006/2007	\$25,500	
FY 2005/2006	\$30,000	

This event satisfied the MBVCA’s core initiative of attracting festivals to Miami Beach.

www.miamipolo.com

May 2011

Aqua Foundation for Women – Aqua Girl Festival 2011

FY 2010/2011	\$25,000	This diverse weekend of events took place May 11-15, 2011 throughout Miami Beach. Events included a Lady Luck Bowlathon, comedy night, pool parties, a dine-out, jazz brunch, and several other events throughout Miami Beach, produced by women for women. The overall attendance was 9,650 attendees , which generated over 529 hotel room nights in Miami Beach. The event received extensive local, regional, and national coverage by media such as Curve Magazine, Pandoraevents.com, and NBC South Florida Today, generating 10,510,520 impressions .
FY 2009/2010	\$30,000	
FY 2008/2009	\$20,000	
FY 2006/2007	\$12,000	
FY 2005/2006	\$14,580	
FY 2004/2005	\$16,200	
FY 2003/2004	\$18,000	
FY 2002/2003	\$20,000	

The event satisfied the MBVCA’s core initiative of generating events related to the entertainment and nightlife industries, while also addressing the Gay & Lesbian niche market.

www.AquaGirl.org

June 2011

New Line Productions, Inc. (A Subsidiary of Time Warner, Inc.) - Rock of Ages

FY 2010/2011	\$30,000	This motion picture was based on the Broadway play “Rock of Ages”, a musical set in L.A. during the 80’s rock and roll period. The film starred Tom Cruise and Alec Baldwin and was directed by Adam Shankman. Filming took place between June 6, 2011 and August 3, 2011 in Miami Beach, which included Pre-Production, Principal Photography, and Wrap-up. Filming locations included the Castle Resort, the Imperial House, MTV Networks Latin American offices, the 1111 building on Lincoln Road, and many more, and generated 1,674 hotel room nights in Miami Beach. This film is expected to be distributed worldwide through Warner Brothers.
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The event satisfied the MBVCA’s core initiative of attracting film productions to the destination.

www.newline.com

July 2011

Film Life, Inc. – Film Life’s 15th Annual American Black Film Festival

FY 2010/2011	\$35,000	This 4-day event, that took place July 6 - 9, 2011, is in its 15th year and is dedicated to supporting the Black Film community. The festival is recognized internationally as the premier festival for cinema made for, by, and about persons of African descent. Approximately 40 events are expected to take place to include film screenings, networking events, the ABFF Talk Series inclusive of industry panels and on-on-one conversations with industry experts, studio/network premieres, the HBO Short Film Competition, and the ABFF Award Presentation. 5,100 people attended, with 306 hotel room nights ; and 25,865,827 impressions generated.
FY 2009/2010	\$37,000	
FY 2008/2009	\$35,000	
FY 2003/2004	\$20,000	

This event satisfied two of the MBVCA’s core initiatives of attracting festivals in the film/fashion/entertainment industries to Miami Beach.

www.abff.com

3B Productions – Funkshion: Fashion Week Miami Beach

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 five day event, which took place July 13 – 17, 2011, brought the best designers from all around the world to showcase their newest collections in Miami Beach. A total of over **550 persons** were in attendance which generated approximately **199 hotel room nights** in Miami Beach. Participating designers included Inca, Sergio Rossi, Liliana Montoya, Lila Nikole, Eva Danielle, and many more. The event received national and international coverage from media outlets such as Haute Living Miami, Pink TV, New York Times, Vogue, and USA Today generating an estimated **4,126,000 impressions**. The event was also broadcast on Fashion Television (FTV) which generated approximately **310,000,000 million viewers**.

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

Swimwear Association of Florida – SwimShow 2012

FY 2010/2011	\$40,000
FY 2009/2010	\$42,000
FY 2008/2009	\$45,000

Celebrating their 29th year, this 4-day event, took place July 16 – 19, 2011 and attracted **over 9,500 designers, buyers, manufacturers, press, and other industry leaders**, is the largest swimwear tradeshow in the world. A total of 350 exhibitors representing 2,000 lines converged at the Miami Beach Convention Center drawing over 2,000 buyers from the United States and 50 different countries. A total of **2765 hotel room nights** were generated in Miami Beach as a result. Events in addition to the trade show included a fashion show, pre fashion show cocktail party, a swimwear trend presentation and seminar, a swim lounge, happy hour cocktail party with informal modeling, a kick off cocktail event, and a breakfast bar. Examples of media that covered the event included Trade Show News Network, Palm Beach Post, Blogstoday.co.uk, Haute Living Magazine, and many more, generating approximately **427,234,198 media impressions**.

This event satisfied the MBVCA's core initiative of attracting events in the film/fashion/entertainment industries to Miami Beach.

www.swimshow.com

August 2011

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

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 event, that took place August 3 – 7, 2011, attracted a total of **4,500 attendees** from around the world to Miami Beach. The event took place at the Miami Beach Resort and Spa and the Fontainebleau Hotel and generated over **1041 hotel room nights**. Events included a kick-off party, dance workshops, a tradeshow, evening parties, pool parties, and dance competitions; totaling over 15 events. The event received coverage from media such as the Ocean Drive Magazine, El Zol 95.7, Despierta America, Telemundo Miami, and many more. The event generated a total of **10,342,455 media impressions**.

The event satisfied the MBVCA's core initiative of attracting festivals to Miami Beach.

www.miamisalsacongress.com

Infinito Art & Cultural Foundation, Inc. – 15th Brazilian Film Festival of Miami

FY 2010/2011	\$ 18,000
FY 2009/2010	\$ 26,000
FY 2008/2009	\$ 25,000
FY 2007/2008	\$26,666.66
FY 2006/2007	\$ 26,400
FY 2005/2006	\$ 15,000
FY 2004/2005	\$ 15,000
FY 2003/2004	\$ 15,000
FY 2002/2003	\$ 15,000
FY 2001/2002	\$ 15,000
FY 2000/2001	\$ 15,000

The 15th annual Brazilian Film Festival took place August 12 - 20, 2011 and offered the best in Brazilian Cinema to a diverse Latin audience. Events will include competitive screenings, digital screenings, and marketplace seminars. The festival showcased 40 acclaimed Brazilian film productions and created a showroom atmosphere with the presence of up to 430 guests from the international film industry including exhibitors, distributors, studio executives and Brazilian actors, directors and producers. Events included film screenings, panels, seminars, parties, and network meetings. A total of **9,585 people** attended the various events, generating **305 hotel room** nights in Miami Beach. The event received significant local and international coverage through television and print media such as Cine Jornal (Brazil), Aconcente Magazine (Miami), Brazilian Times News Paper (Massachusetts), Globo International TV, and many more, which in turn generated approximately **221,057,398 impressions**.

This event satisfied the MBVCA's core initiatives of generating quality events related to cultural tourism and the film industry.

www.brazilianfilmfestival.com

Miami Hispanic Ballet Corp. – XVI International Ballet Festival of Miami

FY 2010/2011	\$ 18,000	This event, in its sixtieth, is a unique dance festival in South Florida that took place August 26 – September 11, 2011.
FY 2009/2010	\$ 24,000	Approximately 120 talented artists and choreographers from more than 25 international and national ballet companies
FY 2008/2009	\$ 25,000	participated in the festival, with a total of 3,500 attendees generated by the Miami Beach events. The festival
FY 2007/2008	\$26,666.66	showcased the quality and talent of hundreds of dance artists introducing the residents and tourists of Miami-Dade to
FY 2006/2007	\$ 26,400	internationally renowned dancers. A total of 219 hotel room nights were booked as a result of the festival and
FY 2005/2006	\$ 15,000	approximately 5,157,000 impressions were generated. Media coverage included Sun Sentinel, El Nuevo Herald, El
FY 2004/2005	\$ 15,000	Pais.com, and many more.
FY 2003/2004	\$ 10,000	
FY 2002/2003	\$ 3,000	

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

www.miamihispanicballet.com

September 2011

Exclusive Sports Marketing – South Beach Fall Fitness Festival

FY 2010/2011	\$40,000	This event, formerly known as the Miami Beach September Sports series, was televised and showcased two of Florida's
FY 2009/2010	\$35,000	premier grassroots sports programs: the Dig the Beach Volleyball Championship and the U.S. Open of Stand Up Paddle
FY 2008/2009	\$40,000	Boarding. This series offered events/recreational opportunities for athletes of all ages, abilities, and disciplines and
FY 2007/2008	\$50,000	included a volleyball championship tournament, a welcoming expo, beach expo, children's race, fishing tournament,
FY 2006/2007	\$50,000	and elite races. Events took place September 10-11, 2011 and September 16-18, 2011, attracting a total of over 400
FY 2005/2006	\$55,000	attendees . In addition, the event generated media exposure from Volleyball USA, Root Sports (Pittsburg), FOX
FY 2004/2005	\$55,000	Sports West, and many more, generating 6,631,771 impressions .
FY 2003/2004	\$50,000	
FY 2002/2003	\$55,000	

This event satisfied two of the MBVCA's core initiatives by attracting high caliber sports & fitness events to Miami Beach with a television component.

www.exclusivesports.com

Elsie Sterling Howard, Chair



Elsie Sterling Howard has been Chair of the MBVCA since 2006 and is a founding co-chair and current chairman of the Mayor's Blue Ribbon Task Force on Tourism and previously served as the MBVCA Chairperson from 1999 to 2004. She also serves on the Board of the Greater Miami Convention and Visitors Bureau. She is a member of the University of Miami/Sylvester Cancer Center's Board of Governors, chairperson of the Sylvester Cancer Center's Board Services Committee and is the chairperson and founder of the WellBeingWell conference. She is the past chairman of the Citizens Commemorative Coin Committee for the United States Mint. Mrs. Howard served a decade as a Trustee of the University of Pennsylvania and for five years as President of Penn's International Alumni Society, as the Chair of the Penn Fund and is the immediate past chairman of Penn's Alumni Admissions Resource Center. She currently serves on the National Board of Women of Tomorrow.

In 2010 Mrs. Howard was honored by the Miami Beach Chamber of Commerce with their signature community leadership award. In 2009 Mrs. Howard was recognized by the Miami Project as a "Woman of Substance & Style". In 2003 she received both the National Volunteer of the Year/Stewart Award from the Council for Advancement and Support of Education (CASE) and the Red Cross Spectrum Award for volunteer leadership. She also received the Halperin Award from the University of Miami Sylvester Comprehensive Cancer Center in November 2004. Mrs. Howard is married to attorney Gene Howard, is the mother of two daughters and the grandmother of five.

Jeffrey Lehman, Vice Chair



Mr. Lehman is the current Vice Chair of the MBVCA. He has been working in the Hospitality Industry in Miami Beach for the past 14 years. He is currently managing the Betsy Hotel, a boutique property in Miami Beach's South Beach. Prior to this, he assisted with the restoration of Miami Beach's historic gem, the National Hotel, and was the hotel's General Manager until it was sold in 2007. His extensive experience in the hotel and cruise industries span 30 years and has included positions in Tahiti, Japan, Hawaii, Seattle, San Francisco, Miami and his hometown, Los Angeles.

He has also served as a board member on the Greater Miami Convention & Visitors Bureau Board of Directors, Mayor's Blue Ribbon Task Force on Tourism and was the past Vice Chair of the Collins Avenue Reconstruction Task Force. He currently is on the Board of the Greater Miami & the Beaches Hotel Association. In 2009, Mr. Lehman accompanied Mayor Bower and a local delegation on a goodwill journey to our sister city of Fujisawa, Japan, to further this diplomatic and economic relationship.

"The MBVCA and its mission has never been more important than today, as our destination continues to grow and the Miami Beach brand continues its upward trajectory. New projects, new hotels and a need to successfully convey our image to the world by partnering with and funding important aspects of growth continue now more than ever. It is a very exciting time for Miami Beach, and the MBVCA is breaking new ground each year in its marketing mission and its strong partnerships."

Steven Adkins



Mr. Adkins was appointed to the MBVCA in January 2009. He is currently 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. MDGLCC membership has grown from 60 paid members to over 600 in the four years since Adkins took over the reins. In April 2010, the Chamber moved its offices to South Beach in concert with the opening of its newly established LGBT Visitor Center, the first of its kind in the USA.

In 1999, Mr. Adkins moved from his native San Diego, California to South Florida after holding several positions in the financial world, and immediately became interested in promoting Miami as a year-round, gay and gay-friendly tourist destination, while owner/operator of the Jefferson House, a South Beach Boutique Hotel. Mr. Adkins currently serves on the GMCVB's Marketing Council, the Miami Beach Gay Pride Board, Miami-Dade County Coalition of Chambers, and is the Chair of the Executive Director's Round Table. He holds a Bachelor of Science from San Diego State University in Business Administration with a strong emphasis on Management and a concentration in Finance.

A Note from Steve Adkins:

“The best way in my mind, to measure the impact the Miami Beach Visitor & Convention Authority has had on the City of Miami Beach would be to imagine life here without Art Basel; without the South Beach Wine & Food Festival; without Winter Music Conference; without Winter Party and Gay Pride; without the Customer Service initiatives which has reshaped how visitors view Miami Beach or; without the multitude of arts & cultural events (including many film festivals) which take place annually that make living here such a joy. It is not a Miami Beach I would pay good money to experience.

In my tenure with the MBVCA, I have seen first-hand the immense impact our work has had in shaping the image Miami Beach projects to the world at-large. To many, South Beach is a bigger-than-life fantasyland that must measure up to very high expectations. Without the funding that stems from tourism tax dollars allocated to the MBVCA, all of these projects might look elsewhere to host their programming. It is the MBVCA that ensures these events continue to call Miami Beach home. And, without these events to attract tourism, it is a certain bet that Miami Beach would return to the 70's; a period in our economy most would never want to repeat.”

Jacque Hertz



Jacque Hertz was appointed to the MBVCA in January 2008. She is the founder and owner of Angel Care Management, Inc. and a longtime Miami Beach Resident. Ms. Hertz is the Immediate past President of Douglas Gardens Community Mental Health Center, is currently the President of the South Florida Guardianship Association and serves on several other boards including AYUDA, Florida State Guardianship Association, Miami Jewish Home & Hospital and is a Founder at Mount Sinai Medical Center and Miami Jewish Home and Hospital.

Ms. Hertz is A Life Care Manager and Professional Registered Guardian (National and State of Florida), an educator, having taught Elementary Education, a Paralegal, and holds a Real Estate License.

Ms. Hertz's many recognitions include receiving 'A Woman Worth Knowing' award from the City of Miami Beach Commission on the Status of women; a humanitarian Award from Prime Time Seniors, Inc.; "Woman of the Year" award from the Junior Auxiliary of Miami Jewish Home & Hospital, and a Certificate of Appreciation from the Circuit Court of the State of Florida, Eleventh Judicial Circuit in Miami Dade County.

“Too often life just rolls along and we don't take the time to look and see what treasures we have all around us. One of Miami Beach's greatest gems is the Miami Beach Visitor and Convention Authority that has and will continue to bring to our magnificent city major events that excite all the senses. The impact that the MBVCA has had in keeping the name and image of Miami Beach before the world is immeasurable. For 2012 and beyond the MBVCA will continue to welcome all opportunities that will impact tourism both nationally and internationally.”

Keith Menin



Keith Menin was appointed to the MBVCA in February 2010. A resident of Miami Beach since childhood, Principal of Menin Hotels Keith Menin began his career in the hospitality industry at the front desk of The Shelborne Hotel while he was still in high school. Shortly thereafter, he attended The School of Hotel Administration at Cornell University and began to design his first hotel, The Sanctuary South Beach, at the age of 24. At 26, Menin had a new idea to convert a residential building on West Avenue, fronting Biscayne Bay to a hotel residence. Partnering with Morgan's Hotel Group, Menin successfully created the impressive Mondrian South Beach. Menin has since developed Bentley Hotel South Beach, the Raffaello Hotel in Chicago and his latest venture the same hotel where he was employed at the age of 15, The Shelborne. A portfolio that even the most seasoned hoteliers would be envious of, Menin has added restaurants to the list such as Vesper Café & Brasserie, Pizza Bar, Bar Tanaka and Lucy's Cantina Royale.

Aaron Perry



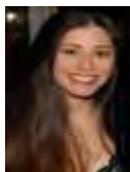
Aaron Perry was appointed to the MBVCA in September 2011. He is the managing partner of Sobol-Perry Fashion Productions Inc., and focuses on the development of strategic business partnerships and the global expansion of the Miami Beach International Fashion Week brand. He is currently spearheading efforts to add a trade show component to Miami Beach International Fashion Week as well as other new shows including Miami Beach International Wedding Week which launches November 26, 2011.

Aaron is the immediate past Chairman of the Board of the Miami Beach Chamber of Commerce and continues to serve as its senior vice chair. Recently, the Aaron B. Perry Innovation in Business Award was created by the Miami Beach Chamber to recognize Aaron's accomplishments during his term. This annual award honors a business leader who has used creative tactics to help lead their organization down a road to success.

Aaron also serves as president of Reputation Protection Group, a web based company focused on online reputation management. His experience also includes a 13 year career working with Gulfstream Park Racing & Casino, most recently as its vice president of strategic development and marketing and as a consultant to the holding company. In 2010, Aaron oversaw the formation of a partnership with Community Newspapers and the Miami Beach Chamber of Commerce to create the Miami Beach News, a bi-weekly publication serving the citizens and business community on Miami Beach. Aaron continues to serve as the chairman of the editorial committee.

Aaron has three children and is married to Amy Perry, Senior Vice President & Chief Operating Officer at Mount Sinai Medical Center.

Micky Steinberg



Micky Ross Steinberg was appointed to the MBVCA in April 2010. Not only is she a successful Realtor with Palm Properties of South Florida, but she has deep roots in Miami Beach and continues to contribute to the betterment of our great City. Micky grew up in Miami Beach and is now raising her two year old daughter here with her husband, State Representative Richard Steinberg.

Prior to dedicating herself full time as a Realtor, Micky worked in special event planning, nightlife and restaurant businesses in Miami Beach. Among her various civic involvements, Micky was a member of the Miami Beach Police Department's Police/Citizen Relations Committee, Public Policy Committee of Jewish Community Services, and the Greater Miami Jewish Federation and is a Lifetime Member of Hadassah. Because of her civic involvement, Micky was recognized as a Woman of Valor by the Aventura Turnberry Jewish Center in 2008.

Staff:

Grisette Roque Marcos – Executive Director

Eileen de la Cuesta – Assistant Director

Marian Irizarry – Professional Clerk

Harold Rosen, Esq. – Attorney

Miami Beach Visitor and Convention Authority Selects Hill & Knowlton as Agency of Record H&K to manage consumer and travel communications for the city and expand its business development initiatives

PR Newswire

NEW YORK, June 29, 2011 /PRNewswire/ -- Miami Beach is one of the hottest destinations in the world. Planning to enhance Miami Beach's image as a sexy, sophisticated and fun getaway, perfect for tourists and business groups, the Miami Beach Visitor and Convention Authority (MBVCA) has selected Hill & Knowlton as agency of record following a competitive search. H&K will support the MBVCA's grant by increasing brand awareness through strategic media outreach to consumer and travel trades, major event recruitment, and business and corporate communications programs.

The account will be run by teams in H&K's Miami and New York offices, and the business marks a strong addition to the firm's travel and tourism practice.

"With its extensive presence in the US and internationally, H&K was a natural choice for us. As a destination that relies heavily on leisure tourism and business groups, the agency's ability to network and leverage its global relationships is crucial to the growth of brand 'Miami Beach.' We are confident H&K's creative teams and programs will motivate decision-makers and influencers to support our growth," said Elsie Howard, chair, MBVCA. "The team impressed us with their experience, passion in taking clients to the next level, and ability to work together to provide a seamless team across all offices and geographies."

"The City of Miami Beach is a diamond among vacation destinations around the world. We are looking forward to bringing this unique city to the next level, ramping up its glorious image and creating excitement around all it has to offer. The market opportunity here is tremendous. We are honored to be working with the city to expand its brand presence with consumers, travel insiders and influencers," said Cori Zywtow Rice, president of H&K's Miami office.

About Hill & Knowlton

Hill & Knowlton, Inc. is a leading international communications consultancy, providing services to local, multinational and global clients. The firm is headquartered in New York, with 80 offices in 44 countries, as well as an extensive associate network. The agency is part of WPP, one of the world's largest communications services groups.

SOURCE Hill and Knowlton, Inc.

MIAMI BEACH HAS HOT TICKETS ON THE CULTURE CALENDAR

MIAMI BEACH – August 16, 2011 – Miami Beach, a global destination for arts, film and contemporary cultural experiences, kicks off a year of fabulous international events on Friday, August 19th with the highly-anticipated 15th Brazilian Film Festival at Miami Beach. The Brazilian Film Festival attracts high-profile actors, directors and producers from Latin America as well as hundreds of film aficionados who view the Festival as a must-attend event. Bikinis are welcome.

This year, 25 award-winning features and documentaries and 15 shorts will be premiered. Film celebrities include producer and director Fernando Meirelles, and actors Bruno Mazzeo, Maria Luisa Mendonca and Bruno Garcia. All films will be screened in Miami Beach's prestigious Colony Theater and the ultra-chic Cinematheque. (<http://www.brazilianfilmfestival.com>)

The Brazilian Film Festival on Miami Beach will captivate audiences for just over a week, but for those who can't attend or who crave more art, film and culture, Miami Beach plays host to events all year long. Film buffs will want to calendar the Miami Gay and Lesbian Film Festival (April 26-May 6, 2012, <http://www.mglff.com>), the American Black Film Festival (<http://www.abff.com>), and the Miami International Film Festival (March 2-11, 2012, <http://www.miamifilmfestival.com>). Additional film festivals expected to be scheduled this year.

On November 5, Miami Beach celebrates Sleepless Night from sundown till dawn. A free citywide celebration of international artists, Sleepless Night features more than 150 interactive celebratory performances which will take place in 80 locations throughout the city, culminating in a glamorous grand finale breakfast concert on the beach, at Ocean Drive between 8th and 9th Street, beginning at 4:30a.m. and open to everyone. Come and watch the sun rise off Miami Beach's scenic Ocean Drive. (<http://www.sleeplessnight.org/>)

Art Basel Miami Beach returns to the Miami Beach Convention Center on December 1-4, 2011 bringing with it hundreds of auxiliary events, glamorous parties, art installations and special exhibits at Miami Beach's Bass Museum of Art and Wolfsonian Museums. Art Basel Miami Beach features 250 international art galleries and showcases 20th and 21st century artworks by more than 2,000 artists. Without parallel in the art world, Art Basel Miami Beach is considered by many to be the most important art event in the United States. (<http://www.artbaselmiamibeach.com>)

"Miami Beach is the destination for the international arts and culture community for a reason," says Grisette Roque Marcos, Executive Director of the Miami Beach Visitor and Convention Authority. "The city offers not only the postcard-perfect setting of sun, sand and entertaining attractions, but a highly-respected calendar of some of the most popular, stimulating arts and culture events in the creative community."

Visitors and residents interested in learning more about any of these exciting events or more about Miami Beach can visit <http://www.miamibeachvca.com/>

Legendary and vibrant, the City of Miami Beach has seven miles of breathtaking beaches directly on the Atlantic Ocean and is nestled between the ocean and Biscayne Bay, bisected by the navigable Indian Creek waterway, just a short ride from the City of Miami, the Port of Miami and MIA-- the region's International gateway airport. Miami Beach is ranked as one of the Top 25 Destinations in the U.S. by Trip Advisor, and is ranked as having one of the Top 25 Beaches in the World. Miami Beach received distinction in 2011 as one of the top cities worldwide for 'walkability'. With average year-round temperatures of 75 degrees and constant ocean breezes, Miami Beach is internationally renowned for its combination of cosmopolitan/ casual chic and unrivaled nightlife, celebrity chefs who deliver dining sophistication, for unique museums and indulgent shopping, The Miami City Ballet, New World Symphony, public parks and 167 luxurious, resort and family friendly hotels, ranging from boutique to grand -- with more than 17,000 hotel rooms. Miami Beach is also home to the Miami Beach Convention Center, a world-class, 500,000 square foot venue with multiple interconnecting halls, in the center of the city, walking distance from superlative shopping and hundreds of restaurants. Bike, motorboat and kayak -friendly, Miami Beach is the perfect place to live, work or vacation, with great schools and exceptional medical care. Come see for yourself why Miami Beach is like no other place in the world!

Visit www.miamibeachvca.com, <http://www.MiamiBeachGuest.com> or <http://www.MiamiBeachINCARD.com> for more information about the hundreds of special events happening this year or for information about special values or promotions.

Many of the special events in Miami Beach, including Art Basel Miami Beach and the Food Network's South Beach Wine and Food Festival are sponsored by the Miami Beach Visitor and Convention Authority, an entity dedicated to improving the tourism experience in Miami Beach that recruits exceptional special events to the city. The Executive Director of the MBVCA is Grisette Roque Marcos. Reach her at 305.673.7050 or at groquemarcos@miamibeachvca.com.

LEGENDARY ARCHITECT ZAHA HADID CHOSEN TO DESIGN MIAMI BEACH PARKING GARAGE AT COLLINS PARK

Hadid is the latest to join a stellar cast of “Starchitects” who have designed parking garages in the City of Miami Beach

Miami Beach – September 15, 2011 – Architect Zaha Hadid has been chosen by the City of Miami Beach to design its newest parking garage at Collins Park, a neighborhood that’s home to the Miami City Ballet, the Bass Museum, the City Library as well as the Gansevoort, W and Setai luxury hotels. Collins Park is also just blocks away from the Miami Beach Convention Center, the Frank Gehry-designed New World Center and the popular automobile-free Lincoln Road Mall.

Consistently sought-after, Hadid is the architect of the Aquatic Center for the 2012 London Olympics, the Cincinnati Contemporary Arts Center, and has designed major building structures for BMW and around the world in Barcelona, Abu Dhabi and Cardiff, England. Hadid, the first woman to win the Pritzker Architecture Prize - the profession's highest honor - joins the growing list of world renowned architects who have gained international attention and are referred to as “Starchitects,” who have designed and overseen construction of new parking garages in the City of Miami Beach.

“This is a great opportunity for the City of Miami Beach to expand its commitment to leading edge architectural design,” says Matti Bower, Mayor of the City of Miami Beach. “Even our parking garages are more than a group of parking spaces. Some have become destinations within themselves and have attained individual iconic status. Every building can be a work of art. We are pleased to work with Ms. Hadid and we are delighted with her contemporary and brilliant design for our newest parking garage.”

Miami Beach’s parking garages have received world-wide media attention and have become tourist attractions themselves. They include the Frank-Gehry designed, city-owned, Pennsylvania Avenue Garage; Herzog de Meuron's minimalist, edgy space at 1111 Lincoln Road; Arquitectonica's Ballet Valet Garage at 7th Street and Collins Avenue as well as their newest design in Sunset Harbour, which is currently under construction; Enrique Norton’s newly designed parking garage at 16th Street and Drexel Avenue; and Perkins and Will’s recent City Center Garage Project at 18th Street and Meridian Avenue. Hadid's new design is expected to continue to raise the bar for garages worldwide. The City of Miami Beach is currently working with Ms. Hadid to determine commencement dates for the new garage’s design plans and construction.

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About Miami Beach:

With an average year-round temperature of 75 degrees, and an unrivaled reputation for culinary offerings, nightlife, culture, fashion, and luxurious hotels, the City of Miami Beach was recently ranked as one of the Top 25 Beaches in the World and one of the Top 25 Destinations in the U.S. by Trip Advisor. Boasting seven miles of breathtaking beach, 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, 195 acres of 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 Roque-Marcos at Groquemarcos@miamibeachvca.com.

MIAMI BEACH LAUNCHES GAY FRIENDLY HOSPITALITY PROGRAM

Pink Flamingo Hospitality Program Caters to LGBT Travelers

MIAMI BEACH – September 26, 2011 – Miami Beach, for years the destination of choice for LGBT travelers looking for a community that welcomes them without reservation, is going the extra step this fall in reaching out to LGBT visitors. The Miami-Dade Gay and Lesbian Chamber of Commerce (MDGLCC) and the LGBT Visitor Center on Miami Beach are announcing the launch of the Pink Flamingo Hospitality Program on September 28th.

The Pink Flamingo Hospitality Program will be conducted by MDGLCC partner, YES Institute, the industry source for knowledge on gender and orientation. YES institute will provide one-hour educational workshops for hoteliers that address fears and misinformation that lead to discrimination by using a unique discussion method designed to turn “us vs. them” into just “us,” so no one is seen as an outsider.

“The goal of this program is to let our gay travelers feel just like any other tourists who stay on the beach,” said Steve Adkins, president, Miami-Dade Gay and Lesbian Chamber of Commerce. “We don’t just want them to feel welcome, we want them to feel like they can act the way they do when at home.”

So as several hoteliers across the country are presenting deals to lure gay newlyweds, Miami Beach hotels will be taking it one step further. Several Miami Beach hotels will be offering love birds complete gay-friendly packages that can guarantee no questions asked when guests show up for their King-bedded suite and no raised eyebrows for holding hands poolside. Any demands to make their guest feel at home will be met.

The invitation-only Pink Flamingo Hospitality Program presentation will take place on September 28th with a luncheon reception hosted by the LGBT Visitor Center at the Miami Beach Cinematheque. Representatives from the YES Institute, MBVCA, the GMCVB, GMBHA and MDGLCC will be on hand to communicate details of the program to members of the hospitality industry. All training will be on-site and hospitality industry executives and managers must be members of the Chamber to participate. Once certified in the Pink Flamingo Hospitality Program, hoteliers will be promoted on the MDGLCC website as a recommended stay for LGBT travelers and will receive tokens that guests can redeem for a gift bag at the LGBT Visitor Center. In exchange for the gift bag, visitors are asked to fill out a brief survey about their travel opinions. With the recent surge in gay marriage, Miami Beach hoteliers understand the many benefits of certification.

“I think this will be a great addition to the service program we already have in place,” said Jeff Lehman, general manager, The Betsy Hotel. “The certification will solidify our commitment to the LGBT travel community on a worldwide international basis.”
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About Miami Beach:

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Visit GoGayMiami.com for more information or contact Grisette Marcos at Groquemarcos@miamibeachvca.com.

BURSTING AT THE SEAMS: ANOTHER FAMOUS RESTAURANT MOVES TO MIAMI BEACH

Serendipity3 will be a sweet addition on the already large menu of star-powered restaurants transforming Miami Beach into a global culinary capital

Miami Beach – October 25, 2011 – Miami Beach has always been known for its sunny weather, beautiful beaches and trendy nightlife; but its recent boom of world-renowned restaurant openings is attracting tourists for a different reason: the great food.

“Over the last few years Miami Beach has acquired a collection of famous restaurants and renowned chefs from New York City and abroad,” said Director of the Food Network South Beach Wine & Food Festival Lee Brian Schrager. “I think the Festival has certainly helped to bring national attention to the city’s culinary scene, but the number of great restaurants opening each year is shaping the city into a recognized dining destination.”

New to the foodie’s list is Serendipity3, an iconic Manhattan ice-cream restaurant known for its Frrozen Hot Chocolate and pricey gold-leaf sundaes. The dessert haven is set to open its doors on Lincoln Road soon, joining Shake Shack and Rosa Mexicano, two other NYC celebrity favorites that opened earlier this year.

The migration of these restaurants and others comes as no surprise; Miami Beach has continued to thrive from tourist traffic despite the flailing economy and dining has become an attraction in many popular destinations for culinary travelers. Here’s a quick look at the surge of restaurants establishing Miami Beach as a major U.S. gastronomic destination.

Celebrity Chef Creations

The Dutch

Although its doors aren’t open yet, this hot New York City restaurant launched by celebrity chef Andrew Carmellini will debut at the ocean-front W Hotel in November, just in time for Art Basel. The famed restaurant will be using locally sourced ingredients and is primed to be a premier Beach neighborhood destination, perfect for frequent visits, featuring a varied menu with chef’s specials, a hot social scene and cool ocean breezes.

1500 degrees

Although home grown, 1500 degrees (the heat used here for grilling) was recently named “Best New Steakhouse” by New Times and is located at the newly-renovated Eden Roc Renaissance. Showcasing the culinary talents of rising star chef Paula DaSilva, a finalist on FOX TV’s Hell’s Kitchen, the menu has a strong steakhouse sensibility incorporating local resources for DaSilva’s farm-to-table approach.

STK

Another famed steakhouse from New York City, this hot eatery located in South Beach at the Gansevoort South is headed by former Hell’s Kitchen and Iron Chef America contestant **Ralph Pagano** as the Chef de Cuisine. Pagano adds his signature touches to a traditional steakhouse menu making the venue a singular favorite among celebrities.

Yardbird

Headed by Top Chef veteran Jeff McInnis, this upscale southern-style restaurant adds class to mashed potatoes and macaroni and cheese. Opened in September, the restaurant highlights include fried chicken with spiced watermelon; chicken and chive waffles with bourbon pecan butter; and apricot-stuffed quail with pancakes and Riesling syrup. The cognoscenti have flocked to the off-Lincoln Road location since opening day.

Award Winning

Scarpetta

This exceptional AAA Four Diamond Award-winning restaurant from Manhattan is located at the iconic ocean-front Fontainebleau Hotel on Miami Beach. The restaurant boasts award-winning Scott Conant as chef/restaurateur and offers refined Italian cuisine in an elegant, airy space with floor to ceiling ocean views, an intimate bar and lounge area and a picturesque air-conditioned veranda.

Hakkasan

Migrated from London to Miami Beach, this is the first U.S. outpost of the only Michelin-rated Chinese restaurant in the U.K. The AAA Four Diamond Award-winning restaurant is located at the Fontainebleau and features highlights such as indulgent roasted silver cod in

Chinese honey and Champagne; a tender black pepper beef tenderloin; succulent crispy duck salad and savory jasmine tea-smoked ribs. The restaurant also boasts an elegant setting with a busy bar, private banquettes, low lights and star power.

BLT Steak

Opened by '2007 Restaurateur of the Year' Laurent Tourondel, this popular New York City steakhouse is located at the super-trendy Betsy Hotel at the top of Ocean Drive in South Beach. Showcasing prime cuts of USDA Certified Black Angus and American Wagyu beef, BLT Steak also features an upscale bar scene.

Just Down- Right Famous

Shake Shack

As a popular New York City tourist attraction, celebrity favorite and frequent movie backdrop (most recently seen in Something Borrowed), this burger shack is an absolute must. Located at the newly iconic 1111 Lincoln Road building, this is the restaurant's first location outside of New York City, serving a modern day roadside burger and shake that locals regularly line up for.

5 Napkin Burger

Another New York City burger staple, 5 Napkin Burger is now on Lincoln Road, South Beach, its 2nd location outside of the Big Apple. The acclaimed restaurant is credited for keeping the burger on stage while offering other American classics like salads, chicken wings and a big craft beer list among other things. The food is made even more enjoyable by the homey vibe and family-friendly feel.

Rosa Mexicano

An upscale Mexican dining experience, this restaurant boasts clean, strong, sharply defined flavors. Located on Lincoln Road at the 1111 Lincoln Road Herzog and DeMeuron building, this new go-to is a great place to meet after work for guacamole and great drinks.

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About Miami Beach:

With an average year-round temperature of 75 degrees, and an unrivaled reputation for culinary offerings, nightlife, culture, fashion, and luxurious hotels, the City of Miami Beach was recently ranked as one of the Top 25 Beaches in the World and one of the Top 25 Destinations in the U.S. by Trip Advisor. 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, 195 of 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.

H & K has produced five press releases resulting in a total of 674,058,981 media impressions worth \$1,073,525

Press Release	Impressions	Media Value
Agency of Record	230,037,699	\$ 111,253
Brazilian Film Festival	3,000	\$ 4,376
Architecture Release	236,052,188	\$ 526,382
Pink Flamingo	175,579,209	\$ 362,993
Culinary Star	32,386,885	\$ 68,521
TOTAL:	674,058,981	\$1,073,525

In addition to the success of pitching press releases, H & K has secured valuable TV, print and online placements this year resulting in a total of 1,090,283,576 impressions worth \$2,405,622. These numbers reflect all impressions through December 2011 including the recent Art Basel placements.

TOTAL	Impressions	Media Value
Year to Date:	1,090,283,576	\$2,405,622