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Mission

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

Planning Context

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

2018 World Travel Awards: Leading Honeymoon Destination

2018 World Travel Awards: North America's Leading Tourist Board

2017 World Travel Awards: North America's Leading Beach Destination

2017 World Travel Awards: World's Leading Tourist Board

2017 World Travel Awards: North America's Leading Tourist Board

Miami Today 2017: Gold Medal Award

2017 Magellan Gold Award: Miami Beach named Best Overall Beach Destination in U.S./Canada

Travvy Award 2018 Gold: Miami Beach named Best LGBTQ Destination, Domestic

Travvy Award 2017 Gold: Miami Beach named Best LGBTQ Destination, Domestic

Travvy Award 2017 Silver Medalist: Best Luxury Destination, U.S./Canada

Travvy Award 2016 Gold: Best LGBTQ Destination-Domestic Category

Travvy Award 2016 Silver: Best Luxury Destinations-US/Canada Category

2016 World Travel Awards: World's Leading Tourist Board

2016 World Travel Awards: North America's Leading Tourist Board

2016 Magellan Silver Award: Destination Winner for Overall Destinations, Beaches in U.S./Canada

2016 Magellan Silver Award: Beaches Destinations category in the USA/Canada

2016 Travvy Awards: Best Wedding Destination in U.S./Canada

2015 Silver Magellan Award: Spalicious Miami Beach, Overall Best Spa Destination in U.S./Canada

2014 Gold Magellan Award: Miami Beach Information App



It is truly my honor, for the second year in a row, to accept the MBVCA’s award and recognition as “North America’s Leading Tourist Board” by the World Travel Awards. The internationally-known awards program has continuously set the precedence in the travel tourism & hospitality industry and our consecutive wins in 2017 and 2018 are a true testament to the dedication our team shows on a daily basis to position Miami Beach as “Like No Other Place in the World.”

This year has yet again proven to be successful for the destination, with Miami Beach continuing to serve as the number one area for visitors to stay, despite the challenges we have faced, including Zika fears in late 2016. In fact, Miami Beach continued to be honored with a variety of awards and accolades, most notably, a first-ever win as “North America’s Leading Honeymoon Destination,” by the World Travel Awards and for the 3rd consecutive year, the coveted Travvy Awards, presented by travAlliancemedi, in the categories of “Best LGBTQ Destination” and “Best Wedding Destination, U.S. & Canada.”

Miami Beach is known for its 7 miles of pristine sand, destination hotels and resorts, world-class restaurants and bars, travel-worthy spas, arts and culture, enviable art deco architecture and much more. It’s no surprise 80% of travelers choose Miami Beach based on our famous design style on Ocean Drive and 79% look to our city as the home of the best beaches. We will continue to drive traffic to Miami Beach and position our City as a destination for everyone, leveraging our selection of LGBTQ-friendly hotels, restaurants and attractions that are both award-winning and have been covered in top tier publications including Out Magazine, USA Today, Well + Good, Conde Nast Traveler and more.

In addition to keeping a focused eye on our business and leisure travelers, we’ve doubled down on our commitment to support the local arts & culture community. This past summer, we announced a careful, long-term plan for allocation of resources to help Miami Beach thrive as an internationally-recognized City through four new grants available under the Tourism Advancement Program. Created to enhance the City’s cultural tourism efforts, funds available through the grants total more than \$440,000 and will work to entice new cultural events, festivals, film, special activities, and more.

We also continued to set the service standard through dedicated training programs, providing more than 800 hospitality professionals access to the Forbes Travel Guide Hospitality Service Training Certification, the travel industry’s most comprehensive ratings system in the world. Miami Beach is only the second domestic city in the United States to receive this coveted accolade.

As we look to 2019, we are dedicated to a steadfast and strategic approach to stay continuously-relevant and a step ahead of our destination competition. An integrated campaign with a heavy focus on media relations, clear messaging, proactive dissemination of timely news and a communications engine powered by travel trends and ever-increasing segments, like health and wellness, that we know will prove prosperous. The official unveiling of the newly-designed Miami-inspired Miami Beach Convention Center (MBCC) will welcome back marquee events and lure new conventions, meetings, and annual events to call Miami Beach home. We expect the new convention center to generate close to \$5 billion in revenue over 30 years.

And, we will keep a close eye on our city’s environmental foundation as we work to conserve our natural resources and activate forward-thinking plans to preserve Miami Beach’s integrity as we continue to grow as a city, both for our residents and our global visitors. This is an exciting time for Miami Beach and I personally look forward to leading the charge as we continue to put our stake in the sand.

Steve Adkins
Board Chair



As we take a look back at 2018, the Miami Beach Visitor and Convention Authority is proud to have been named North America’s Leading Tourist Board by the prestigious World Travel Awards for the second year in a row. Competing against other top destinations, Miami Beach was by chosen by over 600,000 industry voters beating out Choose Chicago, Destination DC, Hawaii Tourism Authority, Las Vegas Convention and Visitors Authority, Los Angeles Tourism and Convention Board, New Orleans Tourism Marketing Corporation, NYC & Company, Visit California, Visit Orlando and Visit Florida.

In addition, Miami Beach continued to be honored with other high-profile awards and accolades. The destination has also continued to be featured in top-tier media all year long including USA Today, Forbes, Reader’s Digest, Well + Good, Food & Wine, Condé Nast Traveler, Out Magazine, among many others. The Beach was experienced and covered by journalists in the categories that matter to us: Leisure & Lifestyle, Weddings & Honeymoons, Global LGBT, Arts & Culture and Wellness.

Miami Beach remained the most common area for visitor lodging in 2017, with more than 58% of travelers choosing our pristine, 7-mile stretch of sand, and we continue to positively pace as we turn our attention to 2019. The majority of our domestic and international visitors like our weather, beaches and rich amenities including luxury hotels and resorts, collection of travel-worthy restaurants and bars, night life and iconic attractions including South Beach and Ocean Drive. In fact, more than 80% of travelers sited our Art Deco District as the reason for choosing Miami Beach, followed by 70% of visitors noting the famous beaches.

Miami Beach is truly “Like No Other Place in the World.” We are a cosmopolitan city and a premiere international destination that has the sophistication and the resources to ensure the very best in safety and service for our visitors. This year, more than 800 professionals in the hospitality and service industry participated in the coveted Forbes Travel Guide Hospitality Service Training Certification, the travel industry’s most comprehensive ratings system in the world. Miami Beach is only the second city in the United States to receive this prestigious certification. Despite challenges, including Zika’s impact on travel in late 2016, we continue to protect and defend the Miami Beach brand, as we move forward to capture new shares of traveler segmentation and progressively think about our future as a world-class destination.

As we move into 2019, our focus and strategy remain on point, with targeted campaigns, projects and plans in the works to enhance both the residents and visitors experience with a focused effort on health and wellness offerings, allowing us to tap into a 12-billion-dollar industry, as well as the introduction of the much-anticipated, completely reimaged Miami Beach Convention Center (MBCC). The convention center is expected to generate close to \$5 billion in revenue over 30 years.

We are excited and thrilled by all the MBVCA board and the City of Miami Beach have accomplished this year and all we have to look forward to in 2019 as we continue to increase our share of the tourism and travel market in the key categories that will continue to validate our “Like No Other Place in the World” positioning. We’re also looking forward to the wealth of sophisticated and urbane happenings coming our way including the largest public art project in the country and new marquee events including Grand Basel.

Grisette Roque Marcos
Executive Director

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

Fiscal Year 2018/2019 Key Initiatives

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

Core Initiative	Hotel Room Nights	Viewership	Impressions
Cultural Tourism	777	0	1,878,469,472
Customer Service	0	0	4,793,662
Design and Architecture	0	0	0
Entertainment and Nightlife	351	0	322,245,783
Festivals	2,607	25,720,553	3,247,765,235
Film and Fashion	3,556	152,978,849	14,332,957,929
Gay and Lesbian	1,318	0	320,031,483
Group Stimulus	7,179	0	529,443,997
Health and Wellness	6,009	0	2,806,872,339
Promotional Campaign	0	0	0
Television Origination	0	0	0
Wine and Food	2,533	3,007,000	1,453,868,571
TOTAL	24,330	179,706,402	24,896,448,471

Destination Marketing 2017/2018

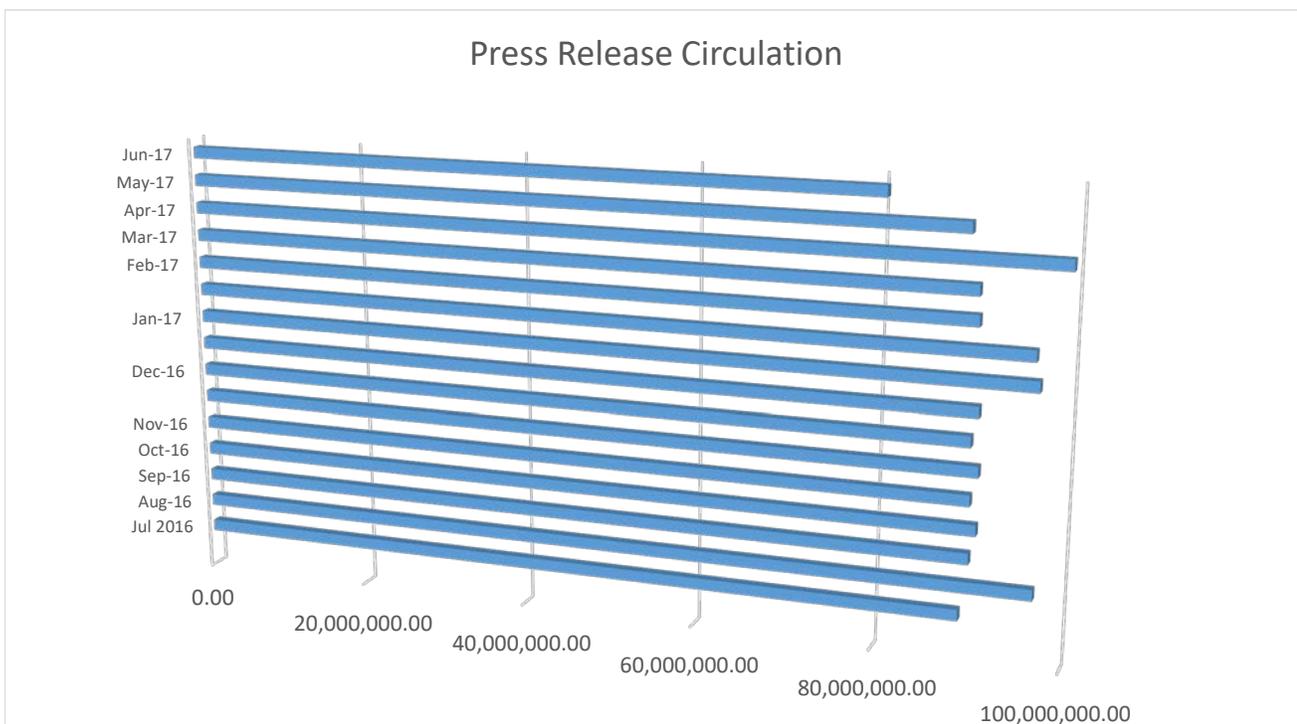
In April 2011, the MBVCA enacted a Request for Proposal (RFP), for a Destination Marketing, Public Relations, and Communications Consultant contract. The goal was to increase and focus messaging as part of a comprehensive strategic plan, based on the four original messaging tracks and core initiatives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

The initial and current agency of record Hill & Knowlton/SAMCOR (H+K) is a leading global communications consultancy firm with headquarters in New York, and 80 offices in 44 countries. H+K has an extensive associate network and a local office in Miami, with a Miami-based team in business for over twenty years. The agency’s parent company, WPP Group (formerly Wire and Plastic Products PLC), is one of the world's largest communications service corporations. H+K has been tasked with improving the visitor’s experience by promoting cultural experiences (music, performance, arts, museums, design and architecture, history); improved visitor service; attracting the Gay/Lesbian/Bisexual and Transgender community and collaborating with all tourism partners and residents. The firm’s goal is to increase ‘heads in beds’ by attracting new special events; festivals and concerts; an enhanced reputation for gastronomy: restaurants, chefs, wine & food; a positive reputation for good health, medical treatment, wellness, sports, revitalization (spas), and a group stimulus program to recruit conventions, meetings and trade shows. They are also tasked in recruiting production, to showcase Miami Beach in a positive light through film, advertising and fashion production, television origination and cable show stories, and production.

Since contract inception, H+K has polished the messaging to enhance the reputation of Miami Beach by creating initial social media platforms, reviewing and planning for horizon issues, measuring and reviewing strategies, plans and tactics for improved performance, and ROI.

They are also responsible for supporting MBVCA grant recipients. While recipients are expected to have their own mechanisms for promotion and marketing, many of the recipients' events are central to the major buckets developed by the MBVCA and the firm and may be the beneficiary of additional press support if, and when, it is in line with one of the MBVCA's messaging tracks. Some of the ways the MBVCA and H+K support additional grant recipients' promotional efforts are through social media messaging; the promotion of a deal created by the grant recipient on our Miami Beach Information App, through the quarterly Lincoln Road Poster, and the MBVCA website.

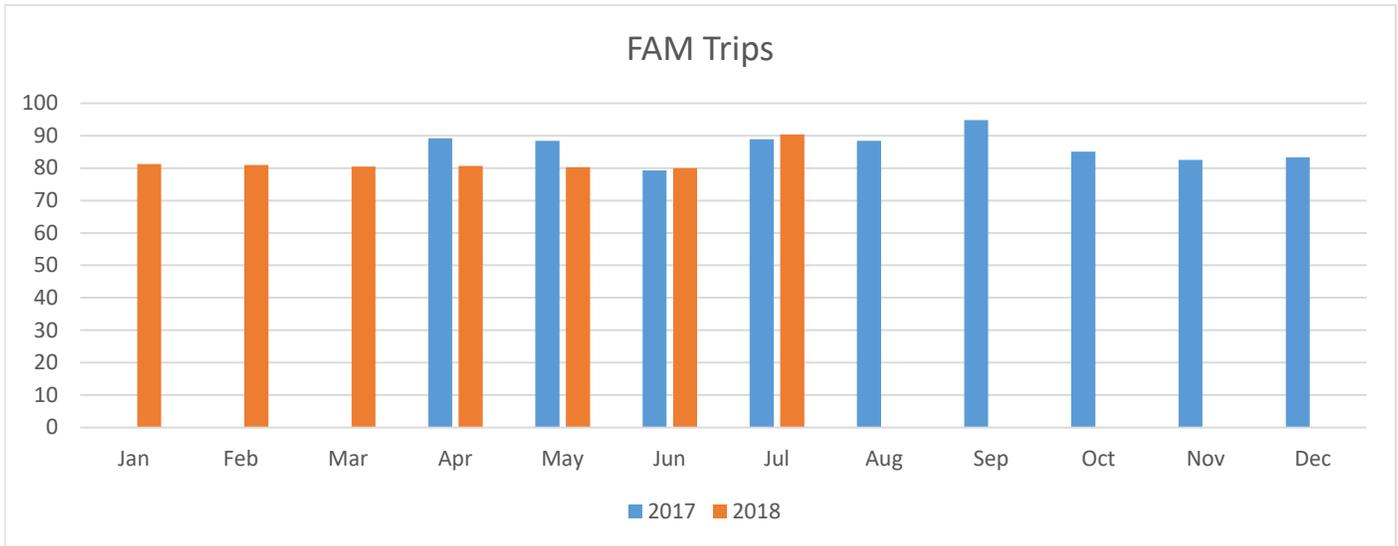
In the upcoming fiscal year 2018/2019, H+K will continue their focus on the Media Buckets: Arts & Culture/Culinary, Global LGBT, Leisure/Lifestyle, Sports/Celebrity/Entertainment, Shopping Tourism/Music Scene. They will also continue to create and distribute monthly press releases. These releases will be placed on the Wire as necessary and on targeted public relations pieces. They will develop a new Targeted Events List to recruit world-class events to the destination.



The Guest Blogger Program will continue on a monthly basis, targeting individuals within the tourism industry. Past bloggers have included MBVCA Board members, grant recipients/local event producers, hoteliers, and restaurateurs. The blogs are featured on the MBVCA's website; shared across the MBVCA social media platforms and distributed via H+K for increased exposure.

H+K will also continue to write monthly articles and stories for inclusion in the Miami Beach Chamber of Commerce newspaper, "Miami Beach News". These articles are meant as an additional point of distribution for stories that can affect the local Miami Beach community.

H+K has also committed to hosting 4 additional Familiarization (FAM) trips during the upcoming fiscal year as part of the overall PR strategy for the destination. H+K will manage, coordinate and organize these FAM trips, arranging press stays for the media at popular hotels, dinner at some of our most prominent restaurants, synchronized events and activities, booking plane tickets, developing releases and contracts, and a range of other responsibilities.



Figures are in the millions

H+K will continue to investigate industry awards and grants for the destination and MBVCA. In previous years, Miami Beach has won the coveted Magellan award in the Spa Destinations category in the USA/Canada. Travel Weekly’s Magellan Awards honors the best in travel and salutes the outstanding travel professionals behind it all. The City’s win was featured in Travel Weekly (UVM: 168,640) and included a section dedicated to the winners. In 2017, Miami Beach was named Travvy Award winner in the Wedding Destination-US & Canada, and Best LGBTQ Destination-Domestic, as well as, a becoming a Silver medalist as Best Luxury Destination-U.S. & Canada.

As a result of 3 entries submitted to the 2018 Magellan Awards, Miami Beach won Gold for Best Overall Honeymoon Destination-U.S. & Canada, and also received Silver for Best Overall Beach Destination-U.S. & Canada and Best Overall Spa Destination-U.S. & Canada.

H+K also submitted entries, and consequently secured nominations, for the World Travel Awards™ in the categories of North America’s Leading Beach Destination, Honeymoon Destination, and Leading Tourist Board. As a result, the City of Miami Beach was named Best Honeymoon Destination-North America, while the MBVCA was named Leading Tourist Board-North America, for the 3rd consecutive year.

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

In 2016/2017 the MBVCA was honored by The Miami Today as the recipient of the Miami Today 2017 Silver Award for commitment and outstanding achievements in the local community.

In fiscal year 2018/2019, the MBVCA plans to initiate an enhanced social media campaign to attract additional followers and increase online presence around the newly launched Experience Miami Beach social media sites including Facebook, Instagram, Twitter, and Pinterest. In addition, the MBVCA will be revamping and re-launching the current Miami Beach Information app by adding a series of walking tours and also changing the name to Experience Miami Beach in order to be better aligned with the new social media sites and messaging.

In 2017/2018, H+K conducted a SWOT analysis to compare the City of Miami Beach to other nearby cities and up and coming neighborhoods such as Brickell, Downtown Miami, and Wynwood. This allowed the MBVCA to develop new PR strategies highlighting the best of what Miami Beach currently offers, while being aware of potential threats due to perceived weak areas that may negatively affect tourism to the destination.

MIAMI BEACH: SWOT



STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none"> Unmatched stretch of beaches spanning 7 miles Nightlife and melting pot of cultures A suite of hotel offering from art deco boutique to five star luxury Becoming a cultural and culinary mecca Signature design of key buildings and structures by "Stararchitects" that elevate the overall look and feel of the destination Continuous growth of new hotel and restaurant brands/chefs entering the area to attract tourists (and locals) Direct flights from key feeder markets and accessible from MIA and FLL airports International destination for Art Basel and South Beach Wine and Food Festival Ongoing press coverage and star-power position Miami Beach as like no other place in the world, playground for celebrities, athletes, musicians and more. Continually makes national "Best of" lists which influence travel decisions Collection of activities that appeal to various traveler profiles including families, LGBTQ, couples and friends and occasion-driven travel including weddings, honeymoons, anniversaries and milestones 	<ul style="list-style-type: none"> Capitalize on the growing wellness traveler segment that is projected to be a trillion-dollar business Lure additional high-profile targeted events to Miami Beach to compliment ongoing marquee events including Art Basel and South Beach Wine and Food Festival Compete with similar destinations (both in-market and out) by exploring larger integration partnerships (i.e., broadcast, online, social campaigns) Leverage digital and social media power to create viral campaigns that penetrate core travel demographics (i.e., influencer campaigns, national sweepstakes CTA's) Explore potential partnerships with exciting SF entities, e.g. the Brightline, cruise companies, Faena District to explore co-branding opportunities Target millennial travelers through strategic pitching, programming and partnerships that speak to the "experiential" guest
WEAKNESSES	THREATS
<ul style="list-style-type: none"> Local traffic and construction work on main arteries that deter/frustrate repeat visitors and locals Reputation of service (despite Forbes training) specifically at dining establishments with a spotlight on Ocean Drive It's a destination that offers everything to everyone; a lack of a singular point of differentiation Onslaught of tourists can create congested streets/beaches and drives locals to Wynwood, Midtown or Downtown Miami Media feels they've already experienced Miami Beach's offerings and want to cover wellness or adventure travel vs. luxury travel 	<ul style="list-style-type: none"> Healthy growth of outlying areas including Wynwood, Midtown and Downtown and introduction of new hotels/projects in those neighborhoods Trend of travelers "going North" including increased tourist migration to Fort Lauderdale and brands including Four Seasons and Auberge opening in the next 6-12 months with culinary and spa options Adventure or wellness travel destinations taking the spotlight; especially for millennials who are looking for specific experiences vs. destinations Local influencers advertising Wynwood as the new "hotspot" of Miami, driving tourists and locals to experience their offerings Increased crime activity drives tourists and locals away from Miami Beach Environmental impact of rising oceans

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Mobile API

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



The MBVCA purchased the domains MIAMIBEACHAPI.COM and MBDATALINK.COM and has developed a website for developers to log into and pull information from in order to create mobile applications.

Since inception, the MBVCA developed additional forms for the categories such as lifeguard stands and Art in Public Places; information not readily available. The API participated in several local hackathon events where the API could receive additional exposure before it was released to the market.

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

In fiscal year 2018/2019, the MBVCA will continue to update the API platform for travel-related inventory to include ATMs, Cultural Organizations, Film Locations, Fire Stations, Museums, Public Restrooms, Police Stations, Short Term Rentals, Visitor Centers, and Youth Centers.

Mobile App

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

A new version of the App (2.0) was released in fiscal year 2015/2016 for both Android and iOS platforms. The latest version of MBI included new and exciting features for the end-user. The newest features included a side-swipe feature; listing the information in an A-Z format; new categories that included Shopping, Nightlife, Art & Culture, and Restaurants; and the creation of the “My Miami Beach” section where users can add events, photos, and itineraries as they navigate the App. In addition, the App added a “Deals” section that includes special promotional rates or offers developed by MBVCA grantees. This cross-promotional effort increases the number of downloads the App receives, while also assisting with the promotion of MBVCA-funded events. The promotions in the “Deals” section was also posted to the various MBVCA social media pages such as Facebook, Twitter, and Instagram. The App had been downloaded over 9,300 times across both mobile platforms. Approximately half of all downloads come from European users seeking to learn about Miami Beach.

During fiscal year 2016/2017, the MBVCA developed a new rack card that was displayed at the Miami Beach Visitor Center; the Latin Chamber’s Tourist Hospitality Center, and Visit Florida Visitors Centers across the state. New ads were created for inclusion in grant recipients’ promotional material. The ads were also retrofitted to promote the download of the App through social media. The App was also promoted on the Lincoln Road poster designed and printed quarterly and displayed along the world-renowned pedestrian mall. Each ad is designed to promote a different media bucket. To date the current app, has been downloaded 12,446 times.

Miami Beach is full of PRIDE
download the app
Find Deals, Shopping, Restaurants, Museums, Hotels, Arts, Culture, Nightclubs, Bars.
Download now

Get fit on Miami Beach
download the app
Find Deals, Shopping, Restaurants, Museums, Hotels, Arts, Culture, Nightclubs, Bars.
Download now

Miami Beach is full of flavor
download the app
Find Deals, Shopping, Restaurants, Museums, Hotels, Arts, Culture, Nightclubs, Bars.
Download now

Get Festive on Miami Beach
download the app
Find Deals, Shopping, Restaurants, Museums, Hotels, Arts, Culture, Nightclubs, Bars.
Download now

In fiscal year 2018/2019, the MBVCA will launch an additional App entitled “Experience Miami Beach”. The App will be designed to customize a Miami Beach experience. It will include the major tourist-related entries such as hotels, restaurants, bars, and nightlife as well as cultural experiences. It will also include deals and a cultural calendar. The new App will also

include a free individual walking tour designed around our media buckets. In addition, the App will have a series of free tour experiences for the Miami Beach guest.

Forbes Hospitality Training

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

In 2016/2017, the MBVCA sought to offer a different type of hospitality training and partnered with Forbes Travel Guide to offer a live hospitality training to Miami Beach hospitality employees, again free of charge. The sessions have been offered to Front-Line personnel, in both English and Spanish, and to Leadership personnel to include managers, supervisors, and owners.

In 2017/2018, the MBVCA offered a second level or a “202” level for those hospitality employees who had participated in the basic sessions in the past. In addition, a webinar was developed from the 101 sessions and offered to anyone who was unable to attend one of the live sessions, offered 3 times a year, or for use as a refresher course.

In 2018/2019, the MBVCA will continue its partnership with Forbes Travel Guide to offer live training sessions, free of charge, to Miami Beach hospitality employees. In addition, a new version of the webinar is being developed to continue to increase its reach. The webinar will be hosted through the GoToWebinar platform where registrations, reporting mechanisms, and communications with the registrants will be managed, with a link to the MBVCA website.

Visual Memoirs Project

On June 3, 2011, the MBVCA released a Visual Memoirs Project RFP to recruit a qualified organization to record and catalogue eyewitness accounts to the history of the CMB through personal interviews, creating collateral materials about the history of Miami Beach and identifying comprehensive exhibit concepts that could be implemented. On October 1, 2011, the MBVCA awarded the annual contract to the Miami Design Preservation League (MDPL) in partnership with Close-Up Productions.

To date the Visual Memoirs Project has included an exhibit that included two main parts. The first part was a 6-8 minute documentary that compiled the first interview subjects in one narrative. The second part was a visual display that was intended to support the documentary and provide supplementary information to visitors. In the visual display, more information was provided on the interview subjects along with information about the project itself. The exhibit opened for its initial run from mid-October 2012 through late November 2012 and was open to the public free of charge daily from 10:00 am until 4:30 pm. The documentary played on a loop in the lecture hall portion of the Art Deco Welcome Center. Seating accommodated approximately 25 people at a time with standing room in the back. The visual display consisted of 10 to 15 panels that emphasized the documentary narrative and supported the narrative through chosen themes. Each theme presented excerpts of a few interviews relating to the topic. Topics included: Beach Memories, Childhood in Paradise, Beach High, Social Struggles, Preservation of Miami Beach, Entrepreneurs, Development, and Political Life.

A Miami Beach Schools Video and Guide was developed that included an educational video and teacher guide for Miami Beach Middle Schools. This ensured the utilization of the Middle School video and teacher guide as a model for other educational videos to be used with Elementary and High School students.

The Visual Memoirs project has been invited to join a national library distribution for the archive through the FIU Digital Library; making the oral histories available to researchers nationally. They also obtained usage rights to archive photos and

video materials from History Miami and Florida Moving Image Archive. MDPL also collaborated with various institutions to create links to the online materials.

A new website was also launched in FY 2016/2017, www.miamibeachvisualmemoirs.com. The Project also created its own Facebook page.

A digital promotional portal entitled “Window on Miami Beach” was also designed to fully maximize the use of the existing and future interviews. This portal highlights the existing archives with links featuring Miami Beach historical resources, housed at cultural institutions in Miami-Dade. The goal was to offer a one-stop location for those interested in the history, development, and culture of Miami Beach and the surrounding area. The ON-Miami Beach.com website, developed from the digital portal, launched in September 2016. It included a separate “Learning and Teaching” section with links to current videos and mini-curations and videos about Miami Beach by the portal partners and students.

This past fiscal year, additional interviews were conducted and transcribed, bringing the total to 108 interviews as of September 2018. An architectural discussion (also available on-line) was mounted at the Wolfsonian Museum during Art Deco Weekend 2018. Leading architects held discussions about preservation architecture and the combining styles within the expansion on Miami Beach.

In 2018/2019, the project is expected to continue to enhance its community and visitor awareness of the Portal through partner organizations’ cross-promotional efforts and increased social media integration. A new set of interviews are also expected to augment the existing database.

Highlighting Special Events

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

2018 Food Network & Cooking Channel South Beach Wine & Food Festival - This 4-day wine, spirits and culinary celebration took place February 21 – 25, 2018. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately 60,171 people attended the various events and generated approximately 2,533 hotel room nights in Miami Beach alone. The Festival received both national and international coverage, generating 1,383,611,871 media impressions. A total of 100 events took place, of which 67 were held on Miami Beach. They included the Director’s VIP Welcome Happy Hour, Tacos After Dark, 10 special dinners, History of American Jewish Culture, Yappie Happy Hour, Chicken Coupe, and many more.

2018 Miami Marathon and Half Marathon, Tropical 5K, Health and Fitness Expo - This full marathon (26.2 miles), half marathon (13.1 miles), and Tropical 5K took place throughout Miami Beach January 26 – 28, 2018. The full and half marathons hosted participants from 48 states, and 50 countries, generating a total of 55,435 participants throughout the weekend’s events. In addition, the Health and Fitness Expo, held at Mana Wynwood, kicked off and was attended by 30,000 people over the two days. The 5K attracted 2,727 participants, with a total of 10,000 spectators generated over the course of the weekend, generated 728 hotel room nights in Miami Beach. The event received 497,465,259 in media and marketing impressions with concerted efforts to reach Caribbean, Central and South American participation this year and into the future. The marathon was broadcast in Latin America through ESPN Runs and on national television networks. The event also generated 72 broadcast mentions on local television.

NATPE Miami 2018 - The NATPE Miami-Global Content Market took place January 16 – 18, 2018 and attracted 5,000 attendees. This 3-day event is the global content marketplace for a digital world and the only American program market serving the worldwide television/content community. Events took place at the Fontainebleau and Eden Roc Hotels and generated 7,179 hotel room nights. Events included the Reality Breakthrough Awards Luncheon, an Opening Night Party, and the Brandon Tartikoff Legacy Award Reception & Ceremony. In addition, the event expanded to include NATPE Music, NATPE Scripted, and NATPE Station Group Summit. The event received local, national, and international media coverage from outlets

such as TV Latina, The Hollywood Reporter, Variety, and many more. The event generated 529,443,997 media impressions as a result of paid advertisement and coverage.

Partnerships & Collaboration

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

About the MBVCA Grant Program

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

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

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

Annual Review and Analysis of Grant Structure

The MBVCA reviews strategy and funding priorities annually. After review and analysis of its funding strategies for FY 2017/2018, the MBVCA:

- Maintained the minimum requirements in place and the maximum grant request at \$45,000 for the Major One Time Special Event category and \$40,000 for the Special Events Recurring category
- Maintained the minimum requirements in place and the maximum grant request at \$90,000 for the Special Projects category and \$85,000 for the Special Projects Recurring category
- Maintained the existing declining scale.
- Maintained the minimum requirements in place and the maximum grant request for the Tourism Partnerships and Initiatives grant categories, all at \$30,000
- The Cultural Tourism Grant Program was revived to attract new cultural events to Miami Beach
- The Development Opportunities Grant Program was revitalized to attract new events that may be establishing roots in Miami Beach or relocating from another destination
- The North Beach Incentive Grant Program was retired due to a low number of applicants
- The Application Portal was revamped to include additional functionalities to ease the grant submission process

Additional grant revisions included:

- Grant recipients were provided with additional promotional efforts to cross-promote through social media
- Pre- and -Post performance report requirements for media and television/cable were updated to require additional analytical reporting
- Grant recipients created deals for their events to include on the MBVCA App “Miami Beach Information”

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.

MBVCA employees continue to attend various seminars to include customer service seminars to further enhance their skills. The MBVCA’s technological purchases over the last couple of years, to include a digital voice recorder and an industrial printer, contribute to more effective social media campaigns and an overall productive office.

Staff continues to participate in community and industry board and various ad-hoc committees through the City of Miami Beach and local Chambers of Commerce as requested. The Employee Manual has been updated to reflect the new medical insurance policy. The MBVCA has been a member of various tourism organizations including Visit Florida and the U.S. Travel Association since fiscal year 2012/2013. The U.S. Travel Association’s goal is to uniquely leverage the collective strength of everyone who benefits from travel, to grow their business beyond what they can do individually.

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



In 2018, after the passing of their beloved attorney, Harold Rosen, Esq., the MBVCA dedicated their Conference Room in his memory. The conference room was renamed and dedicated “The Harold Rosen War Room” and includes various inspirational quotes Harold often mentioned.

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

Key Intended Outcome	FY 2018/2019 Strategy	FY 2018/2019 Initiative	FY 2017/2018 Accomplishments
<p>Increase tourism related business activities through strategic funding</p>	<p>Grant effectively and impartially to support goals that achieve maximum impact, within budgetary limits</p> <p>Refine methodology for measurements: improve collection of economic impact data</p> <p>Develop, fund and support world-class events that can be repeated annually</p>	<p>Continue to place emphasis on the MBVCA's Core Initiatives: Cultural Tourism; Customer Service; Design and Architecture; Entertainment and Nightlife; Festivals; Film and Fashion; Gay/Lesbian; Group Stimulus; Health and Wellness; Promotional Campaigns; Technology; Television Origination; Wine and Food</p> <p>Offer Development Opportunities grant as a one-time grant. Re-establish the Cultural Tourism and Film Incentive grants</p> <p>Continue to further define grant categories and eligibility criterion within said categories</p> <p>Continue to encourage grant applicants to seek support from other funding agencies to include Miami Dade County and the Miami Dade Sports Commission</p> <p>Limit Fiscal Agency to first time applicants</p> <p>Require additional information within the Hotel Pick Up Form and continue to internally verify the data provided as well as require post-performance reports for media impressions and viewership, requiring specific reporting tools</p> <p>Internally verify vendors submitted as part of grant eligibility criteria and reimbursement requests, to ensure legitimacy, pre- and post-event</p> <p>Continue to use objective point system to grade/evaluate and benchmark events</p> <p>Continue to evaluate success of grants awarded through data collection, media response, and exit interviews</p> <p>Continue to measure the overall impact and success from the grants awarded through the number of hotel room nights generated in the City; the media response and exit interviews, as well as the overall economic impact to the destination</p> <p>Continue to work with the City to ensure an effective auditing process</p> <p>Continue to encourage grant recipients to develop a promotion or "deal" for inclusion in the Miami Beach Information App</p> <p>Continue to meet with potential partners worldwide to attract transformative events to Miami Beach and strengthen Miami Beach brand equity, by promoting the destination and available funding opportunities</p> <p>Collaborate with the City of Miami Beach to identify and attract cultural programming to the destination</p> <p>Continue to recruit opportunities globally</p> <p>Continue to sustain and retain successful events</p> <p>Work with Public Relations Agency to attract world - class events to Miami Beach</p> <p>Develop and host a new Forbes Travel Guide webinar to increase reach through the GoToWebinar platform with a link to the MBVCA website</p> <p>Continue to require organizations reviewed and/or audited financial statements</p>	<p>Funded 30 projects in FY 2017/2018</p> <p>Miami Beach Information App (version 2) was launched in June 2016. The App has been downloaded 12,446 times on Android and IOS platforms, to date</p> <p>Developed App ads for various platforms focusing on core initiatives including Festivals, Health and Wellness, and Gay/Lesbian</p> <p>Continued to review/analyze funding strategies on an annual basis</p> <p>Updated redesigned Application Portal to include an auto-sum feature within the budget and the ability to navigate through the portal with additional ease</p> <p>Continued to require organizations' financial statements as part of their application attachments</p>

Key Intended Outcome	FY 2018/2019 Strategy	FY 2018/2019 Initiative	FY 2017/2018 Accomplishments
<p>Enhance City of Miami Beach brand name</p>	<p>Bring positive global visibility to the City of Miami Beach</p> <p>Partner effectively with the City of Miami Beach</p> <p>Continue to assist in strengthening a destination-wide Guest Services Program by extending the Forbes Travel Guide Customer Service Training Program</p> <p>Strengthen and develop additional tourism partnerships by benchmarking other comparable tourist destinations for ongoing creative/watershed/cutting edge programs and events</p>	<p>Enhance social media campaign to attract additional followers and increase online presence</p> <p>Continue to focus efforts on “Media Buckets” developed by PR firm of record: Arts & Culture/Culinary, Global LGBT, Leisure/Lifestyle, Sports/Celebrity/Entertainment, Shopping Tourism/Music Scene</p> <p>Continue to write wire press releases to be distributed through appropriate press/media outlets and continue to post press releases and stories to the MBVCA blog and website to enhance communication efforts with the community</p> <p>Continue FAM trips through Public Relations firm</p> <p>Continue Guest Blogger Program highlighting local business & industry leaders</p> <p>Continue to investigate/review professional publications for tourism-related news that may directly affect the destination or the industry with the assistance of Public Relations firm.</p> <p>Develop a comprehensive Cultural Calendar highlighting the destination’s cultural assets and special events</p> <p>Continue to work closely with the City of Miami Beach on various initiatives, and act as a liaison, as needed</p> <p>Be alert to horizon issues including service and attitude, weather, economic changes, political issues, interceptor cities, air lift, etc., locally and national, that may affect tourism and the destination</p> <p>Work with the Greater Miami and the Beaches Hotel Association (GMBHA) and other BID’s to maximize outreach of the Forbes Travel Guide Hospitality Training Program</p> <p>Include API contacts in Forbes distribution list to increase reach and participation and collaborate with local community agencies to increase program awareness</p> <p>Redesign Miami Beach Information App</p> <p>Develop new Apps catering to the latest travel trends</p> <p>Continue to work with GMBHA to disseminate information about the new App</p> <p>Continue to partner with Visit Florida to enhance the promotion of the Miami Beach Information App</p>	<p>Extended Public Relations Services contract with H+K/SAMCOR through the end of FY 2017/2018</p> <p>H+K hosted 18 FAM Trips since April 2017, increasing media exposure to the destination</p> <p>Hosted 3 Forbes Travel Guide live training sessions for Miami Beach leadership and front-line hospitality employees</p> <p>Continue community outreach and collaboration with local businesses to increase participation in Forbes Travel Guide Hospitality live and web-based training</p>

Key Intended Outcome	FY 2018/2019 Strategy	FY 2018/2019 Initiative	FY 2017/2018 Accomplishments
<p>Improve and maintain communications strategies</p>	<p>Continue to develop enhanced, stronger collaborations in tourism locally and worldwide through the assistance of PR firm and other partners</p> <p>Increase organizational visibility through the MBVCA's PR firm</p> <p>Inform board members about grant recipient events' developments and successes highlighted within the media</p>	<p>Continue to update API platform for travel-related inventory to include Art in Public Places, ATMs, Cultural Organizations, Film Locations, Fire Stations, Museums, Public Restrooms, Police Stations, Lifeguard Stands, Short Term Rentals, Visitor Centers, and Youth Centers</p> <p>Continue to build improved global image through press strategy and social media</p> <p>Continue to investigate industry awards and grants for the destination and App</p> <p>Develop enhanced public relations efforts and employ communications strategies effectively to publicize MBVCA efforts, goals and successes</p> <p>Participate in industry shows</p> <p>Report and analyze grant impact to present in annual Program of Work to the City Commission and other partners</p> <p>Report to Board members in a timely manner and provide daily updates to Board members regarding PR efforts and overall media impact</p> <p>Continue to provide Board members with grant recipients' results through economic impact data compiled</p> <p>Continue to encourage Board members to attend MBVCA-funded events to ensure grant compliance and provide feedback on event</p> <p>Allow the submission of final grant documentation electronically</p> <p>Continue to participate on the LGBT Tourist Hospitality Council</p> <p>Continue to partner with the Miami Beach Chamber of Commerce to submit articles for inclusion in their bi-weekly publication "Miami Beach News"</p> <p>Continue to work with MDPL to develop additional interviews for the Visual Memoirs Project and cross promote through social media platforms</p>	<p>Continued to participate on the LGBT Tourist Hospitality Council</p> <p>Continued to partner with the Miami Beach Chamber of Commerce to submit articles for inclusion in their bi-weekly publication, "Miami Beach News"</p> <p>Continued to work with MDPL to develop additional interviews for the Visual Memoirs Project, and cross promote through social media outlets</p> <p>Continued to advertise grant deadlines in English and Spanish, electronically and in print, through the Miami Herald and El Nuevo Herald</p> <p>Distributed grant deadlines through Constant Contact, with a link posted to the MBVCA's Facebook and Twitter pages</p> <p>Distributed daily, weekly, and monthly PR reports to Board Members, via email</p> <p>Increased Social Media outreach developed through the MBVCA Facebook page, with links to the MBVCA Twitter account and added 4 additional hashtags including: #ExperienceMiamiBeach #MiamiBeachEats #MiamiBeachNightlife #MiamiBeachHotels</p> <p>Posted all press releases and Miami Beach News articles written by H+K to the MBVCA website and blog</p> <p>Continued to evaluate success of grants awarded through data collection, media response, and exit interviews</p> <p>Further defined the format of pre- and post- PR performance reports to include the requirement of analytics reports</p> <p>Continued to encourage the inclusion of a promotion or "deal" within the Miami Beach Information App</p> <p>Created a Wikipedia listing for increased exposure</p> <p>Developed an organizational LinkedIn account to encourage additional networking and outreach</p>

Key Intended Outcome	FY 2018/2019 Strategy	FY 2018/2019 Initiative	FY 2017/2018 Accomplishments
<p>Empower professional staff</p>	<p>To support MBVCA Board initiatives and strategies</p>	<p>Professionally represent MBVCA by participating in community and industry boards such as the GMCVB Marketing Committee and various ad-hoc committees throughout the City of Miami Beach and other local partners</p> <p>Continue to participate in conferences that enhance tourism</p> <p>Promote education through the continuance of a Tuition Reimbursement Program</p> <p>Encourage attendance to industry trainings and conferences</p> <p>Maintain technically updated office through digital automation</p>	<p>Staff attended City Board and Committee, GMCVB, and Miami Beach Chamber of Commerce tourism-related meetings</p> <p>Increased web security measures on computer systems</p> <p>Purchased new equipment and software to maintain the MBVCA's level of technological advancement</p> <p>Continued to represent MBVCA by participating in community and industry boards such as the GMCVB Marketing Committee and various ad-hoc committees throughout the City of Miami Beach and local partners as requested</p> <p>Continued Tuition Reimbursement Program</p> <p>Continued office digital automation</p> <p>Redesigned and dedicated conference room to former MBVCA attorney Harold Rosen, Esq.</p>

Financial Profile

ANALYSIS

BACKGROUND

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

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

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

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

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

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

FY 2017/2018 REVIEW/TOURISM ADVANCEMENT PROGRAM (TAP)

The MBVCA Tourism Advancement Program (TAP) was established to promote Miami Beach as a sophisticated tourist destination by increasing the number of visitors; through 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 2017/2018, the MBVCA funded the TAP in seven categories, including: Development Opportunities, Initiatives, Major One Time Special Event, Special Events Recurring, Special Projects, Special Projects Recurring, and Tourism Partnerships. In 2017, the MBVCA continued to fund projects, utilizing funds rolled over from several years past.

A total of \$1,278,750 was awarded in FY 2017/2018, compared to \$1,528,850 in FY 2016/2017. The decrease in awards reflects rescinded events, due to non-compliance or cancellation, and repeat events that could not meet the grant application criteria, and; therefore, could not apply.

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

FY 2017/2018 Tourism Advancement Program

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.

Review process:

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

Annually, the MBVCA Board reviews and refines grant guidelines with respect to efficacy and effectiveness. In FY 2012/2013, the MBVCA implemented changes to its funding caps and declining scale. The new declining scale and funding caps allowed the MBVCA to diversify their funding into other areas and initiatives as requested by the City administration and/or the Board. In FY 2017/2018 the MBVCA voted to maintain the criteria in place for the Major One Time Special Event and Special Events Recurring grant categories requiring a total of 350 hotel room nights to be contracted, along with the 1,000,000 contracted media impressions. The viewership criteria remained at 1,000,000. The grant criteria guidelines were further defined for clarity and accuracy, requiring fully executed contracts to be submitted prior to proceeding with the next step in the application process. The application requires contract confirmation for hotel room blocks; media contract agreements, and/or broadcast/cable/TV contracts to in order to proceed with the grant submission. The data must be confirmed before and after funding is awarded. Grant applicants must meet two of the three criteria in place for each of the MBVCA grant categories. MBVCA grants are paid upon performance; therefore, grantees are required to provide post-performance reports in the form of reservation or pick up reports from Miami Beach hotels; impressions reports garnered from the organization's PR Firm, or accompanied by 3rd party confirmation from a media monitoring/press clipping service such as BurrellLuce to prove media impressions, and a broadcast post performance report from a third party reporting delivery of Adult 18+ and Households (HH) in Thousands (000) from Nielsen, Over The Top (OTT), or Comscore/Rentrak for viewership. The defined criteria and specific post-performance reporting structure will be further defined and continued in FY 2018/2019.

The MBVCA guidelines and application process place emphasis on defining and measuring the economic impact of each event, as well as considering the impact and value of marketing, publicity, and television origination/viewership. Questions concerning the economic impact of the program, including requiring an explanation of various aspects of the marketing plan, and how the numbers of hotel room nights are calculated and where they are contracted, are also required as part of the application. The event's or organization's publicity plan, community and residential involvement, and/or special residents' considerations must also be provided. Standardized recap sheets and point systems have been developed to give each applicant a score that rates potential success. In 2016/2017, a revamped point system was implemented to be more closely aligned with the MBVCA's grant criteria and will continue to be utilized in FY 2018/2019. Using this tool, the MBVCA can better evaluate the applicant's long-term commitment to the community; commitment to brand enhancement; value to tourism, and economic impact. The MBVCA votes on each specific and individual grant, and evaluates the grant request, funds available and possible extenuating circumstances after a formal presentation is made by the grant applicant. A question and answer period follows, with further discussion as needed.

RECURRING PROJECTS:

The MBVCA has a current policy in place to fund recurring projects on a declining scale. The declining scale encourages recurring events to recruit corporate and private sponsorship and; therefore, not solely rely on MBVCA funds as a means of sustaining the event year after year. The award category establishes funding caps for recurring events, funding that can be reduced based on the maximum request for the specific grant category. Below is the current scale, implemented in FY 2012/2013; applicable to non and for profit agencies. The declining scale will remain in place for FY 2018/2019.

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

CATEGORIES:

TAP funds are currently awarded in 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 MBVCA has developed pre-eligibility criteria for grants within these categories. The criteria allow staff to determine eligibility and the appropriate grant category. Applicants must meet two of three of the criteria noted

Grant Category	Contracted Hotel Room Nights	Contracted Media Impressions	Contracted Television and/or Cable Broadcast
Cultural Tourism	250	750,000	1,000,000
Development Opportunities	75	200,000	500,000
Film Incentive**	250	N/A	N/A
Initiatives*	N/A	N/A	N/A
Major One Time Special Event	350	1,000,000	1,000,000
Special Events Recurring	350	1,000,000	1,000,000
Special Projects	2,500	250,000,000	15,000,000
Special Projects Recurring	2,500	250,000,000	15,000,000
Tourism Partnerships	200	500,000	5,000 visitors/attendees/participants)

*Initiatives are specifically targeted towards organizations chosen by the MBVCA to carry out the designated initiative

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

Budget

Budget (TAP) FY 2018/2019:

The MBVCA has budgeted \$1,883,500 for FY 2018/2019 for its Tourism Advancement Program which reflects 61% of the total budget. This grant funding reflects an increase of \$183,000 from FY 2017/2018. This increase is due to an increase in the amount requested from some repeat applicants being moved to the top of declining scale as well as the revitalization of the Cultural Tourism Grant and the Film Incentive Program.

- The Tourism Partnerships category is budgeted at \$120,000, reflecting 4% of the total budget for FY 2018/2019. The category currently includes applicants at the maximum request cap of \$30,000. Four applications are anticipated to be received.

- The Major One Time Special Event category, representing 4% of the total budget, is budgeted at \$135,000 in FY 2018/2019, which reflects a 25% decrease from FY 2017/2018. The MBVCA expects three new events to apply at a maximum request of \$45,000. The MBVCA works tirelessly to stimulate and recruit new events and is willing and prepared to fund valuable tourism and brand related events. In fact, the MBVCA works with all partners, city leadership and media to solicit appropriate new projects. New applicants are expected to include the ITF (Juniors) Tennis Tournament, and two additional projects.
- The Special Events Recurring category, reflecting 25% of the total budget, has been calculated at \$768,000 for FY 2018/2019 based on the established declining scale and the number of applicants anticipated to return.
- The Special Projects category is budgeted at \$180,000 with two applicants expected at the maximum request of \$90,000 representing 6% of the total budget.
- The Special Projects Recurring category is budgeted at \$280,500 and represents 9% of the total budget. Anticipated applicants include the Orange Bowl Marketing Campaign; Lifetime Miami Marathon, Half Marathon, and Tropical 5K; the Food Network & Cooking Channel South Beach Wine & Food Festival; Swim Fashion Week Miami Beach Paraiso; and Winter Music Conference. These events, recruited and sustained by the MBVCA, are all marquee events and annually fill the City's hotel rooms.
- The Development Opportunities category is budgeted at \$60,000 for FY 2018/2019, representing 2% of the budget; in anticipation of 2 applicants at the maximum request of \$30,000 each.
- The Film Incentive category is budgeted at \$250,000 for FY 2018/2019 representing 8% of the budget.
- The Cultural Tourism category is budgeted at \$90,000 for FY 2018/2019 representing 3% of the budget in anticipation of 3 new applicants.

Destination Marketing

The Destination Marketing allocation reflects a 4% of the total budget for FY 2018/2019. This allocation provides for the additional placement of stories and press releases on the PR Newswire as well as the continuation of our Blogger Program that will be implemented in FY 2018/2019. The MBVCA is also partnering with the CMB on an Israeli travel promotion through ad placements in various media outlets.

New Initiatives

The MBVCA expects to support new initiatives in FY 2018/2019. Strategic plans, goals and initiatives are developed through consultation, the result of ongoing communications with the Mayor, Commission and City Administration. One of these initiatives includes the continuation of the Forbes Travel Guide Hospitality Training and the implementation of the webinar based on the live training sessions; both offered free of charge to Miami Beach hospitality employees. The live training sessions will be offered 3 times a year with the webinar offered year-round to ensure all Miami Beach hospitality employees benefit from this valuable training.

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

The Miami Design Preservation League (MDPL) in partnership with Close-Up Productions has conducted a total of 108 interviews to date. Other components of this initiative, include an exhibit opened to the public daily for its initial run from mid-October through late November 2012, free of charge from 10:00am until 4:30pm and reopened during Art Deco Weekend 2013. The documentary played on a loop in the lecture hall portion of the Art Deco Welcome Center. Seating was also placed near the screen and accommodated approximately 25 people at a time with standing room in the back.

An educational component was developed for FY 2012/2013 that included a video and teacher guide for Miami Beach Middle Schools. In FY 2013/2014, the videos were prepared for archival as part of a statewide university consortium. MDPL also collaborated with various institutions to create links to the online materials.

In FY 2015/2016, MDPL developed a digital promotional portal showcasing the video archive with links highlighting other Miami Beach historical resources, housed at institutions in Miami Beach and Miami Dade County. The “Windows on Miami Beach” portal generated local interest and support through school contests and online displays created by students and joint curating displays by portal partners; offered daily and weekly calendars of partners’ events; developed social media linkages that drove people to the new website and its resources; provided easier access to the interviews, educational videos and curricula produced by the Visual Memoirs Project; increased patronization of museums and historic sites on Miami Beach, and promoted Miami Beach as a tourist destination through historic and artistic connections.

In FY 2016/2017, the project developed a video on Barbara Baer Capitman, “Barbara’s Crusade”, that premiered during Art Deco 2017. In addition, the project’s website, miami-beach-visual-memoirs.com, was rebuilt for new and readily expandable internet access. The Project’s archives stored on FIU’s Digital Archive continued to expand through full-length interviews in an effort to stimulate interest in Miami Beach’s history and historic venues. The social media exposure also increased attracting nearly 500 followers on their Facebook page. An additional 15 interviews were scheduled with full transcripts, while completing an additional 25 transcripts from past interviews. The ON-MiamiBeach.com Portal added a separate “Learning and Teaching” section that included links to current videos and mini co-curations and videos about Miami Beach by the portal partners and students.

In 2017/2018, the project continued to enhance its community and visitor awareness of the Portal through partner organizations’ cross-promotional efforts and increased social media integration. A new set of interviews also took place expected to augment the existing database. In addition, an architectural discussion was mounted at the Wolfsonian Museum during Art Deco Weekend that included leading architects discussing preservation architecture and the combining of styles within the expansion on Miami Beach.

The Initiatives category is budgeted for FY 2018/2019 at \$121,000, representing 4% of the total budget.

Public Relations Initiative

In FY 2013/2014, the MBVCA issued a Request for Qualifications (RFQ) for a P.R. agency of record to enhance Miami Beach's image, after their initial Request for Proposals (RFP) issued in FY 2011/2012. The MBVCA selected Hill + Knowlton/SAMCOR (H+K) to support the MBVCA efforts by continuing to increase brand awareness through strategic media outreach to consumer and travel trades, major event recruitment, and business and corporate communications programs. There is an allotment of \$250,000, representing 8% of the total budget, towards this effort.

The current contract with H+K runs through September 30, 2018 in FY 2017/2018. Objectives include increased public relations or tourism related activities in CMB, recruitment of new events and meetings, and improvement of CMB global reputation. CMB leaders have been active participants in planning and in oversight. H+K has an extensive presence in the US and internationally. The agency's ability to network and leverage its global relationships is crucial to the growth of the 'Miami Beach' brand.

H+K created and distributed a total of 15 press releases and pitches during their first year as agency of record, garnering 3,416,581,560 media impressions and 12 press releases during their second year, generating 3,913,341,910 media impressions. In their third year, H+K generated 2,783,369,818 media impressions through the issuance of 12 press releases and a Harris Poll Survey that was conducted to determine why people visit Miami Beach. During their fourth year, H+K developed and released a total of 12 press releases and 1 pitch, generating a total of 1,492,734,059 media impressions, valued at \$15,615,214.75. During its fifth year H+K wrote and released 12 press releases, generating 1,410,465,887 media impressions, valued at \$15,638,438.52. During its sixth year, a total of 15 press releases were written and distributed,

generating 1,272,729,422 impressions valued at \$14,353,222.76. Finally, during their seventh and most recent year, a total of 15 press releases and 1 Audio News Release (ANR) were distributed generating 1,302,477,118 impressions valued at \$1,583,728.46.

IT/API Development

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

Miami Beach visitors and residents are using smartphones 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 (Apps) that can help them obtain the information they need to make timely and informed decisions. A new version of the App, Miami Beach Information (MBI), was released in fiscal year 2015/2016 for both Android and iOS platforms. The latest version of MBI included new and exciting features for the end-user. The newest features included a side-swipe feature; listing the information in an A-Z format; the addition of new categories were added that included Shopping, Nightlife, Art & Culture, and Restaurants, and the creation of “My Miami Beach” section where users can add events, photos, and itineraries as they navigate the App. In addition, the App features a “Deals” section that has special promotional rates or offers developed by MBVCA grantees. This cross promotional effort increases the number of downloads the App receives, while also assisting with the promotion of MBVCA-funded events. The promotions in the “Deals” section were also posted to the various MBVCA social media pages such as Facebook, Twitter, and Instagram. The App has now been downloaded over 12,000 times since 2015, across both mobile platforms. Approximately half of all downloads come from European users seeking to learn about Miami Beach. The first version of the App was released in FY 2013/2014.

The MBVCA's preliminary review of opportunities and needs was initiated in spring 2011 in consultation with area experts, and subsequent to a public meeting sponsored by the MBVCA, as a situational analysis. The MBVCA released an RFP in January 2012 and awarded a one-year contract to Just Program LLC dba Solodev on May 22, 2012. The purpose of the RFP was to develop a Miami Beach-focused web-based digital content management system (CMS) and modifiable database to support 3rd party mobile applications via an application programming interface (API).

Currently, the API is fully functional with 250 different categories of businesses, each averaging 90 different services and amenities. Web and App developers are able to use these attributes to create new and exciting experiences for their end-users. A fully functional mobile App for the MBVCA API for both iPhone and Android platforms is also available, free of charge.

We have allocated \$30,000 or 1% of the overall budget in FY 2018/2019 towards IT development, to add additional categories to expand the API database to include local non-business information that can be useful in App development such as beach access roads, public restrooms, and lifeguard stands. A total of \$10,000 has been allotted to market and promote the API/App to App developers in FY 2018/2019, representing less than 1% of the total budget.

Research and Development

The MBVCA will develop a strategic list of major events worldwide as the result of ongoing communications and consulting with all partners. We expect to investigate some of these events with the goal of the development of a new major event for the destination. The MBVCA has budgeted \$5,000 of the total towards this effort.

Projected Cash Flow Reserve

The MBVCA has budgeted \$2,000 of the total budget, for cash flow reserve in FY 2018/2019. The City of Miami Beach allots resort tax payments to the MBVCA a month after its collection; therefore, as a fiscal responsibility, the MBVCA has built in a projected cash flow reserve to its budget to ensure that all grants awarded will have the necessary funds to be reimbursed upon proper request and documentation.

Administration and Overhead

The MBVCA's administration and benefits costs are budgeted at \$420,000 for FY 2018/2019. This figure represents 14% of the total budget. The overhead allocation is budgeted at \$215,500 which reflects 7% of the overall budget. The increase from FY 2017/2018 is attributed to the cloud information hosting and redundancy, the addition of office security measures and staffing a full office. The total administration and overhead is 21% of the total budget.

Rollover

A total of \$200,000 will be rolled over from FY 2017/2018 into the FY 2018/2019 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.

Conclusion

At their July 24, 2018 meeting, the MBVCA Board recommended the Mayor and City Commission adopt the MBVCA Budget for FY 2018/2019 in the amount of \$3,062,000 as reflected below.

**MIAMI BEACH VISITOR AND CONVENTION AUTHORITY
FY 2018/2019**

	ADOPTED BUDGET FY 2017.2018	PROPOSED FY 2018.2019
REVENUES		
Unrestricted		
Rollover	\$ 200,000	\$ 200,000
Projected Resort Tax	\$ 2,708,000	\$ 2,862,000
TOTAL REVENUES	\$ 2,908,000	\$ 3,062,000
EXPENDITURES		
Administration & Benefits	\$ 415,500	\$ 420,000
Operating Expenses	\$ 215,000	\$ 215,500
Capital	\$ 5,000	\$ 5,000
Total Administration	\$ 635,500	\$ 640,500
GRANTS - Tourism Advancement Program		
Tourism Partnerships	\$ 120,000	\$ 120,000
Major One Time Special Event	\$ 180,000	\$ 135,000
Special Events Recurring	\$ 896,000	\$ 768,000
Special Projects	\$ 180,000	\$ 180,000
Special Projects Recurring	\$ 314,500	\$ 280,500
Cultural Tourism	\$ -	\$ 90,000
Film Incentive		\$ 250,000
Development Opportunities	\$ 10,000	\$ 60,000
Total Tourism Adv. Program	\$ 1,700,500	\$ 1,883,500
Marketing/PR/Technology		
Marketing/Communications and PR	\$ 250,000	\$ 250,000
APP Marketing	\$ 10,000	\$ 10,000
IT Development	\$ 30,000	\$ 30,000
Total	\$ 290,000	\$ 290,000
Other		
Destination Marketing	\$ 135,000	\$ 120,000
Initiatives	\$ 140,000	\$ 121,000
R&D	\$ 5,000	\$ 5,000
Projected Cash Flow Reserve	\$ 2,000	\$ 2,000
Total Other	\$ 282,000	\$ 248,000
TOTAL	\$ 2,908,000	\$ 3,062,000

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

The MBVCA implements a multi-level review process. Administration requires every potential applicant to have a pre-proposal conference 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 provided with further detail of the application process, including required attachments, relevant deadlines, the submission process, and meeting dates.

The MBVCA administration reviews any concerns the grant applicant may have expressed during the previous fiscal year during the required pre-proposal conference. These concerns may have been mentioned during the previous year's panel meeting and/or within their exit interview form submitted as part of their final report. In FY 2018/2019, the MBVCA will continue to review grant applicants' concerns and try to address them as best as possible.

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

In FY 2018/2019, the MBVCA will continue to solely accept applications electronically. All applications are required to be submitted through the MBVCA's Application Portal, with the exception of the organization's reviewed or audited financials that must be sent to the MBVCA Administration directly by the organization's independent accountant. The Application Portal enables applicants to complete their application completely online, rather than uploading it onto the portal. In addition, the Application Portal will continue to allow for all communications between MBVCA staff and grant applicants to take place electronically, including application status updates; informational items, and the corrections required of the application during the draft submission period. This will allow for applicants to receive information in real time, allowing for a better overall communication process. The MBVCA application submission process will continue to be streamlined into a multi-step system in FY 2018/2019, where grant criteria must be submitted first, in order to determine eligibility.

The MBVCA also has a policy in place to formally fund recurring projects on a declining scale. The scale encourages recurring events to recruit corporate and private sponsorship and therefore, not solely rely on MBVCA funds as a means of sustaining the event. The awards mandate funding caps for recurring events, that are diminished based on the maximum request for the specific grant category and the year in which the event is in within the declining scale. This policy continued in FY 2017/2018. This encourages grant applicants to seek alternate forms of funding and support. The MBVCA continues to encourage new events to the destination; therefore, they have maintained the percentage decrease in the funding amounts a recurring event may request.

The declining scale will continue to be implemented within the Special Events Recurring and Special Projects Recurring grant categories, in FY 2018/2018.

The North Beach Incentive Program originally developed in FY 2013/2014 to encourage additional tourist-driven events, to take place in the North Beach area of Miami Beach, has been retired due to a small number of applicants during the last fiscal year, 2017/2018.

The Development Opportunities grant category has been revived and will be made available as a one-grant.

The Cultural Tourism Grant Program was revamped and will be available to new cultural events as a one-time grant. The objective of the program is to provide funding for new activities, events with yearlong cultural tourism promotion and programming that support and advance the mission of the MBVCA.

The Film Incentive Grant Program will be updated to be better aligned with the film industry and will be offered to scripted feature films, scripted television shows, short films, and tv or streaming service pilots or series, in FY 2018/2019.

In FY 2017/2018, the maximum grant requests for each of the MBVCA's grant categories remained the same. They will also remain the same in FY 2018/2019.

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

In the upcoming fiscal year, the MBVCA's checks and balances will remain in place through internal auditing processes. The additional restrictions imposed in FY 2017/2018 will remain in place for those grant recipients who have not met their obligations for the prior fiscal year and/or have committed fraudulent activity.

Direct Impact

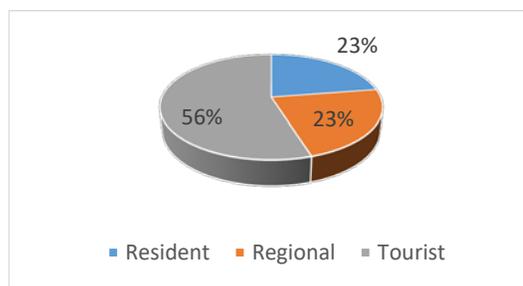
Direct impact of MBVCA sponsored events in Miami Beach is derived from the calculating the average of the projects’ overall impacts to the City of Miami Beach. Grant recipients are asked for the hotel room nights and media impressions their events generated. The figures are determined by adding contracted 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 and compiled within a detailed economic impact report for each grant recipient.

2017/2018 General Tourism Highlights

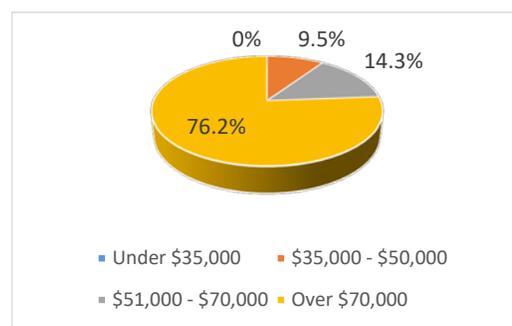
- Hotel rooms (as of May 2018) – 19,569
- Overnight Visitors (2017) – 9,278,100
- Average Room Rate (as of September 2018) - \$267.90
- Average RevPar (January to September 2018) – \$207.64
- Average Occupancy (as of September 2018) – 77.5%

Total Attendance of MBVCA Sponsored Events – 804,928

- Resident 23%
- Regional 23%
- Tourist 56%



- Number of Events in Miami Beach – 500
- Job Creation – 1,570
- Average Organizational Budgets of MBVCA sponsored events – \$2,759,285.05
- Annual Income of Attendees
 - Under \$35,000 – 0%
 - \$35,000 - \$50,000 – 9.5%
 - \$51,000 - \$70,000 – 14.3%
 - Over \$70,000 – 76.2%



GRANT BY CATEGORY

Category	Recipient	Event/Project	Grant Request	Actual Funding	
Destination Marketing	Forbes Travel Guide	Forbes Travel Guide Customer Service Training	\$42,000	\$42,000	
	'Miami Design Preservation League	Miami Beach Visual Memoirs Project	\$30,000	\$30,000	
Marketing/PR/Technology	Hill & Knowlton/SAMCOR	Destination Marketing, Public Relations, and Communications Consulting Services	\$250,000	\$250,000	
Initiatives					
Applications were not received for this category in 2017/2018					
Major One Time Special Event	Florida Tennis Promotions, LLC	ITF World Senior Team and Individual Championships	\$45,000	\$45,000	
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival (ABFF)	\$24,000	\$24,000	
	CI Foundation	South Beach Seafood Festival	\$32,000	\$32,000	
	Exclusive Sports Marketing, Inc.	2017 Miami Beach Halloween Half Marathon and Freaky 4-Miler	\$28,000	\$28,000	
		GroundUP Music Festival	GroundUP Music Festival	\$40,000	\$40,000
	Hialeah School of Self Defense	Pan American International Karate Tournament	\$40,000	\$40,000	
	Irie Weekend Management Company	Irie Weekend	\$24,000	\$24,000	
		LTF Triathlon Series LLC	2018 Miami Marathon and Half Marathon, Tropical 5K, Health & Fitness Expo	\$40,000	\$40,000
	LTF Triathlon Series LLC	South Beach Triathlon	\$32,000	\$32,000	
	Miami Beach Gay Pride	10 th Annual Miami Beach Gay Pride 2018	\$24,000	\$24,000	
	Miami Dade College	2018 Miami Film Festival	\$32,000	\$32,000	
	Model Volleyball, LLC	Model Volleyball	\$28,000	\$28,000	
	National LGBTQ Task Force	Winter Party Festival	\$32,000	\$32,000	
	National Salute to America's Heroes	National Salute to America's Heroes	\$40,000	\$40,000	
	NATPE-National Association of Television	NATPE-Miami 2018	\$40,000	\$40,000	
	Salsa Dance International Inc, dba Salsa Lovers	Bachateando Dance Festival	\$40,000	\$40,000	
		Salsa Dance International Inc, dba Salsa Lovers	Miami Salsa Congress	\$24,000	\$24,000
	SCOPE Art Show	SCOPE Miami Beach 2017	\$24,000	\$24,000	
	Swimwear Association of Florida	Swimshow	\$32,000	\$32,000	
	UNTITLED, Art	UNTITLED, Art Fair Miami Beach	\$40,000	\$40,000	
	Special Projects				
	Applications were not received for this category in 2017/2018				
	Special Projects Recurring	Florida International University	2018 Food Network & Cooking Channel South Beach Wine & Food Festival	\$59,500	\$59,500
FUNKSHION Productions, LLC		Swim Fashion Week Miami Beach Paraiso	\$68,000	\$68,000	
		Orange Bowl Committee	2017 Capital One Orange Bowl Game and Ancillary Events	\$59,500	\$59,500
Tourism Partnerships	MDGLCC Foundation, Inc.	The Hub at the LGBT Visitor Center	\$30,000	\$30,000	
	Miami Beach Chamber of Commerce	Visit Miami Beach Visitor's Center	\$30,000	\$30,000	
	Miami Beach Latin Chamber of Commerce	Tourist Hospitality Center	\$18,750	\$18,750	
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	\$30,000	\$30,000	

Category	Recipient	Event/Project	Hotel Room Nights	Viewership	Impressions
Destination Marketing	Forbes Travel Guide	Forbes Travel Guide Customer Service Training	0	0	112,661,732
	Miami Design Preservation League	Miami Beach Visual Memoirs Project	0	0	0
Marketing/PR/Technology	Hill & Knowlton/SAMCOR	Destination Marketing, Public Relations, and Communications Consulting Services	0	0	112,661,732
Initiatives					
Applications were not received for this category in 2017/2018					
Major One Time Special Event	Florida Tennis Promotions, LLC	ITF World Senior Team and Individual Championships	1,914	0	21,321,477
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival (ABFF)	1,057	0	133,959,870
	CI Foundation	South Beach Seafood Festival	0	3,007,000	70,256,700
	Exclusive Sports Marketing, Inc.	2017 Miami Beach Halloween Half Marathon and Freaky 4-Miler	550	0	14,442,799
		GroundUP Music Festival	GroundUP Music Festival	594	0
	Hialeah School of Self Defense	Pan American International Karate Tournament	514	0	8,400,000
		Irie Weekend Management Company	Irie Weekend	351	0
	LTF Triathlon Series LLC	2018 Miami Marathon and Half Marathon, Tropical 5K, Health & Fitness Expo	728	0	497,465,259
		LTF Triathlon Series LLC	South Beach Triathlon	350	0
	Miami Beach Gay Pride	10 th Annual Miami Beach Gay Pride 2018	667	0	183,635,333
	Miami Dade College	2018 Miami Film Festival	442	0	6,139,196,644
	Model Volleyball, LLC	Model Volleyball	358	0	2,220,000,000
	National Salute to America's Heroes, LLC	National Salute to America's Heroes	850	0	27,321,076
	National LGBTQ Task Force	Winter Party Festival	651	0	134,345,650
	NATPE	NATPE-Miami 2018	7,179	0	529,443,997
	Salsa Dance International Inc, dba Salsa Lovers	Bachateando Dance Festival	506	0	11,451,785
	Salsa Dance International Inc, dba Salsa Lovers	Miami Salsa Congress	657	0	18,000,000
	SCOPE Art Show	SCOPE Miami Beach 2017	369	0	40,674,794
	Swimwear Association of Florida	Swimshow	1708	0	63,591,008
	UNTITLED, Art.	UNTITLED, Art Fair Miami Beach	408	0	1,837,794,678
	Special Projects				
Applications were not received for this category in 2017/2018					
Special Projects Recurring	Florida International University	2018 Food Network & Cooking Channel South Beach Wine & Food Festival	2,533	0	1,383,611,871
	FUNKSHION Productions LLC Orange Bowl Committee	Swim Fashion Week Miami Beach Paraiso	349	152,978,849	7,996,210,407
		2017 Capital One Orange Bowl Game and Ancillary Events	0	23,720,553	3,189,901,089
Tourism Partnerships	MDGLCC Foundation, Inc.	The Hub at the LGBT Visitor Center	0	0	2,050,500
	Miami Beach Chamber of Commerce	Visit Miami Beach Visitor's Center	0	0	1,723,883
	Miami Beach Latin Chamber of Commerce	Tourist Hospitality Center	0	0	3,069,779
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	1,595	0	7,300,822

Category	Event	Room	Average Daily Room Rate	Occupancy	Estimated Revenue to Hoteliers	Estimated Income to the City 2% Resort Tax	Estimated Income to MBVCA; 5% of 2% Resort Tax
Destination Marketing	Forbes Travel Guide Customer Service Training	N/A	\$0	0	\$0	\$0	\$0
	Miami Beach Visual Memoirs Project	N/A	\$0	0	\$0	\$0	\$0
Marketing/PR/Technology	Destination Marketing, Public Relations, and Communications Consulting Services	N/A	\$0	0	\$0	\$0	\$0
Initiatives							
Applications were not received for this category in 2017/2018							
Major One Time Special Event	ITF World Senior Team and Individual Championships	1,914	\$235.61	82.6%	\$450,957.52	\$9,019.15	\$450.96
Special Events Recurring	10th annual Miami Beach Gay Pride 2018	667	\$361.73	89.4%	\$241,273.89	\$4,825.48	\$241.27
	2017 Miami Beach Halloween Half Marathon and Freaky 4-Miler	550	\$214.48	70.4%	\$117,963.98	\$2,359.28	\$117.96
	2018 Miami Film Festival	442	\$353.43	90.7%	\$156,216.04	\$3,124.32	\$156.22
	2017 Miami Marathon and Half Marathon; Tropical 5K, Health and Fitness Expo	728	\$294.97	81.6%	\$214,738.14	\$4,294.76	\$214.74
	American Black Film Festival (ABFF)	1,057	\$205.27	74.8%	\$216,970.37	\$4,339.41	\$216.97
	Bachateando Dance Festival	506	\$361.73	89.4%	\$183,035.36	\$3660.71	\$183.04
	GroundUP Music Festival	594	\$315.65	83.5%	\$187,496.08	\$3,749.92	\$187.50
	Irie Weekend	351	\$208.59	76.3%	\$73,215.07	\$1,464.30	\$73.22
	Miami Salsa Congress	657	\$212.10	83.1%	\$139,349.68	\$2,786.99	\$139.35
	Model Volleyball Tournament	358	\$391.05	88.8%	\$139,995.88	\$2,799.92	\$140.00
	National Salute to America's Heroes	850	\$247.81	68.1%	\$210,638.48	\$4,212.77	\$210.64
	NATPE Miami- 2018	7,179	\$306.61	83.8%	\$2,201,153.17	\$44,023.06	\$2,201.15
	Pan American International Karate Tournament	514	\$223.85	78.3%	\$115,058.88	\$2,301.18	\$115.06
	SCOPE Miami Beach 2017	369	\$435.64	83.4%	\$160,751.14	\$3,215.02	\$160.75
	South Beach Seafood Festival	0	\$209.77	67.0%	(\$0.02)	(\$0.00)	(\$0.00)
	South Beach Triathlon	350	\$291.68	82.5%	\$102,087.98	\$2,041.76	\$102.09
	SwimShow	1,708	\$229.00	74.8%	\$391,131.98	\$7,822.64	\$391.13
	UNTITLED, Art Fair Miami Beach	408	\$435.64	83.4%	\$177,741.10	\$3,554.82	\$177.74
Winter Party Festival	651	\$337.34	85.5%	\$219,608.32	\$4,392.17	\$219.61	
Special Projects							
Applications were not received for this category in 2017/2018							
Special Projects Recurring	2017 Capital One Orange Bowl Game and Ancillary Events	0	\$509.43	86.7%	(\$0.02)	(\$0.00)	(\$0.00)
	2018 Food Network & Cooking Channel South Beach Wine & Food Festival	2,533	\$390.32	88.9%	\$988,680.54	\$19,773.61	\$988.68
	Swim Fashion Week Miami Beach Paraiso	349	\$229.00	74.8%	\$79,920.98	\$1,598.42	\$79.92
Tourism Partnerships	The Hub at the LGBT Visitor Center	0	\$191.95	61.2%	\$0	\$0	\$0
	Miami Beach Watersports Center, Inc.	1,595	\$191.95	61.2%	\$306,160.23	\$6,123.20	\$306.16
	Tourist Hospitality Center	0	\$191.95	61.2%	\$0	\$0	\$0
	Visit Miami Beach Visitor's Center	0	\$191.95	61.2%	\$0	\$0	\$0

Category	Organization	Event	Total Dollar Value Spent on Advertising ¹	Domestic Advertising	International Advertising	Total Dollar Value Spent on Television
Destination Marketing	Forbes Travel Guide	Forbes Travel Guide Customer Service Training	\$0	\$0	\$0	\$0
	Miami Design Preservation League	Miami Beach Visual Memoirs Project	\$0	\$0	\$0	\$0
Marketing/PR/Technology	Hill & Knowlton/SAMCOR	Destination Marketing, Public Relations, and Communications Consulting Services	N/A	N/A	N/A	N/A
Initiatives						
Applications were not received for this category in 2017/2018						
Major One Time Special Event	Florida Tennis Promotions, LLC	ITF World Senior Team and Individual Championships	\$110,000	\$10,000	\$100,000	\$0
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival (ABFF)	\$450,000	\$450,000	\$0	\$95,000
	CI Foundation	South Beach Seafood Festival	\$320,000	\$320,000	\$0	\$0
	Exclusive Sports Marketing, Inc.	2017 Miami Beach Halloween Half Marathon and Freaky 4-Miler	\$133,000	\$119,700	\$13,300	\$0
	GroundUP Music Festival	GroundUP Music Festival	\$41,919	\$41,919	\$0	\$0
	Hialeah School of Self Defense	Pan American International Karate Tournament	\$39,735	\$27,020	\$12,715	\$0
	Irie Weekend Management Company	Irie Weekend	\$400,000	\$400,000	\$0	\$350,000
	LTF Triathlon Series LLC	2018 Miami Marathon and Half Marathon, Tropical 5K, Health & Fitness Expo	\$337,349	\$310,361	\$26,988	\$0
	LTF Triathlon Series LLC	South Beach Triathlon	\$32,496	\$32,496	\$0	\$0
	Miami Beach Gay Pride	10 th Annual Miami Beach Gay Pride 2018	\$681,309	\$592,739	\$88,570	\$165,025
	Miami Dade College	2018 Miami Film Festival	\$581,500	\$325,640	\$255,860	\$450,000
	Model Volleyball, LLC	Model Volleyball	\$300,000	\$225,000	\$75,000	\$0
	National Salute to America's Heroes, LLC	National Salute to America's Heroes	\$207,000	\$207,000	\$0	\$72,500
	National LGBTQ Task Force	Winter Party Festival	\$145,098	\$116,078	\$29,020	\$14,220
	NATPE	NATPE-Miami 2018	\$350,000	\$210,000	\$140,000	\$0
	Salsa Dance International Inc, dba Salsa Lovers	Bachateando Dance Festival	\$37,000	\$22,200	\$14,800	\$0
	Salsa Dance International Inc, dba Salsa Lovers	Miami Salsa Congress	\$29,000	\$17,400	\$11,600	\$0
	SCOPE Art Show	SCOPE Miami Beach 2017	\$215,000	\$101,050	\$113,950	\$0
	Swimwear Association of Florida	Swimshow	\$78,421	\$39,211	\$39,211	\$0
	UNTITLED, Art.	UNTITLED, Art Fair Miami Beach	\$20,090	\$1,507	\$5,023	\$0
	Special Projects					
Applications were not received for this category in 2017/2018						
Special Projects Recurring	Florida International University	2018 Food Network & Cooking Channel South Beach Wine & Food Festival	\$2,000,000	\$1,940,000	\$60,000	\$800,000
	FUNKSHION Productions LLC	Swim Fashion Week Miami Beach Paraiso	\$140,000,000	\$56,000,000	\$84,000,000	\$24,000,000
	Orange Bowl Committee	2017 Capital One Orange Bowl Game and Ancillary Events	\$979,000	\$979,000	\$0	\$201,430
Tourism Partnerships	MDGLCC Foundation, Inc.	The Hub at the LGBT Visitor Center	\$53,000	\$29,150	\$23,850	\$0
	Miami Beach Chamber of Commerce	Visit Miami Beach Visitor's Center	\$16,000	\$8,000	\$8,000	\$0
	Miami Beach Latin Chamber of Commerce	Tourist Hospitality Center	\$3,595	\$395.45	\$3,199.55	\$0
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	\$38,000	\$34,960	\$3,040	\$0

¹ Includes actual, in-kind, and barter

Category	Recipient	Event/Project	Funding	HRN Contracted	HRN Generated	Variance
Destination Marketing	Forbes Travel Guide	Forbes Travel Guide Customer Service Training	\$42,000	N/A	N/A	N/A
	Miami Design Preservation League	Miami Beach Visual Memoirs Project	\$30,000	N/A	N/A	N/A
Marketing/PR/Technology	Hill & Knowlton/SAMCOR	Destination Marketing, Public Relations, and Communications Consulting Services	\$250,000	N/A	N/A	N/A
Initiatives						
Applications were not received for this category in 2017/2018						
Major One Time Special Event	Florida Tennis Promotions, LLC	ITF World Senior Team and Individual Championships	\$45,000	3,720	1,914	-94.36%
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival (ABFF)	\$24,000	833	1,057	21.19%
	CI Foundation	South Beach Seafood Festival	\$32,000	106	0	-100.00%
	Exclusive Sports Marketing, Inc.	2017 Miami Beach Halloween Half Marathon and Freaky 4-Miler	\$28,000	540	550	1.82%
	GroundUP Music Festival	GroundUP Music Festival	\$40,000	900	594	-51.52%
	Hialeah School of Self Defense	Pan American International Karate Tournament	\$40,000	350	514	31.91%
	Irie Weekend Management Company	Irie Weekend	\$24,000	351	351	0.00%
	LTF Triathlon Series LLC	2018 Miami Marathon and Half Marathon, Tropical 5K, Health & Fitness Expo	\$40,000	375	728	48.49%
	LTF Triathlon Series LLC	South Beach Triathlon	\$32,000	393	350	-12.29%
	Miami Beach Gay Pride	10 th Annual Miami Beach Gay Pride 2018	\$24,000	350	667	47.53%
	Miami Dade College	2018 Miami Film Festival	\$32,000	669	442	-51.36%
	Model Volleyball, LLC	Model Volleyball	\$28,000	350	358	2.23%
	National LGBTQ Task Force	Winter Party Festival	\$32,000	597	651	8.29%
	National Salute to America's Heroes, LLC	National Salute to America's Heroes	\$40,000	890	850	-4.71%
	NATPE-National Association of Television Lovers	NATPE-Miami 2018	\$40,000	9,523	7,179	-32.65%
	Salsa Dance International Inc, dba Salsa Lovers	Bachateando Dance Festival	\$40,000	420	506	17.00%
	Salsa Dance International Inc, dba Salsa Lovers	Miami Salsa Congress	\$24,000	350	657	46.73%
	SCOPE Art Show	SCOPE Miami Beach 2017	\$24,000	379	369	-2.71%
Swimwear Association of Florida	Swimshow	\$32,000	1,861	1,708	-8.96%	
UNTITLED, Art.	UNTITLED, Art Fair Miami Beach	\$40,000	1,042	408	-155.39	
Special Projects						
Applications were not received for this category in 2017/2018						
Special Projects Recurring	Florida International University	2018 Food Network & Cooking Channel South Beach Wine & Food Festival	\$59,500	2,581	2,533	-1.89%
	FUNKSHION Productions LLC	Swim Fashion Week Miami Beach Paraiso	\$68,000	475	349	-36.10%
	Orange Bowl Committee	2017 Capital One Orange Bowl Game and Ancillary Events	\$59,500	0	0	0.00%
Tourism Partnerships	MDGLCC Foundation, Inc.	The Hub at the LGBT Visitor Center	\$30,000	0	0	0.00%
	Miami Beach Chamber of Commerce	Visit Miami Beach Visitor's Center	\$30,000	0	0	0.00%
	Miami Beach Latin Chamber of Commerce	Tourist Hospitality Center	\$18,750	0	0	0.00%
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	\$30,000	970	1,595	39.18%

Year Long

Forbes Travel Guide Hospitality Service Training – Forbes Travel Guide

FY 2017/2018 \$42,000
FY 2016/2017 \$14,000

Through a partnership with Forbes Travel Guide and support from the Greater Miami and The Beaches Hotel Association (GMBHA), the MBVCA hosted three, full-day customer service training program events for Miami Beach hospitality employees. Each event included 4 separate training sessions that were two hours in duration; all offered free of charge. The four training sessions were composed of: Front-Line 101, Front-Line 202, Leadership 101, and Leadership 202. The first training event took place on **April 24, 2018** at the Miami Beach Woman's Club. The second, held on **June 27, 2018** took place at the Shelborne Hotel, and the third event was held at the New World Center on **September 12, 2018**. In total, **684 Miami Beach hospitality employees** were trained. In addition, a total of **112,661,732 media impressions** were generated as a result of the press release distributed through PR Newswire and an Audio News Release (ANR) that was broadcast through radio stations such as Radio America, Business Talk Radio Network, CBS Radio News, Lifestyle Talk Radio Network, and KXXX-FM/WXGM-FM/KOFM-FM/KWCL-FM.

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

www.forbestravelguide.com

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

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

The rowing series promoted North Beach to national and international universities as a desirable watersports destination. The Center attracted a combination of over **5,000 participants and spectators**, between **October 1, 2017 and September 30, 2018**. As a result, **1,595 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 offered the rental of their 400-person conference space. Utilization of the rowing center reflects the commitment of the MBVCA to attract events that generate national and international acclaim. In addition, the Center generated **7,300,822 media impressions** through a combination of promotional efforts and media coverage.

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

www.rowmiami.com

Tourist Hospitality Center - Miami Beach Latin Chamber of Commerce

FY 2017/2018 \$18,750
FY 2016/2017 \$19,500
FY 2015/2016 \$19,245
FY 2014/2015 \$22,500
FY 2013/2014 \$22,664
FY 2012/2013 \$25,000
FY 2011/2012 \$18,250
FY 2010/2011 \$10,000
FY 2008/2009 \$10,000
FY 2007/2008 \$25,000
FY 2006/2007 \$25,000
FY 2005/2006 \$16,250
FY 2004/2005 \$15,000
FY 2003/2004 \$15,000
FY 2002/2003 \$10,165
FY 2001/2002 \$ 8,500
FY 2000/2001 \$ 8,700
FY 1999/2000 \$10,400
FY 1998/1999 \$10,000
FY 1997/1998 \$ 7,000

The purpose of the Tourist Hospitality Center is to provide direct visitor assistance. The Center, **open year-round**, received approximately **8,675 inquiries** a combination of walk-ins; telephone/fax/email inquiries. In addition, their website received a total of **11,340 hits** this fiscal year, as documented through their Google analytics report. The Center also were received approximately 1,036 entries/clicks into a specific hotel reservations landing page. Google clicks/entries were driven directly to reservations portals of 60 participating hotels in Miami Beach that featured discount or special rates. In addition, this increase in marketing efforts builds and manages monthly ads/phrases of hotel discounts in Spanish and Portuguese to attract Google travelers to stay in Miami Beach hotels. The Center also generated approximately **3,069,779 media impressions** through their media buys on Welcome/Bienvenidos, Le Soleil de la Floride, and Access Floride Guide Touristique. The Center was also featured on the GMCVB's Pocket Guide, Vacation Planner, Family Fun Guide, Visitors Guide, and Travel Planner, as well as, on the Visit Florida Vacation Guide and E-Book.

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.

www.miami.com

The Hub at the LGBT Visitor Center - MDGLCC Foundation, Inc.

FY 2017/2018	\$30,000
FY 2016/2017	\$30,000
FY 2015/2016	\$30,000
FY 2014/2015	\$30,000
FY 2013/2014	\$30,000
FY 2012/2013	\$30,000
FY 2010/2011	\$30,000

The Hub at the LGBT Visitor Center provides LGBT tourists with the resources to ensure a successful stay in Miami Beach, while promoting socioeconomic development and tourism. In addition to their daily services, the Center proudly offers ongoing panel discussions, educational workshops, special social events, recovery & support groups, and dance & fitness classes. In 2017/2018, the Center received **9,130 total walk-in visitors**, with **over 50,000 visitor contacts** through a combination of telephone, email, fax, social media, and website inquiries. In addition, the Center generated **2,050,500 media impressions** through its partnership with Towleroad.com, Advocate, Out, and OutTraveler. The Center was also promoted through its partnerships with the GMCVB, Passport Travel Magazine, Hotspots Magazine, Wire Magazine, She Magazine, and the Miami Herald. Additional promotions took place through Facebook, flyers, and the LGBT Weekly E-Blast Newsletter. The Center will be returning to its original name “The LGBT Visitor Center” in the upcoming fiscal 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 within the gay and lesbian niche market.

www.gogaymiami.com

Miami Beach Guest Program - Miami Beach Chamber of Commerce

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

The Miami Beach Guest Program is comprised of Visit Miami Beach: the Visitors Center and MiamiBeachGuest.com. In FY 2017/2018, Visit Miami Beach relocated to their permanent location at 17th Street and Pennsylvania Avenue. The Center 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. Services currently offered by the Center and through MiamiBeachGuest.com include over 30 daily tours, sale of the Go Card, Explorer Pass, and tour bookings for bus tours, duck tours, boat tours, and much more. This year the Center responded to **11,293 inquiries** through a combination of walk-ins, telephone calls, and emails, a 76% increase over 16/17 figure of 6,410. In addition, the website received a total of **40,056 page views**, an almost 11 fold increase over the 2016/2017 total of 3,650 noting that the site was down for several months last year for redesign. The Center focused resources on a Search Engine Optimization campaign that increased non-local media impressions. While the Center does not generate hotel room nights, they refer visitors to area hotels; thereby, generating approximately **150 hotel room nights in Miami Beach**. To date, the Center also generated **1,723,883 media impressions**.

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

October 2017

South Beach Seafood Festival – CI Foundation

FY 2017/2018	\$32,000
FY 2015/2016	\$40,000
FY 2014/2015	\$40,000
FY 2015/2016	\$40,000

The South Beach Seafood festival is a 4-day festival that took place from **October 17 - 21, 2017**. This culinary festival created an experience to attract tourists and locals to enjoy a culinary showcase featuring some of Miami Beach’s very own restaurants and kicking off stone crab season. Events included a kick-off dinner, a chef showdown, a wine and dine experience, the Seafood Festival as the main event, and much more. The event attracted **15,000 attendees** to its 5 events, all taking place in locations on Miami Beach. The event was covered by 150 media representatives from local and regional media, as well as, the national production team from Food Network who televised the event on the Travel Channel twice to date, generating **3,007,000 in viewership**. The Festival also generated **70,256,700 media impressions** through local and national promotional efforts and coverage.

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

www.sobeseafoodfest.com

2017 Miami Beach Halloween Half Marathon & Freaky 4-Miler - Exclusive Sports Marketing

FY 2017/2018	\$28,000
FY 2016/2017	\$32,000
FY 2015/2016	\$40,000
FY 2014/2015	\$20,000

This annual event, that took place **October 27 - 29, 2017**, has placed a creative twist on the traditional running event. The majority of participants were dressed in full costume while running the 13.1 mile course. The event attracted over **5,300 participants and spectators**, and has grown steadily since its inception. Other events included packet pick-up at Lululemon on Lincoln Road; a post-race party, an after party, free cocktail receipt and a “free” day to explore Miami Beach. This in turn, generated **550 hotel room nights** in Miami Beach. There was also a “Freaky 4-Miler” that took place in conjunction with the half marathon. In addition, the event generated **14,442,779 media impressions**.

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

www.HalloweenHalfMarathon.com

November 2017

ITF World Senior Team and Individual Championships – Florida Tennis Promotions, LLC

FY 2017/2018	\$40,000
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The International Tennis Federation (ITF) Seniors World Team Championships were held over a two-week period from **October 29 – November 11, 2017** on Miami Beach and Key Biscayne. The Championship is the highest ranked team event on the Seniors Circuit for male and female players in the age category of 50-60. Since the Tournament’s inception in 1981, the number of competitors has steadily grown to 21 age categories from the original 4. The event attracted **968 competitors** competing in single and doubles matches. A total of **1,914 hotel nights** were generated along with **21,321,477 media impressions** that came from Direct Mail, email marketing, Local and regional newspapers and publications as well as social media.

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

www.itftennis.com/seniors/tournaments/seniors-info.aspx

Pan American International Karate Tournament - Hialeah School of Self Defense

FY 2017/2018	\$40,000
FY 2016/2017	\$32,000
FY 2015/2016	\$28,000
FY 2014/2015	\$32,000
FY 2013/2014	\$40,000
FY 2012/2013	\$40,000

The Pan American Internationals is one of the largest and most prestigious sport martial arts events in the world today. Established in 1980 it has become one of the Best Sport Karate Tournaments in the world with competitors travelling from all over the United States and the world. This year the event took place on **November 16 - 18, 2017** in Miami Beach. This event attracted **992 competitors** and **6,986 spectators** over the three-day event. As a result, a total of **514 hotel room nights**. A total of **8,400,000 media impressions** were generated through a combination of regional, national, and international media placement and coverage, to include Facebook, direct national and international mailings, email blasts, SportsMartialArts.com, fastkicksites.com, and Blitz Kick.

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

www.panamericaninternationals.com

SCOPE Miami Beach 2017 – SCOPE Art Fair Inc.

FY 2017/2018	\$24,000
FY 2016/2017	\$28,000
FY 2015/2016	\$32,000
FY 2014/2015	\$30,000
FY 2013/2014	\$45,000

The Scope Art Show took place **December 5 –10, 2017** and welcomed **61,323 attendees** to the art show and ancillary events. Events included official parties, morning yoga and beauty treatments, fashion and art panel discussions, VIP brunches a “detox day”, a technology and art panel discussion, and a finale event. A total of **369 hotel room nights** were generated in Miami Beach as a result. Media coverage was received by over 200 printed and digital publications, generating **40,674,794 media impressions**. Various media outlets such as Forbes, Essence, Hypebeast, Whitewall, NY Observer, Vibe, Flaunt, Artnet, Aesthetica Magazine, Miami Herald, Design Milk, Business Insider, Whitewall magazine, and many more covered the fair and events.

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

www.scope-art.com

UNTITLED, Art. – UNTITLED, Art Fair Miami Beach

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

This year’s international art fair took place **December 5 –10, 2017** and attracted **over 39,000 attendees** including **over 5,000 of the world’s top-tier collectors**. The fair presented an innovative program of events to which top accolades were received from visitors and exhibitors, and included 137 galleries, artist-run spaces, and non-profit organizations from 26 different countries. Other events included a series of VIP breakfasts, performances, and panel discussions. A total of **408 hotel room nights** in Miami Beach were generated as a result of the fair’s success. In addition, **1,837,794,678 media impressions** were generated through a combination of ad placement and media coverage from outlets such as Artnet News, Artforum, Cultured, Frieze, and many more.

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

www.untitledmiamibeach.com

2017 Capital One Orange Bowl Game and Ancillary Events - Orange Bowl Committee

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

The Orange Bowl hosted the 84th Capital One Orange Bowl at the Hard Rock Stadium on **December 30, 2017**, surrounded by a series of events that welcomed members of community along with college football fans from around the country. The family-oriented series of sports and entertainment events leading up to the Capital One Orange Bowl football game, included the Orange Bowl Coaches Luncheon, the Orange Bowl Rhapsody, the Orange Bowl VIP Pre-Game Party, and the Orange Bowl Fan Fest, and various welcome receptions, team outings, dinners, and many more. As a result, a total of **3,189,901,089 media impressions** were generated as a result of promotional efforts and press coverage, while the event was televised on ESPN, generating **23,720,553** in viewership. A total of attracting **65,032 fans** traveled to the destination, during the period of **December 26 – 30, 2017**.

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 2018

NATPE Miami 2018 - NATPE

FY 2017/2018	\$40,000
FY 2016/2017	\$24,000
FY 2015/2016	\$28,000
FY 2013/2014	\$32,000
FY 2012/2013	\$40,000
FY 2011/2012	\$42,500

The NATPE Miami-Global Content Market took place **January 16 – 18, 2018** and attracted **5,000 attendees**. This 3-day event is the global content marketplace for a digital world and the only American program market serving the worldwide television/content community. Events took place at the Fontainebleau and Eden Roc Hotels and generated **7,179 hotel room nights**. Events included the Reality Breakthrough Awards Luncheon, an Opening Night Party, and the Brandon Tartikoff Legacy Award Reception & Ceremony. In addition, the event expanded to include NATPE Music, NATPE Scripted, and NATPE Station Group Summit. The event received local, national, and international media coverage from outlets such as TV Latina, The Hollywood Reporter, Variety, and many more. The event generated **529,443,997 media impressions** as a result of paid advertisement and coverage.

This event satisfied the MBVCA's core initiatives of generating group stimulus within the film and entertainment industries.

www.natpe.org

2018 Miami Marathon and Half Marathon, Tropical 5K, Health and Fitness Expo – LTF Triathlon Series LLC

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

This full marathon (26.2 miles), half marathon (13.1 miles), and Tropical 5K took place throughout Miami Beach **January 26 – 28, 2018**. The full and half marathons hosted participants from 48 states, and 50 countries, generating a total of **55,435 participants** throughout the weekend's events. In addition, the Health and Fitness Expo, held at Mana Wynwood, kicked off and was attended by **30,000 people** over the two days. The 5K attracted **2,727 participants**, with a total of **10,000 spectators** generated over the course of the weekend, generated **728 hotel room nights** in Miami Beach. The event received **497,465,259 in media and marketing impressions** with concerted efforts to reach Caribbean, Central and South American participation this year and into the future. The marathon was broadcast in Latin America through ESPN Runs and on national television networks. The event also generated **72 broadcast mentions** on local television.

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

www.themiamimarathon.com

February 2018

GroundUP Music Festival – GroundUP Music Festival

FY 2017/2018	\$40,000
FY 2016/2017	\$45,000

This Festival took place for the first time in the North Beach area of Miami Beach, **February 9 – 11, 2018**. The Festival's goal was to create an immersive experience where attendees could enjoy the music up close and interact. The Festival attracted **4,000 attendees** and generated **594 hotel room nights** in Miami Beach. The event included 52 performances and 11 masterclasses, in which many featured multiple artists. In addition, 3 meet and greet events were offered in 3 different venues. The event generated **1,091,285 media impressions through ad placement and promotion through** media such as the Miami New Times, Time Out, City Gazettes, Freehand Miami Blog, Facebook, Instagram, and many more

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

festival.groundupmusic.net

Model Volleyball - Model Volleyball

FY 2017/2018	\$28,000
FY 2016/2017	\$32,000
FY 2015/2016	\$40,000
FY 2014/2015	\$43,200

Since its inception in 2010, the Model Volleyball Tournament, which took place **February 17 – 18, 2018**, has become one of the staple events in Miami Beach. Models and modeling agencies participated in the 2-day event that garnered **approximately 15,000 attendees**. In addition to the tournament, other events included a VIP

Reception, Kickoff Party, Model Fitting Party, and two closing parties. As a result, a total of **358 hotel room nights** were generated in Miami Beach. Through a combination of promotional efforts and media coverage, the event generated **2,220,000,000 media impressions**. Media promotion and coverage included a partnership with iHeart Media. Miami Herald, Miami New Times, Sun-Sentinel, Haute Living, Thrillist, Celeb Buzz, and many more.

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

www.modelbeachvolleyball.com

2018 Food Network & Cooking Channel South Beach Wine & Food Festival - Florida International University

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

This 4-day wine, spirits and culinary celebration took place **February 21 – 25, 2018**. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately **60,171 people** attended the various events and generated approximately **2,533 hotel room nights** in Miami Beach alone. The Festival received both national and international coverage, generating **1,383,611,871 media impressions**. A total of 100 events took place, of which 67 were held on Miami Beach. They included the Director's VIP Welcome Happy Hour, Tacos After Dark, 10 special dinners, History of American Jewish Culture, Yappie Happy Hour, Chicken Coupe, and many more.

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

www.sobefest.com

March 2018

Winter Party Festival - National LGBTQ Task Force

FY 2017/2018	\$32,000
FY 2016/2017	\$40,000
FY 2015/2016	\$24,000
FY 2014/2015	\$27,350
FY 2013/2014	\$32,000
FY 2012/2013	\$40,000
FY 2011/2012	\$42,000
FY 2010/2011	\$35,000
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
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
FY 1998/1999	\$25,000

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 **February 28 – March 6, 2018**, included 15 events, of which 11 took place in Miami Beach. These included a VIP Cocktail Reception, T-Dance, ArtScape, Vagabundos, Ignite, a PrEP Rally, Under One Sun Pool Party, Beat the Heat Brunch, Beach Party, and more. A total of **651 hotel room nights** were generated in Miami Beach as a result of the Festival's estimated **13,000 attendees**. In addition, a total of **134,345,650 media impressions** were generated as a result of 3,239 media deliveries and coverage from local, national and international media outlets such as USA Today, Washington Post, News York Times and NY Post, LA Times, CNN.com, Travel, the Wall Street Journal, and many more.

This event fulfilled the MBVCA's core initiatives of attracting events that are associated with the nightlife industry and the gay and lesbian niche market.

www.winterparty.org

2018 Miami Film Festival - Miami Dade College

FY 2017/2018	\$32,000
FY 2016/2017	\$40,000
FY 2015/2016	\$51,000
FY 2014/2015	\$58,270
FY 2013/2014	\$68,000
FY 2012/2013	\$85,000
FY 2011/2012	\$75,000
FY 2010/2011	\$70,000
FY 2009/2010	\$25,000
FY 2008/2009	\$35,000
FY 2007/2008	\$80,000
FY 2006/2007	\$26,400
FY 2005/2006	\$20,000
FY 2004/2005	\$20,000
FY 2003/2004	\$15,000
FY 2002/2003	\$17,500
FY 2001/2002	\$17,500

The 35th edition of the Festival brought the best of world cinema to South Florida. This year the Festival presented 148 films participating from 49 countries – the highest to date. The Festival also showcased 43 premieres of world, international, North American, and US status. The Festival, that took place **March 9 – 18, 2018**, attracted an audience of approximately **60,000 people**. Festival headquarters, industry and VIP hotels were all located on Miami Beach, with 120 of the 200 individual events also taking place on Miami Beach. Other events included filmmaker and industry luncheons and events, a soiree series party, happy hours, an industry and sales office, press junkets, and Getty image shoots. The event generated **6,139,196,644 media impressions** as a result of promotional efforts and Festival coverage, along with **442 hotel room nights** on Miami Beach.

This event satisfied the MBVCA's core initiatives of generating festivals within the film industry in Miami Beach.

www.miamifilmfestival.com

10th Annual Miami Beach Gay Pride 2018 - Miami Beach Gay Pride

FY 2017/2018	\$24,000
FY 2016/2017	\$28,000
FY 2015/2016	\$32,000
FY 2014/2015	\$39,350
FY 2013/2014	\$24,000
FY 2012/2013	\$28,000
FY 2011/2012	\$35,000
FY 2010/2011	\$45,000
FY 2009/2010	\$45,000
FY 2008/2009	\$25,000

This event, which took place **April 2 – 8, 2018**, celebrated its tenth year of collaboration of the gay, lesbian, bisexual, and transgender (GLBT) community. Events included a Pride Rainbow Flag Raising ceremony; Miss Miami Beach Gay Pride Pageant & Silent Auction; MDGLCC Spotlight Mega-Mixer, Pride Lights “flip the switch” activation, MDGLCC Spotlight Mega-Mixer, VIP Gala, the Gay Pride Festival, Parade and Press Conference; Palace Block Party, Larios on the Beach Brunch; “Garden of Eve” Women’s activation, Pre-Pride Media Reception, and Urge Dance Event. The events were attended by over **100,000 persons**, who in turn generated **667 hotel room nights** in Miami Beach. Media coverage was generated by Wire Magazine, Daily News, Time Out, Baltimore Business Journal, Chicago Business News, and many more. Media coverage and promotional efforts generated **183,635,333 media impressions**.

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

www.miamibeachgaypride.com

Bachateando Dance Festival – Salsa Dance International, Inc. d/b/a Salsa Lovers

FY 2017/2018	\$40,000
FY 2016/2017	\$25,000

This dance festival, that took place **April 4 – 8, 2018**, was composed of nightly dance showcases from the around the world; dance workshops and clinics; live concerts by world renowned artists, and daily pool parties. The event featured top multinational dancers, world-renowned instructors, genre-specialized DJs, Latin bands, and local and international touring artists. The Festival attracted **over 3,400 attendees** who generated **506 hotel room nights** in Miami Beach. In addition, the event generated **11,451,785 media impressions** as a result of their promotional campaign that included an extensive social media campaign; promotion at local and national dance events and partnering with local events and venues to reach their targeted audience.

The Festival fulfilled the MBVCA’s core initiative of attracting festivals within the entertainment and nightlife industries.

www.BachateandoDanceFest.com

South Beach Triathlon – LTF Triathlon Series LLC

FY 2017/2018	\$32,000
FY 2016/2017	\$40,000
FY 2015/2016	\$24,000
FY 2014/2015	\$27,350
FY 2013/2014	\$32,000
FY 2012/2013	\$40,000
FY 2011/2012	\$30,000
FY 2010/2011	\$20,000
FY 2009/2010	\$35,000
FY 2008/2009	\$35,000
FY 2007/2008	\$35,000

This year marked the event’s eleventh year in Miami Beach taking place **April 13 – 15, 2018**. Events included the triathlon, a health and fitness expo, a celebrity pasta party, and a kids’ race. The event attracted **6,400 spectators** with a total of **1,853 athlete participants**. As a result **350 hotel room nights** were generated in Miami Beach. Through a combination of paid advertisements and media coverage, the event generated **37,941,982 media impressions**. Coverage was received by local, regional, and national media such as WSVN, Florida Running & Tri, FL Race Place, Triathlete.com, and many more.

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

www.southbeachtriathlon.com

May 2018

National Salute to America's Heroes - National Salute to America's Heroes, LLC

FY 2017/2018
FY 2016/2017

\$40,000
\$45,000

This event was a year-round initiative anchored by what became the largest Air & Sea Show and Music Explosion, generating community spirit and showcasing Miami Beach in a positive light. The events, taking place **May 26 - 27, 2018**, included jet ski racing and freestyle exhibitions; demonstrations and fly-bys by a variety of aircraft; a precision exercise; team demonstrations; a display village; a performers party; dignitary dinner; hospitality chalets, and much more. The events approximately **200,000 people** to Miami Beach, with **850 hotel room nights** generated. The event attracted local, national, and international media such as iHeart Radio, Miami Herald, El Nuevo Herald, Sun Sentinel, WFOR CBS4, Patch.com, and many more, generating **27,321,076 media impressions**.

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

www.usasalute.com

June 2018

American Black Film Festival - ABFF Ventures LLC

FY 2017/2018
FY 2016/2017
FY 2015/2016
FY 2012/2013
FY 2011/2012
FY 2010/2011
FY 2009/2010
FY 2008/2009
FY 2003/2004

\$24,000
\$25,200
\$32,000
\$40,000
\$50,000
\$35,000
\$37,000
\$35,000
\$20,000

Celebrating its 21st anniversary in 2017, the American Black Film Festival (ABFF) is an annual event dedicated to showcasing quality film and television content by and about people of African descent. The festival events, that took place **June 13 - 17, 2018**, included educational workshops, informative panel discussions, celebrity conversations, as well as networking receptions. In addition, independent features, documentaries, shorts, and web series are showcased along with preview screenings of studio and TV network programming. The Festival's 67 events, all took place in Miami Beach, attracted, **8,000 persons** and generated **1,057 hotel room nights** in Miami Beach. The Festival received local, national, and international coverage from media such as Empower Magazine, The Root, IMDb, JetMag.com, Miami New Times, and many more, and generated **133,959,870 media impressions**.

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

www.abff.com

Irie Weekend - Irie Weekend Management Company

FY 2017/2018
FY 2016/2017
FY 2015/2016
FY 2014/2015
FY 2013/2014

\$24,000
\$25,200
\$32,000
\$39,200
\$45,000

Irie Weekend, that took place **June 28 - July 1, 2018**, is a star-studded weekend of festivities that draws participants and media from across the globe. This is one of South Florida's most buzz-worthy and highly anticipated weekends of the year. A total of 4 Events took place on Miami Beach: Irie Foundation Dinner Gala, Friday Night Concert at LIV, BBQ Bash, and Turn Down for Brunch. The various events attracted approximately **6,500 attendees** and generated approximately **351 hotel room nights in Miami Beach**. In addition, the event received local, regional and national media such as Ocean Drive Magazine, MSN.com, US Weekly, OK! Magazine, and many more. As a result, the event generated **approximately 322,245,783 media impressions**.

The event satisfied the MBVCA's core initiatives of attracting festivals with an entertainment component.

www.irieweekend.com

Swim Fashion Week Miami Beach Paraiso - FUNKSHION Productions LLC

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

This six-day event, that took place **July 11 – 15, 2018**, brought the best designers from all around the world to showcase their newest collections in Miami Beach. **Over 30,000 persons** attended the various shows over the 5 days, of which 80% were from out of town. The event generated **349 hotel room nights** in Miami Beach. Events were held in 8 separate venues including the Delano, The Nautilus, The Setai, The Plymouth, The Soho House and The W Hotel. The event received national and international coverage from media outlets such as Fashion Week Online, New York Daily News, California Apparel News, Vogue Glogo, and many others, generating **7,996,210,407 media impressions**. The fashion shows were featured on Fashion TV (FTV), generating **152,978,849 in viewership**.

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

www.funkshion.com

SwimShow - Swimwear Association of Florida

FY 2017/2018	\$32,000
FY 2016/2017	\$36,000
FY 2015/2016	\$24,000
FY 2014/2015	\$27,440
FY 2013/2014	\$32,000
FY 2012/2013	\$40,000
FY 2011/2012	\$32,500
FY 2010/2011	\$40,000
FY 2009/2010	\$42,000
FY 2008/2009	\$45,000

This 4-day event, took place **July 14 – 17, 2018**, and attracted **7,500 attendees** that included designers, buyers, manufacturers, company personnel, social media specialists, bloggers, journalists, fashion consultants, stylists, and other industry leaders. As a result, **1,708 hotel room nights** were generated in Miami Beach. Events, in addition to the trade show, included a Swim Lounge, Breakfast Bar, High Tea, Informal Modeling, a Cocktail Party, Zen Lounge, and seminars. A total of **63,591,008 media impressions** were generated as a result of local, national, and international media placement that included Apparel News, Shape Fitness, Vogue Brazil, Lucky Magazine, and many more.

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

www.swimshow.com

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

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

This event, took place **July 25 – 29, 2018**, attracted a total of **5,800 attendees** from around the world to Miami Beach. Day and evening events took place at the Deauville Beach Resort where **657 hotel room nights** were generated. Events included over 30 dance workshops and over 70 evening showcases; a kick-off party; an opening party, and pool parties. The event received coverage from media such as The Miami Herald, El Nuevo Herald, Gusto y Sabor, and many more. The event generated a total of **18,000,000 media impressions** through a combination of print ads and social media promotion.

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

www.miamisalsacongress.com

Steve Adkins, Chair



Steve Adkins is presently the President of the Miami-Dade Gay & Lesbian Chamber of Commerce, the largest not-for-profit corporation in the county for gay and lesbian businesses. In the two years since Mr. Adkins took over the reins MDGLCC membership has grown to become the 2nd largest LGBTQ Chamber in the USA.

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

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

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

Danny Hertzberg, Vice Chair



Danny Hertzberg was appointed to the MBVCA in February 2015. As a member of The Jills®, Danny Hertzberg has received numerous awards and accolades, including being named to the "30 Under 30" list by Forbes, and most recently the "40 Under 40" list by the South Florida Business Journal.

He constantly employs the latest digital marketing strategies and social media innovations to market properties on an international level. Danny has presented many of these cutting-edge marketing strategies that he has developed at speaking engagements, seminars and conferences nationwide. Danny was selected to serve on Coldwell Banker Residential Real Estate's smart home tech panel, "Selling Smarter: Real Estate and the Smart Home" at the 2017 and 2016 Consumer Technology Association (CES) Conference in Las Vegas. He has become an expert in smart home technology, and is often quoted by media like Reuters, Time and CNET in stories about the smart home trend.

Additionally, Danny is regularly featured in both national and local media outlets, discussing real estate trends in the South Floridaluxury market. He has been quoted in The Wall Street Journal, Curbed, Forbes, Haute Living, Mansion Global, Miami Magazine, Ocean Drive magazine, Robb Report, Daily Business Review, South Florida Business Journal, The Real Deal, the Miami Herald, the Sun Sentinel, among others. He has also appeared on CNBC's "Secret Lives of the Super Rich," NBC's "Open House," CBS's "Living Large" and CNBC's "Power Lunch," among others.

A Miami Beach native, Danny completed a joint J.D./M.B.A. degree from the University of Miami, and earned a magna cum laude bachelor's degree from Tulane University. He brings his legal expertise to The Jills®, which is very beneficial to clients. He is fluent in Spanish and has a vast network of South and Central American clients and agents.

Danny places great importance on giving back to the community. He and his sister Hillary, also a luxury real estate agent at The Jills®, give back a percent of their real estate commission to a charity or charities chosen by the client. Called the Second Generation Giving Fund, Hillary and Danny have donated to charities close to the hearts of their clients after every transaction,

including the Peggy Adams Animal Rescue League, Jewish National Fund, The Friendship Circle, Frost School of Music, Fundación Manos del Sur, Susan G. Komen, Crohn's & Colitis Foundation of America, GESU Catholic Church, Fisher Island Philanthropic Fund, Humane Society of Greater Miami and Sylvester Comprehensive Cancer Center, among others. Additionally Danny has supported and participated in the annual Habitat for Humanity home building blitz for many years.

He serves on The American Israel Public Affairs Committee (AIPAC's) young leadership board. In addition, he serves on the Temple Beth Shalom Israel Committee, and is active with the Ransom Everglades Alumni committee.

Adrian Gonzalez



Adrian Gonzalez was appointed to the MBVCA in January 2015. He is currently the President of AG Ventures and Productions and David's Café Cafecito where he oversees operations, growth and rebranding. Previously, Mr. Gonzalez was the Vice President of David's Café where he oversaw restaurant operations and spearheaded companywide public relations and marketing. He was appointed to the Academy of Hospitality & Tourism Advisory Board in August 2016. In October 2015, Adrian created & founded the non-profit, AG Youth Hospitality Project, which is the driving force in creating the Miami Beach Senior High School culinary classroom project that commenced this fall term 2016.

Adrian has sat on various Miami Beach boards and committees to include the Marine Animal Rescue Society, Transportation and Parking Board, and was President of the Lincoln Road Mercantile Association.

When not involved with his community, Adrian enjoys boating, playing tennis, traveling, and Miami Heat games. Adrian attended Tallahassee Community College and is also a proud graduate of Miami Beach Senior High School. He resides in Miami Beach with his wife Laura and their sons Dylan & Theo.

Stephen Hertz



Stephen Hertz has been a resident of Miami Beach since 1942. He attended North Beach Elementary, Nautilus Middle School, Miami Beach Senior High School, and is a graduate of the University of Miami School of Law.

He was first appointed to the MBVCA in January 2002 and served on its Board of Directors through December 2007. He was re-appointed by the Miami Beach City Commission in January 2014 and will serve through December 2019.

He is a trial attorney with the Law Offices of Stephen G. Hertz where he has practiced since 1965, a Professional Guardian and President of ANGEL CARE MANAGEMENT, Inc., a company that provides LIFE CARE supervision and management to disabled individuals and elderly persons who are not able to care for themselves.

Mr. Hertz's civic experience includes serving on various Miami Beach boards including the City of Miami Beach Planning Board, the Nuisance Abatement Board, the Convention Center Advisory Board and the Budget Advisory Board. He is a past member of the Board of Directors of the Normandy Shores Homeowners Association having served as its Treasurer for many years, and a past Director of the North Beach Development Corporation.

Mr. Hertz is a past President of the Miami Beach Bar Association and currently serves on its Board of Directors. He is a Director of the South Florida Guardianship Association and was a member of the Florida State Guardianship Association Board of Directors for over 15 years. Steve is a member of the Trial Lawyers and Elder Law sections of the Florida Bar.

Stephen Hertz is proud to have been chosen to be a participant of the Miami Beach Visual Memoirs Project and to be part of the history of Miami Beach. He is extremely proud to be a member of the seven-member MBVCA board which has won the 2016 and the 2017 World's Leading City Tourist Board by World Travel Awards and the 2016, 2017 and 2018 North America's Leading Tourist Board.



Jeff Lehman was appointed to the MBVCA in December 2015 and previously served on the MBVCA for 15 of the 21 years he has lived or worked in Miami Beach. Several of those years, he was the Chairperson, helping lead various transformational improvements for our community such as the recruitment of our Miami Beach-focused PR Firm, the creation of a complete repository of City buildings, business and other attractions, and the Miami Beach visitor's app.

He currently is a Regional Director for First Service Residential, the largest residential management company in North America, with oversight of 9 of Miami Beach's finest condominiums or hotel-condominiums. He began his career in hospitality began 40 years ago and has been working in Miami Beach for the past 24 years. He has been Managing Director for the Betsy South Beach and oversaw a \$50 million expansion project there, as well as the restoration of Miami Beach's historic gem, the

National Hotel, where he was the hotel's General Manager until it was sold in 2007. His extensive experience in the hotel and cruise industries has included positions in Tahiti, Japan, Hawaii, Seattle, San Francisco, Miami and his hometown, Los Angeles.

He also has served on the Greater Miami Convention & Visitors Bureau Boutique Task Force, and has served on the Mayor's Blue Ribbon Task Force on Tourism, the Miami Beach Convention Center Advisory Board, and was the Vice Chair of the Collins Avenue Reconstruction Task Force. In 2007, he was given a "Key to the City" of Miami Beach for his commitment to Community Service and is involved in various civic and philanthropic endeavors throughout the community. 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. Jeff is married and lives in nearby Surfside with Pedro Cruz, his husband of 19 years and their small herd of Chihuahuas.

Tim Nardi



Tim Nardi was appointed to the MBVCA in February 2015 and has been a dedicated and active leader in the Miami Beach hospitality industry for more than two decades. Mr. Nardi is currently the Director of Hotel Operations for Menin Hospitality. He is responsible for the operational excellence in all areas within the Hotels and has Corporate oversight of Human Resources, Sales, Marketing, and Revenue Management of all Menin Hotels.

Prior to joining Menin Hospitality, Mr. Nardi was the Managing Director of the 1 Hotel & Homes South Beach project. Mr. Nardi was also General Manager of two of South Beach's most iconic hotels - Morgans Hotel Group's Shore Club and the Eden Roc Renaissance Resort & Spa. Under Mr. Nardi's leadership, these properties reached excellent levels of performance, achieved the highest levels of guest satisfaction, and received multiple company and industry awards for community

service and environmental consciousness. Before arriving in Miami-Dade County in 1992, Mr. Nardi managed notable hotels in Georgia, Colorado and Texas, including opening the acclaimed Lodge at Beaver Creek, now combined with Vail Resorts.

Mr. Nardi's commitment to community involvement and philanthropy have been demonstrated throughout his career. In 2010, Mr. Nardi was appointed by the City of Miami Beach to serve on the Miami Beach Convention Center Advisory Board as well as the developer selection committee for the Convention Center renovation and expansion. For over ten years, Mr. Nardi has been active in the Greater Miami & the Beaches Hotel Association serving as Chairman, Vice Chairman and current Board Member. Over the past 26 years, Mr. Nardi has been an active leader in the Greater Miami Convention and Visitors Bureau where he spent six years on the Board of Directors, ten years as a Sales Development Committee Member, and twenty years on the Finance Committee, where he currently serves. Mr. Nardi has been recognized for his contributions to the local community with numerous awards and accolades including the 2018 Eddy McIntyre Community Service Award by the National Gay & Lesbian Task Force, the 2007 Miami Beach Chamber of Commerce Pillar Trustee Award and the 2008 Outstanding Board of Governors Member, as well as, the City of Miami Beach Proclamation of "Tim Nardi Day" on February 8, 2012.



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

From the moment he greets you, Chris disarms you with his charm, upbeat personality, and friendly demeanor. He was born and raised in a small town called Cocoa, Florida, just 10 miles west of Cape Canaveral, home of NASA's Kennedy Space Center. Chris ventured further south upon his acceptance to the University of Miami as a Finance Major. While attending the university, he worked for the Biltmore Hotel where the seed for hospitality was planted. Post-graduation, he began his finance career at PaineWebber Financial services as a Financial Advisor. Chris quickly realized his passion was elsewhere and sought employment where he could utilize his exceptional people skills and charismatic personality. Before long, he began working for Tommy Hilfiger. This was a major turning point as he realized his persuasive talent to converse with potential buyers and close sales. This expounded into a National Sales Representative and Corporate Trainer position where he travelled extensively promoting the brand and was now able to share his knowledge with a wide array of people. This strengthened his adoration for Travel, Tourism and Hospitality.

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

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

Hill & Knowlton/SAMCOR Total Placement and Pick Up Data

Year 8 (July - September 30, 2018 Data)

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Running Total	
							Circulation	Value
July 2018	7/2/2018	Miami Beach Sizzles This Summer with New Destination Hotel and Restaurant Openings	91,584,797	\$91,584.80	91,584,797	\$91,584.80	91,584,797	\$ 91,584.80
August 2018	8/6/2018	Miami Beach Visitor and Convention Authority Invites Partners to Bring New Experiences and Activities to the City through its Tourism Advancement Program	83,482,651	\$83,482.65	83,482,651	\$83,482.65	175,067,448	\$175,067.45
September 2018	9/4/2018	Miami Beach Emerges as Haven for Wellness Vacation Seekers This Season	83,380,566	\$83,380.57	83,380,566	\$83,380.57	258,448,014	\$258,448.02
YTD TOTAL							258,448,014	\$258,448.02

Year 7

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

Year 6

Running Total

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

Year 5

Running Total

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
July 2015	7/20/2015	Multi-gen Miami Beach; a go-to getaway for all ages	95,100,191	\$1,001,831.84	95,100,191	\$1,203,476.39	95,100,191	\$1,000,831.84
August 2015	8/18/2015	Miami Spice showcases Miami Beach's unique and emerging culinary scene	171,409,837	\$1,859,354.29	171,409,837	\$1,859,354.29	266,510,028	\$2,860,186.13
September 2015	9/22/2015	Miami Beach's social and event season amps up in Fall	171,409,837	\$1,859,354.29	171,409,837	\$1,859,354.29	437,919,865	\$4,719,540.42
October 2015	10/13/2015	Gay travelers to Miami Beach can "fall" into dozens of gay-friendly deals and activities all season long	171,037,288	\$1,875,593.57	171,037,288	\$1,875,593.57	608,957,153	\$6,595,133.99
November 2015	11/17/2015	Art Basel's bucket list of activities takes place all over Miami Beach	171,163,115	\$1,864,590.00	171,163,115	\$1,864,590.00	780,120,268	\$8,459,723.99
December 2015	12/9/2015	Miami Beach: One of the most pet-friendly cities in the world	87,714,019	\$869,151.48	81,714,019	\$ 869,151.48	861,834,287	\$9,328,875.47
January 2016	1/19/2016	Miami Beach celebrates cruise month with great hotel deals	93,224,865	\$1,055,090.14	93,224,865	\$1,055,090.14	955,059,152	\$10,383,965.61
February 2016	2/3/2016	Celebrate Valentine's Day on Miami Beach with deals, offers and discounts for every budget	89,037,769	\$1,017,514.62	89,037,769	\$1,017,514.62	1,044,096,921	\$11,401,480.23
March 2016	3/8/2016	Miami Beach Shopping: Retail Heaven	90,386,063	\$1,055,378.32	90,386,063	\$1,055,378.32	1,134,482,984	\$12,456,858.55
April 2016	4/3/2016	Miami Beach: A Wellness Wonderland	89,718,245	\$1,046,102.98	89,718,245	\$1,046,102.98	1,224,201,229	\$13,502,961.53
May 2016	5/23/2016	Museum month emphasizes Miami Beach's cultural offerings	93,106,237	\$1,054,914.14	93,106,237	\$1,064,914.14	1,317,307,466	\$14,557,875.67
June 2016	6/21/2016	Sparks are flying in Miami Beach for the 4th of July	93,158,421	\$1,080,562.85	93,158,421	\$1,080,562.85	1,410,465,887	\$15,638,438.52
YTD TOTAL							1,410,465,887	\$15,638,438.52

Year 4

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

Year 3

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

Year 2

Running Total

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

Year 1

Running Total

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

Visual Memoirs Update of Interviewees

Interviewees for Miami Beach Visual Memoirs Project
September 2018

1. **Steve Adkins:** President of Miami-Dade Gay and Lesbian Chamber of Commerce
2. **Michael Aller:** Former Tourism and Convention Director
3. **Arlene Amarant:** Beach High Graduate; big Hungarian Jewish family on Beach
4. **Aristotle Aris:** Born and raised on Beach, Public Works Asst. Director
5. **JoAnn Bass:** Third-generation owner of Joe's Stone Crab restaurant
6. **Rey Baumes:** "Mambo Rey" popular entertainer in the 1950's, 2nd Interview for Educational Video
7. **Bette Baron Bernstein:** Grew up on Beach, contracted polio as a girl, advocate for disabled
8. **Lynn Bernstein:** City of Miami Beach Community Outreach Coordinator; former MDPL director
9. **Stuart Blumberg:** Miami Beach hotelier and hotel promoter
10. **Matti Bower:** Grassroots organizer; MDPL director; Miami Beach Commissioner, and Mayor
11. **Robert Bowman:** Grew up and worked on Miami Beach: Joe's, etc.
12. **Seth Bramson:** Miami Beach High graduate; local historian, collector and author
13. **Edna Buchanan:** Miami Beach crime reporter, Herald reporter/columnist, and novelist
14. **Gregory Bush, PhD:** UIM History Professor; Black Beaches
15. **Diane Camber:** Art Consultant; former director Bass Museum
16. **Andrew Capitman:** Son of Barbara Capitman; investor; Deco developer
17. **Norman Ciment:** former Mayor, created "eruv"
18. **Marty Cintron:** Musician, music producer
19. **Sabrina Cohen:** Disabled activist
20. **Marlo Courtney:** Park Central Hotel; led Ocean Drive Association; worked for Tony Goldman, and was involved in the 1980s/90s transformation of South Beach
21. **Alex Daoud:** Former Miami Beach Mayor convicted of corruption
22. **David Dermer:** Three-term Miami Beach Mayor; teaches at Miami Beach Senior High
23. **Richard Dixon:** Miami Beach Senior High graduate in 1953; son of prolific Miami Beach architect L. Murray Dixon
24. **Jeff Donnelly:** Miami Design Preservation League's historian and board member, long-time tour guide
25. **Margaret Ann Doyle:** Preservationist; Capitman protégé; married to Andrew Capitman.
26. **Judy Drucker:** Raised on beach; Miami Beach Senior High graduate; world-renowned impresario
27. **Marvin Dunn:** Historian on the Black experience on Miami Beach
28. **Lynne Elster:** Miami Beach High graduate class of 1960; father was involved in Miami Beach nightlife
29. **Maurice Finegold:** Architect and creator of the design of the Deco District
30. **Jerry Fisher:** Relative and biographer of Carl Fisher
31. **Ray Fisher:** Photographer
32. **Russell Galbut:** Developer and hotel owner; 3rd generation resident
33. **Luis Garcia:** Cuban exile; former Miami Beach Fire Chief, state legislator, ran for Congress
34. **Dan Gelber:** Former state legislator, attorney, father, 3 time Mayor.
35. **Seymour Gelber:** Former Miami Beach Mayor
36. **Barbara Gillman:** Art gallery owner on Lincoln Road Mall; hosted Andy Warhol during Miami Beach visit
37. **Barton Goldberg:** Grew up on Beach; banker; Miami Beach Chamber of Commerce leader; on zoning board
38. **Bob Goodman:** Former Miami Beach Commissioner, political activist, Art Basel Florida representative
39. **Thorn Grafton:** Architect; Preservationist, and descendant of John Collins/Pancoast family
40. **Pepi Granat:** Family Physician, WWII on the Beach
41. **Ben Grenald:** Decorated Naval officer, pharmacist entrepreneur, Miami Beach Visitor and Convention Authority, and 3 time Miami Beach Vice Mayor
42. **Selma Grenald:** Born and raised on Miami Beach; local reporter; actor
43. **Jane Gross:** Historic preservationist; friend of Leonard Horowitz
44. **Saul Gross:** Deco developer; former Miami Beach commissioner, Design Review board member
45. **Betty Gutierrez:** Founding member of MDPL; employee of Washington Storage Company; friend of Leonard Horowitz
46. **Steven Haas:** Restaurateur, created Miami Spice, developer, former Chair GMVCB
47. **Robert Hauser:** Nephew of Henry Hohausen (prolific Art Deco architect); Miami Beach Senior High alumn
48. **Irving Heller:** Raised on Miami Beach; Miami Beach Senior High graduate; retired Assistant Miami-Dade Chief of Police
49. **Stephen Hertz:** Father helped design Lincoln Road Mall; Miami Beach VCA member
50. **Beatrice Hines:** African-American who worked as a domestic for Miami Beach family as did her mother; first female African-American reporter for the Miami Herald
51. **Richard Hoberman:** Long-time Beach resident
52. **Herbert Hofer:** Miami Beach since 1988; artist
53. **Helen Sir Kaplan:** Moved to Miami Beach in 1936 (at the age of 6); Miami Beach Senior High alumn
54. **Joseph Kaplan:** Labor attorney; represented Beach hotel workers in 1955 landmark suit to form a union
55. **Mitchell Kaplan:** Owner of Book & Books bookstores; Miami Beach Senior High graduate, and Miami Beach native.
56. **Ruth Karp:** Carnival Fruit Company, resident since 1950s; mother of Martin Karp-MDCPS school board
57. **Niesen Kasdin:** Former Mayor and Chair of the MB Development Corp
58. **Norman Kassoff:** Born and raised on Miami Beach, Miami Beach Senior High graduate; former law enforcement

59. **Marcos Kerbel:** Pedro Pan evacuee; founder Cuban Hebrew Congregation
60. **Michael Kinerk:** Art Deco activist; Miami Herald worker, and MDPL Chair Emeritus
61. **Mac Klein:** Long-time owner Mac's Club Deuce bar
62. **Kathy Leff:** Director of the Wolfsonian Museum
63. **Coman Leonard:** History of Washington Storage and conversion to Wolfsonian; preservationist
64. **Philip Levine:** Media entrepreneur, Miami Beach Mayor
65. **Jerry Libbin:** President of the Miami Beach Chamber of Commerce
66. **Robert Libman:** Son of Betsy Ross manager; grew up on the Beach
67. **Nancy Liebman:** Chair of Historic Preservation Board; former Miami Beach Commissioner
68. **Rosa Lowinger:** Came with parents from Havana in 1960; grew up on Beach; art conservator, and author
69. **Clotilde Luce:** Preservationist and Morris Lapidus
70. **Joy Van Wye Malakoff:** Grew up on Beach; banker; Miami Beach Commissioner
71. **Arthur Marcus:** Art Deco architect; member of MDPL board; Miami Beach Design Review Board member
72. **Ernie Martin:** Urban planner; community activist; long-time Beach resident
73. **Rosalind Merritt:** Active in the Miami Beach Senior High alumni association; interior decorator; father Miami Beach builder
74. **Jimmy Morales:** Miami Beach Senior High graduate; former County Commissioner, Miami Beach City Manager
75. **George Neary:** Barbara Capitan cadre; former MDPL director; Greater Miami Convention & Visitors Bureau
76. **Jonathan Nelson:** Miami Beach Senior High Teacher; grew up at 13th street & Michigan Avenue
77. **Tamara Nixon:** Grew up on Miami Beach; retired banker; advocate with Funding Arts Network
78. **Michele Oka Doner:** Renowned artist born and raised in Miami Beach
79. **Mel Olman:** Musician; memories of performing/Fontainebleau
80. **Michael Orovitz:** Miami Beach Senior High grad. 1960; banker; son of Max Orovitz who helped found Mt. Sinai Hospital
81. **Ruth Enilda Pasarell:** Cuban Immigration/Mariel; Community advocate; Housing Authority
82. **Enid Pinkney:** African-American parents worked on Miami Beach
83. **Frank Pinkney:** African-American worked his way up on Miami Beach
84. **Craig Robins:** "Deco" Developer; South Beach revival; born on Miami Beach
85. **Randall Robinson:** Miami Beach resident; coined term Miami Modern to distinguish the unique Miami architectural style
86. **Harold Rosen:** Attorney; former Miami Beach Commissioner and Mayor
87. **Denis Russ:** Capitan cadre; Miami Beach Community Development Corporation; MDPL
88. **Mickey Schermer:** Grew up on South Beach; builder; stock broker; retired
89. **Susan Schermer:** Grew up in Mid-Beach; business owner; photographer; Jewish community
90. **Dennis Scholl:** Knight Foundation; developer; talks about Tony Goldman and impact of Mariel
91. **Gerald K. Schwartz:** Lawyer; JCC; Community Leader
92. **Charles Seraydar:** Former Miami Beach Police Department detective
93. **Allan Shulman:** Architect; Miami Beach Historic Preservation Board; challenges of preservation
94. **Peter Sobel:** Hotel owner during Mariel impact
95. **Herb Sosa:** Gay Community, Preservation of Deco and MiMo
96. **Mark Soyka:** Miami/Miami Beach developer and restaurateur
97. **Alfred Spellman:** Filmmaker of Cocaine Cowboys and Miami Beach 100
98. **Robert Swedroe:** Prominent architect; worked with Morris Lapidus; artist
99. **Lila Terry:** Owner and operator of three gay nightclubs during the 1970s
100. **Annsheila Turkel:** discussing Civil Rights era on the beach and the Jewish Community
101. **Bruce Turkel:** On the Beach; family involved in civil rights; Miami Beach branding
102. **Caryl Rose Unger:** Hotel family
103. **Dennis Wilhelm:** MDPL; Capitan cadre; Capitan archivist
104. **Richard Winer:** Miami Beach Senior High graduate; grew up on Miami Beach; teenage work experiences
105. **Nancy Wolcott:** Miami Beach resident; active since the 80's in promoting the artistic and cultural aspects of Miami Beach.
106. **Micky Wolfson:** Collector; Wolfsonian Founder
107. **Dona Zemo:** South Beach marketing; Sobe and Barbara Capitan's concept of a café society
108. **Linda Zilber:** Miami Beach Senior High graduate; former Bay Harbor Islands Mayor