



2	<b>Organizational Profile</b>
3	<b>Awards</b>
4	<b>Message from the Board Chair</b>
5	<b>Letter from the Director</b>
6	<b>Goals and Strategies</b>
21	<b>Facts and Figures</b>
30	<b>Budget</b>
31	<b>Tourism Advancement Program</b> <b>New requirements and performance standards</b>
33	<b>Impact Data</b>
34	<b>Grant by Category</b>
35	<b>Impact – Overall</b>
36	<b>Impact – Hotel</b>
37	<b>Impact – Media</b>
38	<b>Hotel Pick-up Statistics</b>
39	<b>Grant by Date</b>
45	<b>Board</b>
49	<b>Appendix</b>

## 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.

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



As we continued to navigate these trying times in 2021, the Miami Beach Visitor and Convention Authority stood with Miami Beach to ensure the city had the support and tools it needed to strive forward and continue to be the shining star it has always been with travelers around the world. In 2021, Miami Beach collected additional and momentous accolades, saw new hotel and restaurant openings, and kept our cultural calendar full all year long as visitors, whether they were here for two days or two months, took advantage of all Miami Beach had to offer.

We've continued to position Miami Beach as a stellar, global destination within the travel verticals that have proven to resonate with our core audiences: leisure & lifestyle, arts & culture, health & wellness, LGBTQ+ and culinary. These focuses are why visitors sought out Miami Beach over other international destinations in 2021 and continued to book flights and hotels here as soon as the lifting of local or country restrictions allowed.

With sophisticated, in-depth storytelling across a wide range of media, we were able to penetrate new media vehicles that attracted these visitors, unlocking the story arcs that support a broader narrative – one that reinforces the mix of culture, art, entertainment and dining sophistication that distinguish Miami Beach from all other destinations. Our integrated re-entry campaign, “My Miami Beach, Your Escape,” was one of those vehicles driving strategic reactivations in local, regional, and national media in order to grab and hold the attention of audiences that are vital to our tourism efforts and goals. Through the amplification of social media, direct email blasts, digital and print creative placement, sponsored content and local personality videos, we developed, tailored and disbursed positive Miami Beach vibrations everywhere.

Social media has been an instrumental part of our tactics and has been a boon to our continued growth. The off-the-charts numbers reflect that. Since 2020, Facebook followers and engagement for the @experiencemiamibeach account as well as a robust social calendar that leverages engaging content, coupled with targeted advertising grounded in data-driven audience segmentations, has generated a nearly 600% increase in total account followers.

As we look ahead, we will further bolster segments to entice visitation with an emphasis on culture, art and architecture, LGBTQ+, and celebrities and entertainment, while not forgetting our leisure and business travelers. While there is no shortage of consumers who are familiar with Miami Beach and associate it with luxury accommodations and best-in-class culinary and nightlife attractions, we know that the destination has so much more to offer – and telling those stories has a powerful impact.

I think it's evident that our Board values and cares deeply about this city which truly is “Like No Other Place in the World.” We are committed to the evolution of the Miami Beach brand and dedicated to help our hoteliers, restaurateurs, retailers, cultural caretakers and businesspeople survive, thrive and succeed beyond even their expectations. We are doing all we can to ensure that Miami Beach remains a destination of choice for travelers no matter how long their journey to reach us takes. In 2022, we are a team united in our goals and intention to see Miami Beach's star continue to glow and grow.

Steve Adkins  
Chair



As we continued to face the challenges of the pandemic, Miami Beach looked forward with a glass half full attitude and a sunny disposition. Our decision to keep striving forward was rewarded with several prestigious accolades such as U.S. News & World Report’s Best Beaches in the USA 2021, Parade’s list of Safe Family Vacations 2021, and Ocean Home’s Top 10 Beachfront Hotels and Resorts Opening in 2021, among many others.

In fact, 2021 has delivered success upon success for Miami Beach despite these trying times. The destination has seen robust national press placements across verticals; vigorous and meaningful growth across our critically important social channels; engagement with relevant top-tier media and influencer partners to amplify our messaging amongst key audiences; and more. We’ve continued to position Miami Beach as a marquee, global destination within the leisure & lifestyle, arts & culture, health & wellness, LGBTQ+ and culinary verticals that are integral to our growth as a destination – reinforcing Miami Beach’s eclectic reputation in the marketplace and ability to drive tourism and revenue.

One of those driving forces was our very effective integrated re-entry campaign, “My Miami Beach, Your Escape,” which focused on strategically reactivating local, regional, and national multi-platform media in order to target audiences that are vital to our tourism efforts. Our goal was to broaden the destination's target audience by working with national and regional outlets as the country reopened and travel resumed, employing a multi-channel approach to make an impact regionally, nationally and internationally. We leveraged a variety of tactics including social media, direct email blasts, digital and print creative placement, sponsored content and local personality videos. It was bold, daring, creative and enticing, and showcased why Miami Beach is truly “Like No Other Place in the World.”

Over 20 weeks, the "My Miami Beach, Your Escape" campaign messaging reached and resonated with our target audiences. Social media followers increased week-over-week, surpassing our goals. The power of the campaign was evident by the numbers: a 271% increase in Instagram followers, an almost 21% increase in Facebook fans, and an overall 14.5 million impressions, just a few proof points to reinforce how the campaign reached travelers around the world.

The campaign also showcased stunning visuals from four local photographers to inspire travelers to visit Miami Beach for a safe escape to paradise. We attracted travelers through proactive and positive storylines that focused on the destination's wellness, arts + culture, culinary, and safe, open spaces as the ideal option for summer travel. Our press releases also supported the campaign with narratives that expounded on the variety of....well, literally everything available in Miami Beach: spectacular hotels, amazing beaches, beautiful architecture, outstanding food options, culture and LGTBQ+ offerings. We also hosted our first-ever social influencer activation, “A Perfect Day in Miami Beach,” where we invited a local group of diverse influencers to experience one perfect day in our singular destination. Five attendees were invited to enjoy a day of activities hosted by local partners. The “Perfect Day” activation resulted in 108 Instagram posts and stories, 317 new followers overnight for @ExperienceMiamiBeach, and 32 posts amplified by Miami Beach partners. We also continued to work with influential writers and bloggers including Emily Kaufman, aka The Travel Mom, as we aimed to reach travelers in regional, key feeder TV markets including Tampa, Jacksonville, Austin, and Fort Myers.

As we look ahead to 2022, our efforts and emphasis steadfastly remain on growing the Miami Beach brand with imaginative and creative ideas to keep the city front and center of travelers’ minds and plans. As the world continues to open up and we eventually get back to our new post-pandemic “normal,” Miami Beach is prepared to welcome back eager travelers to enjoy our beautiful beaches, exceptional hotels and restaurants, and cultural offerings including Art Basel, along with a full range of programs, gatherings and business functions at our best-in-class convention center.

We will continue to remain hyper-focused on culture, arts + architecture, culinary, and the LGTBQ+ community moving forward, clearly communicating our points of differentiation in a way that enables us to stand alone from other domestic and international travel destinations. We know that 2022 will be stronger, brighter and better than ever before.

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 2021/2022 Key Initiatives

In over two decades of annual strategic review and analysis, the MBVCA has developed, reviewed, and implemented funding support for specific core initiatives that continue to produce increased hotel room nights, strengthen global branding, and attract visitors to Miami Beach. The MBVCA continually reviews the success of funding in these categories, and when data support future funding, the MBVCA recruits events and projects therein. The COVID-19 pandemic has forced an in-depth review of grant categories and funding.

Core Initiative	Hotel Room Nights	Viewership	Impressions
Cultural Tourism	1,347	0	1,075,444,746
Customer Service	0	0	647,773
Design and Architecture	0	0	0
Entertainment and Nightlife	0	0	0
Festivals	2,862	0	34,712,002
Film and Fashion	670	103,415,976	1,467,857,669
Gay and Lesbian	208	0	5,833,725
Group Stimulus	561	0	11,484,049
Health and Wellness	420	0	4,940,564
Promotional Campaign	0	0	0
Television Origination	1,849	18,653,479	40,602,899,042
Wine and Food	1,296	0	7,578,733,925
<b>TOTAL</b>	<b>9,213</b>	<b>122,069,452</b>	<b>50,782,553,495</b>

### Destination Marketing

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

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

pandemic, the attraction of major events was tempered; therefore, the focus pivoted to destination marketing through promotional campaigns.

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

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

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

Despite the ongoing pandemic, the City of Miami Beach and the MBVCA were recognized globally through various awards and accolades. Most recently, the MBVCA was honored with the World Travel Awards North America's Leading Tourist Board, while the City of Miami Beach was awarded the 2020 World Travel Awards: World's Leading Lifestyle Destination and North America's Leading Destination. The City of Miami Beach also received the 2020 Travel Weekly Magellan Awards for Overall Destinations - Cultural and Arts, Gold, along with Silver in the Overall Destinations - Family Destination category, as well as Silver in the Overall Destinations-Honeymoon Destination category. In 2020, the City of Miami Beach was also awarded two Silver Travvy Awards for Best LGBTQ Destination and Best Luxury Destination U.S. & Canada, Silver, while the MBVCA received Silver in the Best Tourism Board U.S. and a 2020 Flagler Award within the Creativity in Public Relations category.

Currently the City and the MBVCA are nominated for 2021 Travvy awards in the following categories: World's Leading Beach Destination, World's Leading City Destination, World's Leading Lifestyle Destination, and World's Leading Tourist Board, with the winners being announced during the ceremony in November. This year's ceremony will take place at the Miami Beach Convention Center.

H+K will also continue to investigate industry awards and grants for the destination and the MBVCA.

In fiscal year 2020/2021, H+K continued their focus on the Media Buckets: Arts & Culture/Culinary, Global LGBT, Leisure/Lifestyle, Sports/Celebrity/Entertainment, Shopping Tourism/Music Scene. They also continued to create and distribute monthly press releases, that were also posted to the Wire.

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

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

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

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

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

As part of H+K's efforts to further promote the MBVCA grant recipients, events were promoted throughout social media and through press releases, when appropriate. In addition, H+K developed online sweepstakes to promote increased activity on our social media channels, as well as ticket giveaway promotions/sweepstakes from MBVCA-funded events. At times, H+K was able to partner with a social media influencer to extend the reach and garner additional followers overall. These promotional sweepstakes will continue into the upcoming fiscal year. In FY 2021/2022, the MBVCA will work with their AOR to explore the development of a podcast space as a way to tell the stories behind the MBVCA grantees, to include the leadership behind them, and their ongoing partnership with the City of Miami Beach, to further enhance their media exposure.

In FY 2021/2022, the PR contract will go out to bid via an RFP process. A cohesive scope of services has been developed in conjunction with the GMCVB, to avoid duplicity of efforts and deliver a united message that Miami Beach is open and welcoming back its visitors, post-pandemic.

In FY 2020/2021, the MBVCA featured virtual tours of Miami Beach, on their website. The tours entitled “A Day Inside Miami Beach Architectural Wonders” and “Public Art and Iconic History Tour of Miami Beach” were a collaboration with MBVCA Board Member George Neary, who operates Tours R Us. The tours were featured within the MBVCA’s weekly and monthly newsletters to encourage visitors to navigate the City during their stays. In 2021/2022, the MBVCA will develop additional tours and include a Google Maps feature for ease of use.

## 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.

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

In fiscal year 2019/2020, the MBVCA continued to update the API platform for travel-related inventory to include updated business classifications reflecting ongoing changes within the City. These include the elimination of Dining Halls, and the addition of Bicycle Parking, Gender Neutral Bathrooms, Pet-Friendly programs, and many more. In addition, through a partnership with Miami Dade County Public Schools Summer Youth Internship Program, the MBVCA hired two high school interns from Miami Beach Senior High School who assisted with the updating and editing of the API. This partnership allowed the students to gain experience within their interested field, such as IT and/or Hospitality and Tourism. The students were able to work virtually due to the global pandemic during their internship program.

The API upgrades implemented during the 2020/2021 fiscal year included the updating of various sections within the business categories. Examples of such updates included whether a restaurant/bar/nightclub’s event space is considered small, medium, or large; the changing of celebrity chef to Executive Chef, expanding the Cuisine type, adding services, and what the restaurant is known for, within the restaurant category; adding services and amenities to the Bars category; changing form fields and services within the Nightclub category; adding “Dorm Style” to the type of hotel room within the hotel category, as well as, adding property and room amenities; adding additional services to the Beauty Parlors category, and adding Health & Safety Measures throughout all of the business categories.

In fiscal year 2021/2022, the MBVCA will continue to work with City personnel to ensure the business information within the API is the most up to date, to include all City departments. In addition, the MBVCA will invest in a new Reporting Tool to ensure comprehensive reports are easily generated from the existing API.

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

## 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 Gold Magellan Award Winner in the Destinations | Mobile App category in 2015. The Magellan Awards receive entries from top travel organizations and professionals worldwide. In addition, the MBI App was highlighted in the October 20, 2015, issue of Travel Weekly as a Magellan award winner.

A new version of 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. Features now include a side-swipe feature; listing the information in an A-Z format; new categories that include Shopping, Nightlife, Art & Culture, and Restaurants; and the creation of the “My Miami Beach” section where users can add events, photos, and itineraries as they navigate the App. In addition, the App features a “Deals” section that includes special promotional rates or offers developed by MBVCA grantees. This cross-promotional effort increased the number of downloads the App received, while also assisting with the promotion of MBVCA-funded events. The promotions in the “Deals” section were also posted to the various MBVCA social media pages such as Facebook, Twitter, and Instagram.

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

Since its latest version release, the newly renamed Experience Miami Beach (EMB) App, formerly the Miami Beach Information (MBI) App, has added new and exciting features for the end-user that include a side-swipe feature; listing the information in an A-Z format; the addition of new categories that included Shopping, Nightlife, Art & Culture, and Restaurants, and the creation of the “My Miami Beach” section where users can add events, photos, and itineraries as they navigate the App. The App also features a “Deals” section that has special promotional rates or offers developed by MBVCA grantees that can be cross promoted through MBVCA grantees and social media pages such as Facebook, Twitter, and Instagram. The App has now been downloaded nearly 16,634 times (as of October 2021), across the Android and iOS platforms. Approximately half of all downloads come from European users seeking to learn about Miami Beach.

During FY 2020/2021, the App’s name was changed to Experience Miami Beach, to be better aligned with the MBVCA’s social media accounts. In addition, the App was promoted through partnerships with MBVCA grantees, featuring various events and upcoming grantee events.

The MBVCA will continue to promote the App through social media; the MBVCA website, and grantee partnerships, during fiscal year 2021/2022. Deals, promotions, and special notices will be posted and promoted through the App as well.

## Forbes Hospitality Training

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

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

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

In FY 2019/2020, the MBVCA continued to offer live trainings for Leadership 101, Leadership 202, and Frontline 101; with Frontline 202 being offered as an online refresher course; year-round. Due to the global pandemic, the second live training scheduled for the year was converted to four (4), half-day live webinars, hosted remotely by Forbes Travel Guide trainers. In addition, the Frontline 101 online training was enhanced to include an introductory video highlighting Miami Beach, and offered 6 Learning Paths focusing on specific areas within the hospitality industry, that included Concierge Service; Housekeeping; Arrival; Departure; Bar/Lounge Service, and Dining. In addition, an Essential Rebound Training Program and Essential Public Health Training Program was offered that included topics such as basic COVID-19 and personal hygiene training, developed in partnership with Lobster Ink/Ecolab. It also included front office upselling and other revenue-generating skills to support sales. With specific content for managers, food handlers, food service managers, and restaurant or bar service staff. The program was designed to fast-track onboarding and prepared businesses for reopening and to also operate under the ‘new normal’.

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

In 2021/2022, the MBVCA will continue to offer its online webinars through their partnership with FTG. The Frontline and Leadership webinars will once again take place 4 times through the fiscal year, with different topics offered during each session. Digital badges will continue to be issued to those participants who complete the course. The FTG online hospitality training program will also continue to be offered throughout the year, with enhanced learning geared towards public health and safety. Learners will once again be able to choose their Learning Paths based on their roles within the organization, with a certificate of completion immediately available, once said Learning Paths are completed. Various topics will be offered through the year.

The MBVCA is expected to partner with the City of Miami Beach to include a Code Compliance portion for those businesses located along on Ocean Drive, who require this specialized training as part of their business license renewal. The MBVCA will also continue to promote all available trainings through their partners; social media pages; website, and also implement other grassroots efforts to encourage participation in the various hospitality training programs available to Miami Beach businesses and residents. The MBVCA will enhance efforts to capture learners who may have begun their training and not completed them or who may have registered through the online Training Portal but haven’t engaged with the training platform. Additional sources of contact for business categories such as property managers and new businesses will be identified to further the program’s outreach.

## Visual Memoirs Project

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

The Miami Design Preservation League (MDPL) in partnership with Close-Up Productions has conducted a total of 137 interviews to date. In previous years, components have included an exhibit that was open to the public daily and free of charge, initially from mid-October through late November 2012, re-opening during Art Deco Weekend 2013. The documentary played on a loop in the lecture hall portion of the Art Deco Welcome Center. An educational component was also developed that included a video and teacher guide for Miami Beach Middle Schools and used as a model for other educational videos to be used with Elementary and High School students. Videos were prepared for archival as part of a statewide university consortium. A digital promotional portal showcasing the video archive with links highlighting other Miami Beach historical resources and housed at institutions in Miami Beach and Miami Dade County, were also developed. The “Windows on Miami Beach” portal generated local interest and support through school contests and online displays created by students and portal partners; daily and weekly calendars of partners’ events; social media linkages that drove people to the new website and its resources; easier access to the interviews, educational videos and curricula produced by the Visual Memoirs Project; patronization of museums and historic sites on Miami Beach, and promoted Miami Beach as a tourist destination through historic and artistic connections.

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

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

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

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

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

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

In FY 2021/2021, the MBVA will continue to partner with MBVM. An additional 6 interviews and 6 news-stories will be developed.

### No Vacancy, Miami Beach

In FY 2019/2020, the MBVCA partnered with the City of Miami Beach to assist with the funding of the No Vacancy, Miami Beach project that was scheduled to take place May 7 – 17, 2020. The project is a contemporary art experience that celebrates artists, provokes critical discourse, and invites the public to experience Miami Beach's famed hotels as destination art spaces by turning hotels into temporary cultural institutions. The art was to have been exhibited throughout ten (10) hotels in Miami Beach - lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools were available to serve as the canvas. Due to the pandemic, the project was postponed and took place December 2 - 12, 2020. During its inaugural year, the project hosted 10 artists in 10 Miami Beach hotels. It is estimated that at least 10,000 persons experienced at least one of the art projects in person, throughout its 10-day activation. The 10 selected artists included Coral Morphologic, Miami, FL.; Die-Cast, Philadelphia, PA; Scenocosme, Rhône-Alpes, France; Anna Kell, Lewisburg, PA; Karelle Levy, Miami Beach, FL; Jillian Mayer, Miami, FL; Kerry Phillips, Miami, FL; Birgit Rathsmann, Brooklyn, NY; Sterling Rook, Miami, FL; Federico Uribe, Bogota, Colombia & Miami, FL. The participating hotels included the Avalon Hotel, The Betsy Hotel South Beach; Catalina Hotel & Beach Club; Hotel Croydon; Hyatt Centric; Kimpton Palomar; Lennox Miami Beach; Plymouth Hotel; Riviera South Beach, and The Confidante.

No Vacancy, Miami Beach is committed to providing art experiences that are accessible to everyone; free and open to the public, as well as, reinventing Cultural Tourism on Miami Beach. In FY 2021/2022, the MBVCA will once again partner with the City to assist with the promotion and expansion of No Vacancy, Miami Beach.

### Highlighting Special Events

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

**No Vacancy, Miami Beach** – No Vacancy, Miami Beach, took place December 2 – 12, 2020, as a contemporary art experience that celebrated artists, provokes critical discourse, and invites the public to experience Miami Beach's famed hotels as destination art spaces by turning hotels into temporary cultural institutions – the very definition of Cultural Tourism. Art was exhibited throughout ten hotels in Miami Beach, where lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools served as a canvas. Public voting took place through an online social media campaign and generated 3,321 public votes for the Public Prize Award. In addition, to the online votes it is estimated that over 10,000 persons experienced at least one of the art projects in person. A total of 869,287,000 media impressions were generated in this inaugural effort. In addition, 180,591 social media impressions were also generated for the event.

**2021 College Football Playoff National Championship** - The College Football National Championship Committee hosted the 2021 National Championship game at the Hard Rock Stadium on January 11, 2021 surrounded by a series of events that took place from January 7 through January 12, 2021. The events welcomed members of the community along with college football fans from around the country to the destination, for a total of 14,926 fans, generating 1,846 hotel room nights. Aside from the game itself, events such as the daily team and special guest hospitality event at the Fontainebleau and Ritz Carlton

South Beach hotels; the CFP Beachwalk in Lummus Park; Staff Celebration Dinner; Official Handoff Press Conference and College Playoff Media Availability, that also took place at Lummus Park, were successfully held. A total of 40,602,899,042 media impressions were generated as a result of promotional efforts and press coverage, while the event was televised on ESPN, generating 18,653,479 in viewership. A total of 14,926 fans attended the game.

**2021 Food Network and Cooking Channel South Beach Wine + Food Festival** - This 4-day wine, spirits and culinary celebration took place May 20 – 23, 2021. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately 35,800 people attended the various events and generated approximately 1,296 hotel room nights in Miami Beach alone. The Festival received both national and international coverage, generating 7,578,733,925 media impressions. A total of 75 events took place, of which 49 were held on Miami Beach. They included 27 participating chefs, the return of Bubble Q, a Tribute dinner for Giada di Laurentis, a 20th Anniversary celebration at the Fontainebleau hosted by Martha Stewart and David Grutman, a new spin on the annual the Burger Bash and many more.

## Partnerships & Collaboration

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

## About the MBVCA Grant Program

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

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

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

## Annual Review and Analysis of Grant Structure

The MBVCA reviews strategy and funding priorities annually. After review and analysis of its funding strategies for fiscal year 2020/2021, the MBVCA:

- Reduced the minimum requirements in place within the Major One Time Special Event and Special Events Recurring categories from 275 hotel room nights to 200 hotel room nights. The maximum grant request remained at \$45,000 for the Major One Time Special Event category and \$40,000 for the Special Events Recurring category.
- Maintained the maximum grant request for the Special Projects grant category at \$90,000 and \$85,000 for the Special Projects Recurring category, while reducing the hotel room night requirement from 2,000 hotel room nights to 1,000 hotel room nights, and the media impressions requirement from 150,000,000 media impressions to 100,000,000 media impressions. In addition, the viewership requirement was reduced from 15,000,000 to 10,000,000.

- Maintained the maximum grant request for the Tourism Partnerships grant category at \$30,000, while reducing the minimum hotel room requirement from 200 hotel room nights to 175 hotel room nights. A revision to the number of
- visitors to allow for total engagement generated, that includes a combination of website hits, visitors, email, telephone, and live chat engagement, was made to meet the minimum requirement.
- The Development Opportunities grant criteria was reduced to attract new events to the destination. The hotel room night requirement was lowered from 75 hotel room nights to 70 hotel room nights: with the media impressions and viewership criteria remaining at the same level as the previous fiscal year.
- The Film Incentive Grant Program criteria and maximum request were maintained, allowing for a \$50,000 maximum request. The guidelines were also updated with the categories of allowable productions expanded to attract more productions to the destination.
- The Tourism Enrichment Program was developed specifically for activities and events that have been identified by the MBVCA and that fulfill the MBVCA's mission and will continue to be offered during the upcoming fiscal year.
- Maintained the existing declining scale
- The Application Portal was reviewed and revamped to include additional functionalities to ease the grant submission process such as automated sum features and updated budget line items that are more in line with modern event production expenses.

Additional grant revisions included:

- Hotel agreements continued to be permitted as proof of meeting the minimum criteria, both pre- and -post event, to allow for more flexibility with past grant recipients and encourage new events/applicants.
- Updated/Expanded the list of eligible agencies the grant applicants may obtain letters of support from.
- Grant recipients were encouraged to create a 'deal' for their events to be featured on the MBVCA App "Miami Beach Information" and promoted through the MBVCA's various social media channels.
- Additional grantee promotional efforts were encouraged through ticket donations provided through event producers to promote their events through various MBVCA social media ticket giveaway contests.
- Reviews and Audits prepared in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA, for tax basis financial statements, were accepted, in addition to those prepared using Generally Accepted Accounting Principles (GAAP).
- Cross-promotional requirements for grantees were included as part of the revised grant contract language. Grantees provided specific language/messaging to the MBVCA for posting on their social media channels. In turn, the Grantee agreed to proactively socialize information, photos and details that relate to the promotion with the specific inclusion and tagging of the MBVCA throughout its social media platform handles: Facebook - #ExperienceMiamiBeach; Instagram - @ExperienceMiamiBeach, and Twitter - @EMiamiBeach. Grantees were required to post, at a minimum, two pieces of content, per channel.

## Professional Advancement

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

MBVCA employees continue to attend various courses to include customer service seminars to further enhance their skills. The MBVCA's technological purchases over the last couple of years, to include a camera-based security system and a Ring doorbell system, contribute to a safer and overall productive office.

Staff continues to participate in community and industry board and various ad-hoc committees throughout the City of Miami Beach and local Chambers of Commerce as requested. The Employee Manual has been updated to reflect the new medical insurance policy and Tuition Reimbursement Program.

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

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

In 2018/2019, the MBVCA website was again updated to feature a page dedicated solely to the various Forbes Travel Guide hospitality training courses, provided both live and online. This provided Miami Beach hospitality employees the opportunity to choose the training that would best suit them and take them directly to the appropriate registration page for the selected training. In 2019/2020, a new Training Portal was developed to enhance the website's current training page. This allowed Miami Beach-based employees to link directly to the Lobster Ink/EcoLab platform that powers the Forbes Travel Guide Online Training. In addition, a direct link was established for the new Forbes Travel Guide Online Webinars developed to replace the live trainings that were canceled due to the global pandemic.

After the passing of their beloved attorney, Harold Rosen, Esq. in 2018, the MBVCA dedicated their Conference Room in his memory. The conference room was renamed and dedicated "The Harold Rosen War Room" and included various inspirational quotes Harold often mentioned.

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

MBVCA staff continues to participate in conferences that enhance tourism, as well as professionally represent the MBVCA by participating on various boards and committees throughout the City and its various partners.

In 2021/2022, staff will have the opportunity to further enhance their skills by participating in various developmental trainings in the areas of digital marketing, research and development, and time management. It is important to continue to support our staff so they can sharpen their skills in this evolving environment.

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

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

Key Intended Outcome	FY 2021/2022 Strategy	FY 2021/2022 Initiative	FY 2020/2021 Accomplishments
<p><b>Enhance City of Miami Beach brand name</b></p>	<p><b>Bring positive global visibility to the City of Miami Beach</b></p> <p><b>Partner effectively with the City of Miami Beach</b></p> <p><b>Continue strengthening a destination-wide Hospitality Training Program with Forbes Travel Guide</b></p> <p><b>Strengthen and develop additional tourism partnerships by benchmarking other comparable tourist destinations for ongoing creative/watershed/cutting edge programs and events</b></p>	<p>Enhance method in which to capture FTG Learners who may have begun training and not completed them or who may have registered and not begun their training; create an email capture for all attempting to register. Develop automated filters for determining eligibility and develop automatic reminders for Learners who may have registered and not started their training and/or who did not finish their Learning Paths.</p> <p>Identify sources of contact for desirable business categories that can benefit from the FTG training program such as property managers, new businesses, and others.</p> <p>Develop additional virtual tours and include a Google Maps feature for ease of use.</p> <p>Continue to focus efforts on “Media Buckets” developed by PR firm of record: Arts &amp; Culture/Culinary, Global LGBT, Leisure/Lifestyle, Sports/Entertainment, Shopping Tourism/Music Scene</p> <p>Continue to write wire press releases to be distributed through appropriate press/media outlets and continue to post press releases and stories to the MBVCA blog and website to enhance communication efforts with the community</p> <p>Continue FAM trips through Public Relations firm</p> <p>Continue to partner with Forbes Travel Guide (FTG) and Lobster Ink to offer an online interactive hospitality training with various Learning Paths, to all Miami Beach employees</p> <p>Continue to offer COVID-19 specific training content for businesses re-opening through the Lobster Ink platform</p> <p>Continue Guest Blogger Program highlighting local business &amp; industry leaders</p> <p>Continue to investigate/review professional publications for tourism-related news that may directly affect the destination or the industry with the assistance of Public Relations firm.</p> <p>Continue to work closely with the City of Miami Beach on various initiatives, and act as a liaison, as needed</p> <p>Continue to be alert to horizon issues including service and attitude, weather, economic changes, political issues, interceptor cities, air lift, etc., locally and national, that may affect tourism and the destination</p> <p>Continue to work with the Greater Miami and the Beaches Hotel Association (GMBHA) and other Business Improvement Districts (BIDs) to maximize outreach of the Forbes Travel Guide Hospitality Training Program</p> <p>Continue to include API contacts in Forbes distribution list to increase reach and participation and collaborate with local community agencies to increase program awareness</p>	<p>Developed a marketing campaign through a collaboration with the City of Miami Beach and GMCVB, to lure tourists back to the destination, post-pandemic.</p> <p>Developed and promoted the “From Miami Beach, With Love” and “Why I Love Miami Beach” social media marketing campaigns to highlight the destination</p> <p>Hosted 5 social media influencers as part of the “Perfect Day in Miami Beach” series where influencers spent a day in Miami Beach experiencing local hotels, restaurants, spas, and attractions, increasing the media exposure to the destination.</p> <p>Hosted 5 media trips to cover Miami Beach attractions and increase media exposure.</p> <p>Hosted 1 FAM trip with Emy Rodriguez from Conde Nast.</p> <p>Developed and distributed a monthly newsletter to partners and community leaders</p> <p>Redesigned the weekly newsletter to be more aligned with the MBVCA’s branding and promotional strategy.</p> <p>Virtual tours were designed and promoted through the MBVCA’s website, newsletters, and social media pages.</p> <p>Hosted 8 Forbes Travel Guide Online Webinar training sessions: 4 for Leadership and 4 for Front-Line hospitality employees</p> <p>Continued community outreach and collaboration with local businesses to increase participation in Forbes Travel Guide Hospitality live and web-based training</p> <p>Established and executed several Promotional Campaigns to draw visitors back to the destination after the pandemic</p> <p>Developed sweepstakes with grant applicants to drive awareness to the event, App, social media and destination overall</p> <p>Assisted with the promotion of grant recipients’ events and programs</p> <p>Launched a Training Portal on the MBVCA website to provide one platform for learners to access all available training</p> <p>Redesigned and renamed the Miami Beach Information App to Experience Miami Beach</p>

Key Intended Outcome	FY 2021/2022 Strategy	FY 2021/2022 Initiative	FY 2020/2021 Accomplishments
<p>Improve and maintain communications strategies</p>	<p>Continue to develop enhanced, stronger collaborations in tourism locally and worldwide through the assistance of PR firm and other partners</p> <p>Increase organizational visibility through the MBVCA's PR firm</p> <p>Inform board members about grant recipient events' developments and successes highlighted within the media</p>	<p>Explore the development of a podcast space as a way to use the medium to tell the stories behind the events the MBVCA funds; the leaders that make them possible, and the way the City of Miami Beach works to curate cultural opportunities to keep the City front and center as a world-class destination.</p> <p>Update API platform to include various City of Miami Beach departments</p> <p>Implement a new Reporting Tool to be integrated with the API</p> <p>Continue to enhance social media strategy to gain followers and traction on all Experience Miami Beach handles</p> <p>Continue to update API platform for travel-related inventory to include Art in Public Places, ATMs, Cultural Organizations, Film Locations, Fire Stations, Museums, Public Restrooms, Police Stations, Lifeguard Stands, Short Term Rentals, Visitor Centers, and Youth Centers</p> <p>Continue to build improved global image through press strategy and social media</p> <p>Continue to investigate industry awards and grants for the destination and App</p> <p>Continue to develop enhanced public relations efforts and employ communications strategies effectively to publicize MBVCA efforts, goals and successes</p> <p>Continue to participate in industry shows</p> <p>Continue to report and analyze grant impact to present in annual Program of Work to the City Commission and other partners</p> <p>Continue to report to Board members in a timely manner and provide daily updates to Board members regarding PR efforts and overall media impact</p> <p>Continue to provide Board members with grant recipients' results through economic impact data compiled</p> <p>Continue to encourage Board members to attend MBVCA-funded events to ensure grant compliance and provide feedback on event</p> <p>Continue to participate on the LGBT Tourist Hospitality Council</p> <p>Continue to participate on the GMBHA Board</p> <p>Continue to partner with the Miami Beach Chamber of Commerce to submit monthly articles for inclusion in their "Miami Beach News"</p> <p>Continue to work with MDPL to develop additional interviews for the Visual Memoirs Project and cross-promote through social media platforms</p>	<p>Distributed grant deadlines through Constant Contact; the MBVCA's website; through Facebook and Twitter pages, and the Experience Miami Beach app</p> <p>Advertised grant deadlines electronically and in print, through the Miami Herald</p> <p>Distributed daily, weekly, and monthly PR reports to Board Members, via email</p> <p>Created new distribution lists within Constant Contact to offer promotional opportunities to the hospitality industry</p> <p>Increased Social Media outreach developed through the MBVCA Facebook page, with links to the MBVCA Twitter and Instagram accounts</p> <p>Partnered with the Miami Beach Chamber of Commerce to submit monthly articles for inclusion in their publication, "Miami Beach News"</p> <p>Posted all press releases and Miami Beach News articles written by H+K to the MBVCA website and blog</p> <p>Further defined the format of pre- and post- PR performance reports to include the requirement of analytics reports</p> <p>Participated on the LGBT Tourist Hospitality Council</p> <p>Worked with MDPL to identify additional interviewees for the Visual Memoirs Project, and cross promote the project through social media outlets</p> <p>Encouraged the development of a promotion or "deal" to promote within the Experience Miami Beach app</p> <p>Included grantee events within the event calendar on the Experience Miami Beach App</p>

Key Intended Outcome	FY 2021/2022 Strategy	FY 2021/2022 Initiative	FY 2020/2021 Accomplishments
<p><b>Empower professional staff</b></p>	<p><b>To support MBVCA Board initiatives and strategies</b></p>	<p>Enhance the availability of employee personal training and development in areas such as digital marketing; research and development; and formal training.</p> <p>Encourage employee participation in industry events to stay current. Participation in industry events whenever possible to stay current.</p> <p>Encourage employees to engage in a Time Management course.</p> <p>Continue to professionally represent MBVCA by participating in community and industry boards such as the GMCVB Marketing Committee and various ad-hoc committees throughout the City of Miami Beach and other local partners such as the Miami Beach Chamber, Miami Dade Gay and Lesbian Chamber of Commerce, Academy of Hospitality and Tourism, Greater Miami Convention &amp; Visitors Bureau, and Greater Miami and the Beaches Hotel Association</p> <p>Continue to participate in conferences that enhance tourism</p> <p>Continue to promote education through the continuance of a Tuition Reimbursement Program</p> <p>Continue to encourage attendance to industry trainings and conferences</p> <p>Continue to maintain technically updated office through digital automation</p>	<p>Updated web security measures on computer systems</p> <p>Staff attended City Board and Committee, GMCVB, and Miami Beach Chamber of Commerce tourism-related meetings</p> <p>Updated equipment and software to maintain the MBVCA's level of technological advancement</p> <p>Represented MBVCA by participating in community and industry boards such as the GMCVB Marketing Committee and various ad-hoc committees throughout the City of Miami Beach and local partners as requested</p> <p>Participated in various City and industry committees developed as a result of the global pandemic</p> <p>Continued Tuition Reimbursement Program</p> <p>Continued office digital automation</p> <p>Partnered with MDCPS to host four summer interns, virtually</p>

**Financial Profile**

**ADMINISTRATION RECOMMENDATION**

Adopt the Budget

**ANALYSIS**

**BACKGROUND**

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

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

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

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

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

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

The MBVCA submits an annual Program of Work to the CMB as required by Sec. 102-281.

**FY 2020/2021 REVIEW/TOURISM ADVANCEMENT PROGRAM (TAP)**

The MBVCA Tourism Advancement Program (TAP) was established to promote Miami Beach as a sophisticated tourist destination by increasing the number of visitors; through the enhancement of visitors’ experiences; through the allocation of funds granted to events or programs that bring visitors to the CMB and strengthen the CMB brand. In fiscal year 2020/2021, the MBVCA funded the TAP in seven categories, including: Development Opportunities, Film Incentive, Major One Time Special Event, Special Events Recurring, Special Projects, Special Projects Recurring, and Tourism Partnerships.

A total of \$686,625 was awarded in FY 2020/2021, compared to \$804,000 in FY 2019/2020. Due to the COVID-19 global pandemic, the events scheduled between March 2020 and March 2021 were cancelled or postponed; therefore, decreasing the grants the MBVCA normally awards.

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

## **FY 2020/2021 TOURISM ADVANCEMENT PROGRAM**

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

### *Review process:*

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

Annually, the MBVCA Board reviews and refines grant guidelines with respect to efficacy and effectiveness. In FY 2012/2013, the MBVCA implemented changes to its funding caps and declining scale. The new declining scale and funding caps allowed the MBVCA to diversify their funding into other areas and initiatives as requested by the City Administration and/or the Board. In FY 2020/2021 the MBVCA voted to revise the Major One Time Special Event and Special Events Recurring minimum criteria by reducing the hotel requirement from 275 hotel room nights to 200 hotel room nights, while maintaining the media impressions and viewership minimum requirements at 1,000,000 each. The Special Projects and Special Projects Recurring hotel room night requirements were reduced from 1,500 hotel room nights to 1,000 hotel room nights; with the media impressions reduced from 150,000,000 to 100,000,000 and the viewership requirement reduced from 15,000,000 to 10,000,000. In addition, the Board continued to allow for the submission of hotel agreements in place of fully executed hotel contracts, to meet the hotel requirement, as long as they were entered into by the Applicant Organization. This allowed for groups to assume less risk when entering agreements and to encourage new events to apply.

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

The grant criteria guidelines were reviewed for clarity and accuracy, requiring fully executed agreements and contracts to be submitted prior to proceeding with the next step in the application process. The application requires hotel room block agreements and/or blocks; fully executed media contracts or confirmed and generated media impressions, and/or broadcast/cable/TV contracts, in order to proceed with the grant submission. The criteria must be confirmed before and after funding is awarded and grant applicants must meet two of the three criteria in place for each of the MBVCA grant categories. MBVCA grants are paid upon performance; therefore, grantees are required to provide post-performance reports in the form of reservation or pick-up reports from Miami Beach hotels; impressions reports garnered from the organization's

PR Firm, or accompanied by third party confirmation from a media monitoring/press clipping service such as BurrellesLuce to prove media impressions, and/or a broadcast post-performance report from a third party reporting delivery of Adult 18+ and Households (HH) in Thousands (000) from Nielsen, Over The Top (OTT), or Comscore/Rentrak for viewership.

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

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

### RECURRING PROJECTS:

The MBVCA has a current policy in place to fund recurring projects on a declining scale. The declining scale encourages recurring events to recruit corporate and private sponsorship and therefore, not solely rely on MBVCA funds as a means of sustaining the event year after year. The award category establishes funding caps for recurring events, funding that can be reduced based on the maximum request for the specific grant category. Below is the current scale, implemented in FY 2012/2013, and applicable to both non- and for-profit agencies. The declining scale will remain in place for FY 2021/2022.

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

CATEGORIES:

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

Grant Category	Contracted Hotel Room Nights	Contracted Media Impressions	Contracted Television and/or Cable Broadcast
Development Opportunities	70	200,000	500,000
Film Incentive*	200	N/A	N/A
Major One Time Special Event	200	1,000,000	1,000,000
Special Events Recurring	200	1,000,000	1,000,000
Special Projects	1,000	100,000,000	10,000,000
Special Projects Recurring	1,000	100,000,000	10,000,000
Tourism Partnerships	175	500,000	1,500 (Engagement: Combination of Visitors/Guests, Website Hits, Telephone Calls, Emails, App Downloads, Webpage Engagement via Chat or Contact Form)

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

**Budget**

*Budget (TAP) FY 2021 / 2022:*

The MBVCA has budgeted \$1,668,000 for FY 2021/2022 for its Tourism Advancement Program which reflects 53% of the total budget. This grant funding reflects an increase of \$469,100 from FY 2020/2021. This increase is due to the return of many events that were cancelled or postponed due to the global pandemic during FY 2019/2020 and FY 2020/2021.

- The Tourism Partnerships category is budgeted at \$90,000, reflecting 3% of the total budget for 2021/2022. The category currently includes applicants at the maximum request cap of \$30,000. Three applications are anticipated to be received.
- The Major One Time Special Event category, representing 7% of the total budget, is budgeted at \$225,000 for 2021/2022. The MBVCA expects four to five new events to apply at a maximum request of \$45,000 each. The MBVCA works tirelessly to stimulate and recruit new events and is willing and prepared to fund valuable tourism and brand related events. In fact, the MBVCA works with all partners, city leadership and media to solicit appropriate new projects. New applicants are expected to include the Slamdance Film Festival, North Beach Music Festival, and two to three additional projects.
- The Special Events Recurring category, reflecting 14% of the total budget, has been calculated at \$456,000 for FY 2021/2022 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 \$527,000 and represents 17% of the total budget. Anticipated applicants include Art Basel Miami Beach; the Orange Bowl Marketing Campaign; the Food Network & Cooking Channel South Beach Wine + Food Festival; Paraiso Swim Fashion Miami Beach; and the Miami International Boat

- Show. These events, recruited and sustained by the MBVCA, are all marquee events and annually fill the City's hotel rooms.
- The Film Incentive category is budgeted at \$100,000 for FY 2021/2022 representing 3% of the budget.
- The Development Opportunities category is budgeted at \$90,000 for FY 2021/2022, representing 3% of the budget; in anticipation of 2 applicants at the maximum request of \$30,000 each.

## Partnerships

Tourism Enrichment has been budgeted at \$130,000 for FY 2021/2022, representing 4% of the budget. This will allow for partnerships with the Miami Beach Cultural Arts Council, for No Vacancy and other institutions to generate and attract between 1 - 3 citywide projects and initiatives that highlight the entire destination.

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

The Miami Design Preservation League (MDPL) in partnership with Close-Up Productions has conducted a total of 144 interviews to date. In previous years, components have included an exhibit that was open to the public daily and free of charge, initially from mid-October through late November 2012, re-opening during Art Deco Weekend 2013. The documentary played on a loop in the lecture hall portion of the Art Deco Welcome Center. An educational component was also developed that included a video and teacher guide for Miami Beach Middle Schools and used as a model for other educational videos to be used with Elementary and High School students. Videos were prepared for archival as part of a statewide university consortium. A digital promotional portal showcasing the video archive with links highlighting other Miami Beach historical resources and housed at institutions in Miami Beach and Miami Dade County, were also developed. The "Windows on Miami Beach" portal generated local interest and support through school contests and online displays created by students and portal partners; daily and weekly calendars of partners' events; social media linkages that drove people to the new website and its resources; easier access to the interviews, educational videos and curricula produced by the Visual Memoirs Project; patronization of museums and historic sites on Miami Beach, and promoted Miami Beach as a tourist destination through historic and artistic connections.

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

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

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

In FY 2019/2020, the Project's mission was to continue to add interviews with interesting people and also enter an intensive phase of promoting the archive and video mini features to an even wider range of tourists, documentary makers, journalists,

scholars and history buffs. The organizers continued to explore strategic partnerships with other institutions with a shared interest in Miami Beach history, such as a partnership with Florida International University's Digital Library. This resulted in a link with the National Digital Public Library, where usage of the archived material has increased dramatically in the past year.

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

In 2020/2021, the program's emphasis was on the development of 6 news-style videos featuring the people and events that have been part of the fabric and history of Miami Beach. They included character profiles of interesting people who have been influential in some aspect of the Beach's culture. Key places on Miami Beach, such as Lincoln Road Mall, South Beach and the impact of the Giovanni Versace murder, and the "MiMo" phenomenon, were highlighted. These virtual tours were accentuated historic events and figures into the fabric of the Beach today. The news features included 3 - 5-minute reports that archived resources to produce informative stories on themes relevant to Miami Beach. An additional 6 interviews with persons involved in City development and events important to Miami Beach, were also conducted. The MBVCA expects to partner with the Miami Beach Visual Memoirs Project once again in FY 2021/2022.

In FY 2020/2021, the MBVCA partnered with the City of Miami Beach to assist with the funding of the No Vacancy, Miami Beach project that was scheduled to take place May 7 – 17, 2020. The project is a contemporary art experience that celebrates artists, provokes critical discourse, and invites the public to experience Miami Beach's famed hotels as destination art spaces by turning hotels into temporary cultural institutions. The art was to have been exhibited throughout ten (10) hotels in Miami Beach - lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools were available to serve as the canvas. Due to the pandemic, the project was postponed and took place December 2 - 12, 2020. During its inaugural year, the project hosted 10 artists in 10 Miami Beach hotels. It is estimated that at least 10,000 persons experienced at least one of the art projects in person, throughout its 10-day activation. The 10 selected artists included Coral Morphologic, Miami, FL.; Diecast, Philadelphia, PA; Scenocosme, Rhône-Alpes, France; Anna Kell, Lewisburg, PA; Karelle Levy, Miami Beach, FL; Jillian Mayer, Miami, FL; Kerry Phillips, Miami, FL; Birgit Rathsmann, Brooklyn, NY; Sterling Rook, Miami, FL; Federico Uribe, Bogota, Colombia & Miami, FL. The participating hotels included the Avalon Hotel, The Betsy Hotel South Beach; Catalina Hotel & Beach Club; Hotel Croydon; Hyatt Centric; Kimpton Palomar; Lennox Miami Beach; Plymouth Hotel; Riviera South Beach, and The Confidante.

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

In FY 2021/2022, the MBVCA expects to once again partner with the City to assist with the promotion and expansion of No Vacancy, Miami Beach.

## Initiatives

The MBVCA expects to support new initiatives in FY 2021/2022. Strategic plans, goals and initiatives are developed through consultation, the result of ongoing communications with the Mayor, Commission, and City Administration.

## Public Relations Initiative

In FY 2013/2014, the MBVCA issued a Request for Qualifications (RFQ) for a P.R. agency of record to enhance Miami Beach's image, after their initial Request for Proposals (RFP) issued in FY 2011/2012. The MBVCA selected Hill & Knowlton/SAMCOR (H+K) to support the MBVCA efforts by continuing to increase brand awareness through strategic

media outreach to consumer and travel trades, major event recruitment, and business and corporate communications programs. There is an allotment of \$250,000, representing 8% of the total budget, towards this effort.

The current contract with H+K runs through September 30, 2021, in FY 2020/2021. Objectives include comprehensive destination marketing and communications consulting services to continue to expand public relations and marketing; an increase to the overall social media footprint through all social media handles, both MBVCA and Experience Miami Beach, and marketing of Miami Beach to international and national visitors, complimenting the efforts of the GMCVB. H+K has an extensive presence in the US and internationally. The agency's ability to network and leverage its global relationships is crucial to the growth of the 'Miami Beach' brand.

H+K created and distributed a total of 15 press releases and pitches during their first year as agency of record, garnering 3,416,581,560 media impressions and 12 press releases during their second year, generating 3,913,341,910 media impressions. In their third year, H+K generated 2,783,369,818 media impressions through the issuance of 12 press releases and a Harris Poll Survey that was conducted to determine why people visit Miami Beach. During their fourth year, H+K developed and released a total of 12 press releases and 1 pitch, generating a total of 1,492,734,059 media impressions, valued at \$15,615,214.75. During its fifth year H+K wrote and released 12 press releases, generating 1,410,465,887 media impressions, valued at \$15,638,438.52. During its sixth year, a total of 15 press releases were written and distributed, generating 1,272,729,422 impressions valued at \$14,353,222.76. During their seventh year, a total of 15 press releases and 1 Audio News Release (ANR) were distributed generating 1,302,477,118 impressions valued at \$1,583,728.46. During their eighth year, a total of 13 press releases were distributed, generating a total of 1,042,610,221 impressions with a value of \$1,041,811.24. In their ninth year in working with the MBVCA, H+K released a total of 9 press releases to date, generating a total of 1,037,774,810 media impressions, with a value of \$1,125,659,124.31. In addition, H+K worked with the MBVCA, in collaboration with the GMCVB and the City of Miami Beach, to develop specific marketing campaigns to ensure the development and delivery of a cohesive message to lure tourists back to Miami Beach.

In FY 2021/2022, the PR contract will go out to bid via an RFP process. A cohesive scope of services has been developed in conjunction with the GMCVB, to avoid duplicity of efforts and deliver a united message that Miami Beach is open and welcoming back its visitors, post-pandemic.

## Destination Marketing

The Destination Marketing allocation reflects 13% of the total budget for FY 2021/2022. This allocation provides for the additional placement of stories and press releases on the PR Newswire as well as the continuation of our Blogger Program, FAM trips, online sweepstakes to promote increased activity on our social media channels, as well as ticket giveaway promotions/sweepstakes from MBVCA-funded events.

Projects will include the continuation of the Forbes Travel Guide Online Hospitality Training, offered free of charge to Miami Beach-based employees. The online training allows for a larger number of employees to be trained virtually and according to their role within the organization through the availability of specific Learning Paths. The MBVCA's partnership with Forbes Travel Guide will also include online "live" webinars that were incorporated during the pandemic when live trainings could not be conducted. Due to their popularity, they will again be offered during the upcoming fiscal year, for both Frontline and Leadership level employees, and available to all hospitality employees.

## App Marketing

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

Since its latest version release, the newly renamed Experience Miami Beach (EMB) App, formerly the Miami Beach Information (MBI) App, has added new and exciting features for the end-user that include a side-swipe feature; listing the information in an A-Z format; the addition of new categories that included Shopping, Nightlife, Art & Culture, and Restaurants, and the creation of the “My Miami Beach” section where users can add events, photos, and itineraries as they navigate the App. The App also features a “Deals” section that has special promotional rates or offers developed by MBVCA grantees that can be cross promoted through MBVCA grantees and social media pages such as Facebook, Twitter, and Instagram. The App has now been downloaded 16,186 times (as of August 2021), across the Android and iOS platforms. Approximately half of all downloads come from European users seeking to learn about Miami Beach.

During FY 2020/2021, the App's name was changed to Experience Miami Beach, from Miami Beach Information, to be better aligned with the MBVCA's social media accounts. In addition, the App was promoted through partnerships with the MBVCA grantees, featuring various events and upcoming grantee events.

In FY 2021/2022, the MBVCA will continue to promote the App through social media; the MBVCA website, and grantee partnerships. Deals, promotions, and special notices will be posted and promoted through the App as well.

## IT Development

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

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

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

In 2021/2022, \$0 have been allocated towards IT development and marketing of the API/App. The MBVCA will continue to work with City personnel to ensure the business information within the API is the most up to date.

## Research and Development

The MBVCA has budgeted \$2,000 of the total budget, for cash flow reserve in FY 2021/2022. 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.

### Projected Cash Flow Reserve

The MBVCA has budgeted \$2,000 of the total budget, for cash flow reserve in FY 2021/2022. 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 \$457,000 for FY 2021/2022. This figure represents 15% of the total budget. The overhead allocation is budgeted at \$160,000 which reflects 5% of the overall budget. The increase from FY 2020/2021 is attributed to a fully open office, post pandemic, along with a 1% COLA increase for all employees. The total administration and overhead are 20% of the total budget.

### Reserves

A total of \$700,000 is being transferred from reserves to supplement the FY 2021/2022 budget.

MIAMI BEACH VISITOR AND CONVENTION AUTHORITY				
FY 2021/2022				
	APPROVED	PROPOSED		PROPOSED
	FY 2020.2021	FY 2021.2022	VARIANCE	FY 2021.2022
				BUDGET
<b>REVENUES</b>				
Unrestricted				
Rollover	\$ -	\$ -	\$ -	
Reserves	\$ 1,500,000	\$ 700,000	\$ (800,000)	-53%
Projected Resort Tax	\$ 1,075,000	\$ 2,445,000	\$ 1,370,000	127%
<b>TOTAL REVENUES</b>	<b>\$ 2,575,000</b>	<b>\$ 3,145,000</b>	<b>\$ 570,000</b>	<b>22%</b>
<b>EXPENDITURES</b>				
Administration & Benefits	\$ 432,000	\$ 457,000	\$ 25,000	15%
Operating Expenses	\$ 150,000	\$ 160,000	\$ 10,000	5%
Capital			\$ -	0%
<b>Total Administration</b>	<b>\$ 582,000</b>	<b>\$ 617,000</b>	<b>\$ 35,000</b>	<b>20%</b>
<b>GRANTS - Tourism Advancement Program</b>				
Tourism Partnerships	\$ 81,000	\$ 90,000	\$ 9,000	3%
Major One Time Special Event	\$ 180,000	\$ 225,000	\$ 45,000	7%
Special Events Recurring	\$ 500,400	\$ 456,000	\$ (44,400)	14%
Special Projects	\$ 72,000	\$ 180,000	\$ 108,000	6%
Special Projects Recurring	\$ 229,500	\$ 527,000	\$ 297,500	17%
Film Incentive	\$ 100,000	\$ 100,000	\$ -	3%
Development Opportunities	\$ 36,000	\$ 90,000	\$ 54,000	3%
<b>Total Tourism Adv. Program</b>	<b>\$ 1,198,900</b>	<b>\$ 1,668,000</b>	<b>\$ 469,100</b>	<b>53%</b>
<b>PARTNERSHIPS</b>				
Tourism Enrichment	\$ 105,000	\$ 130,000	\$ 25,000	4%
<b>Total</b>	<b>\$ 105,000</b>	<b>\$ 130,000</b>	<b>\$ 25,000</b>	<b>4%</b>
<b>MARKETING/PR/TECHNOLOGY</b>				
Marketing/Communications & PR	\$ 250,000	\$ 250,000	\$ -	8%
Destination Marketing	\$ 387,100	\$ 400,000	\$ 12,900	13%
APP Marketing	\$ -	\$ -	\$ -	0%
IT Development	\$ -	\$ -	\$ -	0%
<b>Total</b>	<b>\$ 637,100</b>	<b>\$ 650,000</b>	<b>\$ 12,900</b>	<b>21%</b>
<b>OTHER</b>				
Initiatives	\$ 50,000	\$ 75,000	\$ 25,000	2%
R&D	\$ -	\$ 3,000	\$ 3,000	0%
Projected Cash Flow Reserve	\$ 2,000	\$ 2,000	\$ -	0%
<b>Total Other</b>	<b>\$ 52,000</b>	<b>\$ 80,000</b>	<b>\$ 28,000</b>	<b>3%</b>
<b>TOTAL</b>	<b>\$ 2,575,000</b>	<b>\$ 3,145,000</b>	<b>\$ 570,000</b>	<b>22%</b>

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

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

The MBVCA administration also reviews any concerns the grant applicant may have expressed during the previous fiscal year during the required pre-proposal conference. These concerns may have been mentioned during the previous year's panel meeting and/or within their exit interview form submitted as part of their final report. In FY 2020/2021, the MBVCA will continue to review grant applicants' concerns and try to address them as best as possible; particularly those noted in the prior year's exit interview form submitted as part of their final report documentation, along with any concerns that may have been expressed throughout the application submission process.

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 agreements or contracts as well as proof of media confirmation through the submission of executed media contracts, barter agreements, sponsorship agreements, invoices, or insertion orders, to be 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 agreements and/or contracts submitted. In addition, detailed post-performance reports will continue to be required as part of the final report, with additional analytics reports required as part of the thorough verification process currently in place.

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

The MBVCA application submission process will also continue to be streamlined into a multi-step system in fiscal year 2021/2022, where grant criteria must be submitted first, in order to determine eligibility. Due to the global pandemic, required pre-proposal conferences will be held via conference call or zoom, rather than in-person, until conditions allow for live meetings to be held once again.

The MBVCA also has a policy in place to formally fund recurring projects on a declining scale. The scale encourages recurring events to recruit corporate and private sponsorship and therefore, not solely rely on MBVCA funds as a means of sustaining the event. The awards mandate funding caps for recurring events, that are diminished based on the maximum request for the specific grant category and the year in which the event is in within the declining scale. This policy continued in fiscal year

2020/2021 and will continue during the upcoming fiscal year within the Special Events Recurring and Special Projects Recurring grant categories. The MBVCA continues to encourage new events to the destination; therefore, they have maintained the percentage decrease in the funding amounts a recurring event may request.

The North Beach Incentive Program originally developed in fiscal year 2013/2014 to encourage additional tourist-driven events, to take place in the North Beach area of Miami Beach, remains retired due to a small number of applicants in the past. It has since been rolled into the Development Opportunities grant category. Development Opportunities was revived in 2019/2020 and will continue to be made available in 2021/2022 as a one-time grant with lower qualifying criteria as compared to our other grant categories. This will encourage smaller event producers to the destination and possibly grow their event.

The Cultural Tourism Grant Program was retired and a new partnership program, Tourism Enrichment Program, was developed in cooperation with the City of Miami Beach Department of Tourism and Cultural Development, in FY 2019/2020. The program was developed to attract new events and initiatives as identified by the MBVCA. The objective of the program is to provide funding for new activities; events with yearlong cultural tourism promotion and programming that support and advance the mission of the MBVCA. It will continue to be made available for projects identified by the MBVCA Board, in FY 2021/2022.

The Film Incentive Grant Program will continue to be updated to be better aligned with the film industry and will be offered to scripted feature films and television shows, documentaries (non-political and non-sports only), and short films, in fiscal year 2021/2022. Further, the minimum hotel room requirement will remain at 200 hotel room nights, for the upcoming fiscal year. The Program will be also promoted through the City of Miami Beach's Film Office as an additional incentive to the City's Film Grant; the Miami Dade County's Film Office; Film Florida; through film festival grantee organizations, and through publications such as Cast & Crew to assist with the promotion of the program to possibly attract new productions to the destination.

Due to the challenges posed by the pandemic, the maximum grant requests for each of the MBVCA's grant categories will remain at the same level in FY 2021/2022, to encourage grant applicants to return to the MBVCA once current conditions allow for special events to take place.

To further attract new events to the destination and also encourage past grantees to return to the MBVCA, the minimum hotel room night criteria for the Major One Time Special Event and Special Events Recurring grant categories will remain at the decreased minimum of 200 hotel room nights, in fiscal year 2021/2022. The Special Projects and Special Projects Recurring minimum grant criteria will also remain at its current levels in fiscal year 2021/2022, with the hotel room night requirement remaining at 1,500 hotel room nights: the contracted media impressions requirement remaining at 100,000,000 media impressions, and the viewership requirement remaining at 10,000,000. The Tourism Partnerships hotel room night requirement will also remain at the reduced minimum of 175 hotel room nights. Hotel agreements will continue to be accepted, in addition to hotel contracts, to meet the minimum criteria in place for each grant category. The revision to the language will continue to encourage for a broader number of organizations to be able to meet the MBVCA's minimum criteria in place.

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

In the upcoming fiscal year, the MBVCA's checks, and balances will remain in place through internal auditing processes. The additional restrictions imposed in fiscal year 2019/2020 will remain in place in fiscal year 2021/2022 for those grant recipients who have not met their obligations for the prior fiscal year and/or have committed fraudulent activity.

## Direct Impact

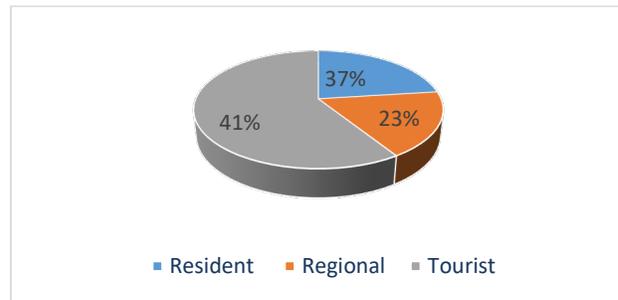
Direct impact of MBVCA sponsored events in Miami Beach is derived from the calculating the average of the projects' overall impacts to the City of Miami Beach. Grant recipients are asked for the hotel room nights, media impressions, and/or viewership figures their events generated. The figures are determined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

### 2020/2021 General Tourism Highlights

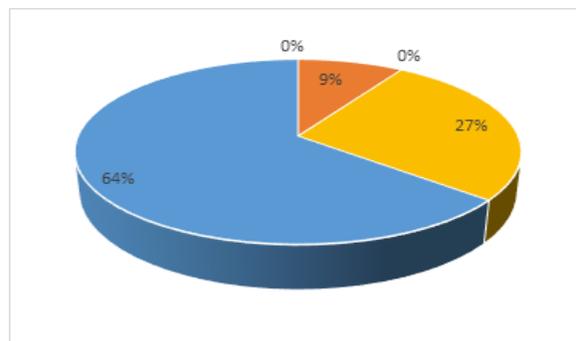
- Hotel rooms (as of October 2021) – 20,465
- Overnight Visitors (2020-Miami Beach) – 3,871,000 (of 7.9 million visitors to Miami Dade County)
- Average Room Rate (as of September 2021) - \$327.08
- Average RevPar (January to September 2021) – \$211.33
- Average Occupancy (as of September 2021) – 58.4%

Total Attendance of MBVCA Sponsored Events – 205,591

○ Resident	37%
○ Regional	23%
○ Tourist	41%



- Number of Events in Miami Beach – 769
- Job Creation – 133
- Average Organizational Budgets of MBVCA sponsored events – \$2,245,171
- Annual Income of Attendees
  - Under \$35,000 – 0%
  - \$35,000 - \$50,000 – 9%
  - \$51,000 - \$70,000 – 0%
  - \$71,000 - \$100,000 – 27%
  - Over \$100,000 – 64%



-----  
GRANT BY CATEGORY

Category	Recipient	Event/Project	Grant Request	Actual Funding
<b>Development Opportunities</b>	The Miami Takeover	Miami Takeover	\$30,000	\$30,000
	Van Daalen Tennis, LLC.	2021 USTA National Clay Court Championships – Boys 14 Division	\$13,625	\$13,625
<b>Film Incentive</b>				
<b>Applications were not received in FY 2020/2021</b>				
<b>Major One Time Special Event</b>	Orange Blossom Classic Association	Orange Blossom Classic Weekend	\$45,000	\$45,000
<b>Special Events Recurring</b>	Salsa Dance Int'l Inc. d/b/a Salsa Lovers	Bachateando Dance Festival	\$28,000	\$28,000
	Miami Beach Gay Pride, Inc.	Miami Beach Pride 2021	\$32,000	\$32,000
	A National Salute to America's Heroes	National Salute to America's Heroes	\$28,000	\$28,000
	Salsa Dance Int'l Inc. d/b/a Salsa Lovers	Miami Salsa Congress	\$40,000	\$40,000
<b>Special Projects</b>	South Florida CFPNCG Host Committee LLC	2021 College Football Playoff National Championship	\$90,000	\$90,000
	Miami Music Festival	Miami Beach Classical Music Festival 2021	\$90,000	\$90,000
<b>Special Projects Recurring</b>	Florida International University	2021 Food Network & Cooking Channel South Beach Wine + Food Festival	\$68,000	\$68,000
	FUNKSHION, LLC	Paraiso Swim Fashion Week Miami Beach	\$51,000	\$51,000
<b>Tourism Enrichment</b>	City of Miami Beach	No Vacancy, Miami Beach	\$75,000	\$75,000
	Miami Design Preservation League	Miami Beach Visual Memoirs	\$30,000	\$30,000
<b>Tourism Partnerships</b>	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$12,000	\$12,000
	Miami Beach Chamber of Commerce	Visit Miami Beach	\$30,000	\$30,000

Category	Recipient	Event/Project	Hotel Room Nights	Viewership	Impressions
<b>Development Opportunities</b>	The Miami Takeover	Miami Takeover	561	0	11,484,049
	Van Daalen Tennis, LLC	USTA National Clay Court Championships-Boys 14 Division	220	0	286,964
<b>Film Incentive</b>					
<b>Applications were not received for this category in 2020/2021</b>					
<b>Major One Time Special Event</b>					
	Orange Blossom Football Classic Association, Inc.	Orange Blossom Classic Weekend	200	0	4,653,600
<b>Special Events Recurring</b>	Salsa Dance Intl, Inc. d/b/a Salsa Lovers	Bachateando Dance Festival	470	0	8,867,295
	Miami Beach Gay Pride, Inc.	Miami Beach Pride 2021	208	0	4,793,725
	Salsa Dance Intl, Inc. d/b/a Salsa Lovers	Miami Salsa Congress	468	0	3,802,500
	A National Salute to America's Heroes	National Salute to America's Heroes	1,924	0	22,042,207
<b>Special Projects</b>					
	South Florida CFPNCG Host Committee LLC	2021 College Football Playoff National Championship	1,849	18,653,479	40,602,899,042
	Miami Music Festival, Inc.	Miami Beach Classical Music Festival 2021	1,347	0	196,298,436
<b>Special Projects Recurring</b>					
	Florida International University-SOBEWFF	2021 Food Network & Cooking Channel South Beach Wine + Food Festival	1,296	0	7,578,733,925
	FUNKSHION Productions LLC	Paraiso Swim Fashion Week Miami Beach	670	103,415,973	1,467,857,669
<b>Tourism Enrichment</b>					
	Miami Design Preservation League	Miami Beach Visual Memoirs	0	0	32,909
	City of Miami Beach	No Vacancy, Miami Beach	0	0	79,113,401
<b>Tourism Partnerships</b>					
	MDGLCC Foundation, Inc.	LGBT Visitor Center	0	0	1,040,000
	Miami Beach Chamber of Commerce	Visit Miami Beach	0	0	647,773

Category	Event	Rooms	Average Daily Room Rate	Occupancy	Estimated Revenue to Hoteliers	Estimated Income to the City 2% Resort Tax	Estimated Income to MBVCA; 5% of 2% Resort Tax
<b>Development Opportunities</b>	Miami Takeover	561	\$335.83	78.1%	\$188,400.61	\$3,768.01	\$188.40
	USTA National Clay Court Championships – Boys 14 Division	220	\$302.77	68.1%	\$66,609.38	\$1,332.19	\$66.61
	<b>Film Incentive</b>						
<b>Applications were not received for this category in 2020/2021</b>							
<b>Major One Time Special Event</b>	Orange Blossom Classic Weekend	200	\$264.20	47.4%	\$52,839.98	\$1,056.80	\$52.84
	<b>Special Events</b>						
<b>Recurring</b>	Bachateando Dance Festival	470	\$352.04	70.7%	\$165,458.78	\$3,309.18	\$165.46
	Miami Beach Pride 2021	208	\$240.06	47.5%	\$49,932.46	\$998.65	\$49.93
	Miami Salsa Congress	468	\$335.83	78.1%	\$157,186.42	\$3,143.37	\$157.17
	National Salute to America’s Heroes	1,924	\$368.06	70.8%	\$708,147.42	\$14,162.95	\$708.15
<b>Special Projects</b>	2021 College Football Playoff National Championship	1,849	\$282.88	53.2%	\$523,045.10	\$10,460.90	\$523.05
	Miami Beach Classical Music Festival 2021	1,347	\$302.77	68.1%	\$407,831.17	\$8,156.62	\$407.83
<b>Special Projects Recurring</b>	2021 Food Network & Cooking Channel South Beach Wine + Food Festival	1,296	\$349.79	74.6%	\$453,327.82	\$9,066.56	\$453.33
	Paraiso Swim Fashion Week Miami Beach	670	\$327.98	68.8%	\$219,746.58	\$4,394.93	\$219.75
<b>Tourism Enrichment</b>	Miami Beach Visual Memoirs	N/A	\$327.08	58.4%	N/A	N/A	N/A
	No Vacancy, Miami Beach	N/A	\$203.94	37.9%	N/A	N/A	N/A
<b>Tourism Partnerships</b>	LGBT Visitor Center	N/A	\$327.08	58.4%	N/A	N/A	N/A
	Visit Miami Beach	N/A	\$327.08	58.4%	N/A	N/A	N/A

Category	Organization	Event	Total Dollar Value Spent on Advertising <sup>1</sup>	Domestic Advertising	International Advertising	Total Dollar Value Spent on Television
<b>Development Opportunities</b>	The Miami Takeover	Miami Takeover	\$0	\$0	\$0	\$0
	Van Daalen Tennis, LLC	2021 USTA Clay Court Championships – Boys 14 Division	\$500	\$500	\$0	\$0
<b>Film Incentive</b>						
Applications were not received for this category in 2020/2021						
<b>Major One Time Special Event</b>						
	Orange Blossom Football Classic Association	Orange Blossom Classic Weekend	\$20,000	\$20,000	\$0	\$0
Special Events Recurring	Salsa Dance Int'l. Inc. d/b/a Salsa Lovers	Bachateando Dance Festival	\$26,854	\$21,483	\$5,371	\$0
	Miami Beach Gay Pride Inc.	Miami Beach Pride 2021	\$10,000	\$10,000	\$0	\$0
	Salsa Dance Int'l. Inc. d/b/a Salsa Lovers	Miami Salsa Congress	\$32,000	\$22,400	\$7,600	\$0
	A National Salute to America's Heroes	National Salute to America's Heroes	\$165,000	\$165,000	\$0	\$616,000
Special Projects	South Florida CFPNCG Host Committee, LLC	2021 College Football National Championship	\$1,448,333	\$1,448,333	\$0	\$0
	Miami Music Festival, Inc.	Miami Beach Classical Music Festival 2021	\$5,000	\$4,500	\$500	\$0
<b>Special Projects Recurring</b>	Florida International University-SOBEWFF	2021 Food Network & Cooking Channel South Beach Wine + Food Festival	\$2,000,000	\$1,940,000	\$60,000	\$800,000
	FUNKSHION Productions. LLC	Paraiso Swim Fashion Week Miami Beach	\$193,500,000	\$77,400,000	\$116,100,000	\$157,000,000
<b>Tourism Partnerships</b>	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$8,000	\$8,000	\$0	\$0
	Miami Beach Chamber of Commerce	Visit Miami Beach	\$19,000	\$9,500	\$9,500	\$0
<b>Tourism Enrichment</b>	Miami Design Preservation League	Miami Beach Visual Memoirs	\$1,500	\$1,125	\$375	\$0
	City of Miami Beach	No Vacancy, Miami Beach	\$22,500	\$22,500	\$0	\$0

<sup>1</sup> Includes actual, in-kind, and barter

Category	Recipient	Event/Project	Funding	HRN Contracted	HRN Generated	Variance
<b>Development Opportunities</b>	The Miami Takeover	Miami Takeover	\$30,000	360	561	55.83%
	Van Daalen Tennis, LLC	USTA National Clay Court Championships Boys 14 Division	\$13,625	440	220	-50.0%
<b>Film Incentive</b>						
<b>Applications were not received for this category in 2020/2021</b>						
<b>Major One Time Special Event</b>						
	Orange Blossom Football Classic Association, Inc.	Orange Blossom Classic Weekend	\$45,000	200	200	0.00%
<b>Special Events Recurring</b>	Salsa Dance Int'l Inc. d/b/a Salsa Lovers	Bachateando Dance Festival	\$28,000	360	470	30.56%
	Miami Beach Gay Pride, Inc.	Miami Beach Pride 2021	\$32,000	200	208	4.00%
	Salsa Dance Int'l Inc. d/b/a Salsa Lovers	Miami Salsa Congress	\$40,000	565	468	-17.17%
	A National Salute To America's Heroes	National Salute to America's Heroes	\$28,000	1,836	1,924	4.79%
<b>Special Projects</b>						
<b>Special Projects</b>	Miami Music Festival, Inc.	Miami Beach Classical Music Festival 2021	\$90,000	1,009	1,347	33.5%
	South Florida CFPNCG Host Committee LLC	2021 College Football Playoff National Championship	\$90,000	4,307	1,849	-57.07%
<b>Special Projects Recurring</b>	Florida International University	2021 Food Network & Cooking Channel South Beach Wine + Food Festival	\$68,000	1,159	1,296	11.82%
	FUNKSHION Productions, LLC	Paraiso Swim Fashion Week Miami Beach	\$51,000	0	670	100%
<b>Tourism Enrichment</b>						
<b>Tourism Enrichment</b>	Miami Design Preservation League	Miami Beach Visual Memoirs	\$30,000	N/A	N/A	N/A
	City of Miami Beach	No Vacancy, Miami Beach	\$75,000	N/A	N/A	N/A
<b>Tourism Partnerships</b>						
<b>Tourism Partnerships</b>	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$12,000	0	0	0
	Miami Beach Chamber of Commerce	Visit Miami Beach	\$30,000	0	0	0

## Yearlong

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

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

Through a partnership with Forbes Travel Guide and support from the Greater Miami and The Beaches Hotel Association (GMBHA), the MBVCA hosted several training events for Miami Beach based employees. Due to the ongoing pandemic, the MBVCA offered 8 “live” online webinars throughout the year, in addition to the ongoing online training offered through Forbes Travel Guide. Each webinar included different topics while providing the fundamentals of customer service, as offered worldwide by Forbes Travel Guide. A total of 8 webinar training sessions were offered and remained free of charge to anyone who resides and/or works within the City of Miami Beach. A total of **249 learners** participated in the Leadership webinars, with **109 learners** participating in the Frontline webinars. The MBVCA continued offering their robust online training certification program offered through Lobster Ink, a division of Ecolab, consisting of six different learning paths, along with health and safety courses to aid businesses who were re-opening, post-pandemic. These paths allow for specialized training by functional area and include modules specific to Front of House, Back of House, Bar, Pool, Dining as well as a general introduction to luxury hospitality standards. The Essential Rebound Training program was continuously offered to prepare hospitality employees on current standards that have been implemented due to the pandemic. In total, **405 Miami Beach hospitality employees** received training throughout the fiscal year.

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

[www.forbestravelguide.com](http://www.forbestravelguide.com) and [www.miamibeachvca.com/training](http://www.miamibeachvca.com/training)

**Miami Beach Visual Memoirs Project – Miami Design Preservation League**

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

The organizers continued to explore strategic partnerships with other institutions with a shared interest in Miami Beach history, such as a partnership with Florida International University’s Digital Library. This resulted in a link with the National Digital Public Library, where usage of the archived material has increased dramatically in the past year. COVID challenged planned interviews and prevented the viewing of the videos at the Art Deco Museum this past year; nevertheless, interview materials were adapted to tell histories of four minority groups that are part of the Miami Beach community, where they were presented as a webinar series for the Miami Beach Youth Commission and have been added to the Visual Memoirs collection. Videos were used as part of the Art Deco Weekend broadcast as well. In addition, a program for students to produce videos incorporating interviews from the Miami Beach Visual Memoirs (MBVM) archive was created. This past year, an additional 6 interviews were conducted along with **6 news stories**, bringing the total number of **interviews to 144** since the inception of the project in 2011. A total of **32,909 impressions** were generated through YouTube, Vimeo, and FIU Digital Library views, and Facebook activity.

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

[www.miamibeachvisualmemoirs.com](http://www.miamibeachvisualmemoirs.com)

**LGBT Visitor Center - MDGLCC Foundation, Inc.**

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

The LGBT Visitor Center provides tourists with the resources to ensure a successful stay in Miami Beach, while promoting socioeconomic development and tourism. In addition to their daily services, the Center proudly offers ongoing panel discussions, educational workshops, special social events, recovery & support groups, and dance & fitness classes. In 2020/2021, the Center received **838 total walk-in visitors**. It also maintained its online presence generating **1,040,000 media impressions** through its partnership with HotSpots magazine, as well as through its social media channels to include Facebook, Instagram, and Twitter. The Center received additional promotion through the GMCVB, social media, flyers, and the LGBT Weekly E-Blast Newsletter. A total of **5,863 hits** were generated by the Center’s website over the course of the year. While the Center remained physically closed due to the pandemic, it continued its online presence and ensured they remained at the forefront of their activities.

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

[www.gogaymiami.com](http://www.gogaymiami.com)

## Visit Miami Beach— Miami Beach Chamber of Commerce

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

Visit Miami Beach relocated to 100 16<sup>th</sup> Street, Suite 6, post-pandemic. The Center has been operating from its new location since they re-opened their doors to the public. Their Center's main objective is to promote the City of Miami Beach as the ultimate tourist destination. Their friendly staff assists locals as well as tourists with a multitude of needs such as hotel and restaurant reservations, tours, attractions bookings and much more. The Miami Go Card and Explorer pass are also sold at the Visitors Center. In addition, their updated website, MiamiBeachGuest.com, attracts visitors from international, regional, and local destinations and promotes a variety of local businesses. The Center works closely with the City of Miami Beach, the GMCVB, and other tourist related entities to ensure that their resources on promoting the destination are coordinated and maximized. Although the Center was closed for an extended period of time due to the pandemic, they received **1,028 visitors**. The Center continued to focus its efforts on promoting the destination, despite its physical closure, and generated **647,773 media impressions**. In addition, the Center's website generated **20,389 hits** throughout the 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.

[www.miamibeachvisitorcenter.com](http://www.miamibeachvisitorcenter.com)

## October 2020

Due to the global pandemic, the MBVCA did not receive any applications/fund events.

## November 2020

Due to the global pandemic, the MBVCA did not receive any applications/fund events.

## December 2020

### No Vacancy, Miami Beach – City of Miami Beach

FY 2020/2021 \$75,000

No Vacancy, Miami Beach, took place **December 2 – 12, 2020**, as a contemporary art experience that celebrated artists, provokes critical discourse, and invites the public to experience Miami Beach's famed hotels as destination art spaces by turning hotels into temporary cultural institutions – the very definition of Cultural Tourism. Art was exhibited throughout ten hotels in Miami Beach, where lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools served as a canvas. Public voting took place through an online social media campaign and generated **3,321 public votes** for the Public Prize Award. In addition, to the online votes it is estimated that over **10,000 persons** experienced at least one of the art projects in person. The selected hotels included the Avalon Hotel, The Betsy Hotel South Beach; Catalina Hotel & Beach Club; Hotel Croydon; Hyatt Centric; Kimpton Palomar; Lennox Miami Beach; Plymouth Hotel; Riviera South Beach, and The Confidante. A total of **878,932,810 media impressions** were generated in this inaugural effort, along with **180,591 in social media impressions**.

This event satisfied the City's efforts to promote Cultural Tourism to the destination and was a production of the Cultural Arts Council.

[www.miamibeachfl.gov](http://www.miamibeachfl.gov)

## January 2021

FY 2020/2021 \$90,000

### 2021 College Football Playoff National Championship - South Florida CFPNCG Host Committee LLC

The College Football National Championship Committee hosted the 2021 National Championship game at the Hard Rock Stadium on **January 11, 2021** surrounded by a series of events that took place from **January 7 through January 12, 2021**. The events welcomed members of the community along with college football fans from around the country to the destination, for a total of 14,926 fans, generating **1,846 hotel room nights**. Aside from the game itself, events such as the daily team and special guest hospitality event at the Fontainebleau and Ritz Carlton South Beach hotels; the CFP Beachwalk in Lummus Park; Staff Celebration Dinner; Official Handoff Press Conference and College Playoff Media Availability, that also took place at Lummus Park, were successfully held. A total of **40,602,899,042 media impressions** were generated as a result of promotional efforts and press coverage, while the event was televised on ESPN, generating **18,653,479 in viewership**. A total of **14,926 fans** attended the game.

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

[www.2021miami.com](http://www.2021miami.com)

## February 2021

Due to the global pandemic, the MBVCA did not receive any applications/fund events.

## March 2021

Due to the global pandemic, the MBVCA did not receive any applications/fund events.

## April 2021

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

FY 2020/2021	\$28,000
FY 2018/2019	\$32,000
FY 2017/2018	\$40,000
FY 2016/2017	\$25,000

This dance festival, that took place **April 14 – 18, 2021**, 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 **3,800 attendees** who generated **470 hotel room nights** in Miami Beach. In addition, the event generated **8,867,295 media impressions** as a result of their promotional efforts 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](http://www.BachateandoDanceFest.com)

## May 2021

### 2021 Food Network and Cooking Channel South Beach Wine + Food Festival – Florida International University-SOBWFF

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

This 4-day wine, spirits and culinary celebration took place **May 20 – 23, 2021**. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately **35,800 people** attended the various events and generated approximately **1,296 hotel room nights** in Miami Beach alone. The Festival received both national and international coverage, generating **7,578,733,925 media impressions**. A total of 75 events took place, of which 49 were held on Miami Beach. They included 27 participating chefs, the return of Bubble Q, a Tribute dinner for Giada di Laurentis, a 20<sup>th</sup> Anniversary celebration at the Fontainebleau hosted by Martha Stewart and David Grutman, a new spin on the annual the Burger Bash and many more.

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

[www.sobewff.org](http://www.sobewff.org)

### A National Salute to America's Heroes – National Salute to America's Heroes

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

This event, that took place **May 29 – 30, 2021**, was a year-round initiative anchored by what became the largest Air & Sea Show and Music Explosion, generating community spirit and showcasing Miami Beach in a positive light. In addition to the Air & Sea Show and Music Explosion, other events included performers parties, a media day, and dignitary dinners. The events attracted an estimated **200,000 people** to Miami Beach, generating **1,924 hotel room nights**. 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 **22,042,207 media impressions**.

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

[www.usasalute.com](http://www.usasalute.com)

## June 2021

FY 2020/2021 90,000

### Miami Beach Classical Music Festival 2021– Miami Music Festival, Inc.

The Miami Beach Classical Music Festival brought 75 talented pre-professional and emerging classical music artists from 25 different countries to study and perform public concerts and operatic performances throughout Miami Beach. Due to the Surfside Condominium collapse, the planned Independence Day performances were cancelled. The 7 remaining performances took place from **July 2 - 18, 2021**, and attracted **1,830 attendees** of which 15% were tourists. As a result, a total of **1,347 hotel room nights** were generated in Miami Beach. Public concerts were held in local venues such as Faena Forum, Temple Beth Emanu-El, and the Betsy Hotel. Through a combination of promotional efforts and coverage, the festival generated **196,298,436 media impressions**.

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

[www.miamimusicfestival.com](http://www.miamimusicfestival.com)

## July 2021

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

### Paraiso Swim Fashion Week Miami Beach - FUNKSHION Productions LLC

This three-day event took place **July 8 – 11, 2021**, in a modified, scaled down event will invite the best designers from all around the world to showcase their newest collections in Miami Beach virtually. Despite the COVID19 pandemic, the event that still attracted **20,000 attendees** throughout the 45 events that took place at numerous Miami Beach venues. The event generated **670 hotel room nights** in Miami Beach. All events were held in Miami Beach. The event received national and international coverage from media outlets such as Fashion Week Online, New York Daily News, California Apparel News, Vogue Globo, and many others, generating **1,467,857,669 media impressions**. The fashion shows were featured on Deco Drive and other media outlets around the world, generating **103,415,973 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](http://www.funkshion.com)

### 2021 USTA National Clay Court Championships – Boys 14 Division – Van Daalen Tennis, LLC

FY 2020/2021 13,625

National Clays is the premier clay court tournament for boys aged 14 and under and is one of the four "Junior American Grand Slams." Players from all 50 states visited Miami Beach to compete in singles play as well as doubles teams. Van Daalen Tennis was awarded the contract to run this tournament for three years beginning in 2021. All events took place at the Miami Beach Tennis Center and Flamingo Park Tennis Center, **July 11 - 19, 2021**, and brought parents and coaches along with the players; of which over 90% were visitors. As a result, a total of **220 hotel room nights** were generated in Miami Beach. In addition, a total of **286,964 media impressions** were generated as a result of social media promotions through Facebook.

This event satisfied the MBVCA's core initiative of attracting health and wellness to the destination.

[www.mbtenniscademy.com](http://www.mbtenniscademy.com)

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

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

This 5-day festival took place **July 21 - 25, 2021**, celebrated its 20<sup>th</sup> anniversary this year. In its long history, the event has drawn 50,000 visitors to the destination, with their 2021 edition attracting **5,400 attendees**. Events included an Opening Party; Kick Off Party, and several workshops, classes, and parties held at their host hotel, the Eden Roc. This year, the event generated a total of **468 hotel room nights** in Miami Beach and generated an estimated **3,802,500 media impressions** as a result of their promotional efforts that included an extensive online presence through web-based ads, and social media and radio campaigns, as well as media coverage.

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

[www.miamisalsacongress.com](http://www.miamisalsacongress.com)

## Miami Takeover – The Miami Takeover

FY 2020/2021	30,000	<p>This signature event for the mature urban traveler (ages 28-45), took place <b>July 23 - 26, 2021</b>. The aim of the event was to bring together like-minded individuals looking for a stress-free getaway and participate in several social events that included peer networking, entertainment and community service kicking off with a Golf tournament and a Mask-querade Ball, annual beach sweep, a concert, and an art installation. The event attracted <b>320 guests</b> to the area, of which 95% were tourists. A total of <b>561 hotel room nights</b> were sold, exceeding the contracted number by 56%. In addition, the event generated <b>11,484,049 media impressions</b> through a combination of media partnerships and event coverage.</p> <p>This event satisfied the MBVCA's core initiative of attracting events that generate group stimulus to the destination.</p> <p><a href="http://www.themiamitakeover.com">www.themiamitakeover.com</a></p>
--------------	--------	---

## August 2021

The MBVCA did not receive any applications for this month

## September 2021

### Orange Blossom Classic Weekend – Orange Blossom Football Classic Association, Inc.

FY 2020/2021	\$45,000	<p>Founded in 1933, as a “Blacks only” season-ender for Florida A&amp;M University to play against another Historically Black College/University (HBCU), this event laid the foundation for other HBCU Classics elsewhere. This year's program took place <b>September 2 - 6, 2021</b>, and attracted an estimated <b>50,000 fans, alumni, students and family members</b> to raise scholarship funds for the participating schools, that include Florida A&amp;M University and Jackson State University. Programming included dinners, golf tournaments, and a recruitment fair, culminating in the game to be held at Hard Rock Stadium in Miami Gardens. Approximately <b>200 hotel room nights</b> were expected to be generated in Miami Beach. The event confirmed over <b>4 million media impressions</b> and expected an additional 152 million impressions through media partnerships and extensive local, regional, and national media coverage.</p> <p>Event satisfies the MBVCA's core initiatives of attracting sporting events to Miami Beach.</p> <p><a href="http://www.orangeblossomclassic.com">www.orangeblossomclassic.com</a></p>
--------------	----------	---

### Miami Beach Pride 2021 - Miami Beach Gay Pride, Inc.

FY 2020/2021	\$32,000	<p>This event, that took place <b>September 10 – 19, 2021</b>, celebrated its 13<sup>th</sup> year of collaboration of the lesbian, gay, bisexual, and transgender (LGBT) community. Along with the free festival in Lummus Park that included community booths and expo areas; two stages with high quality named entertainment, food and drink vendors, family-safe play areas, and niche LGBTQ+ lounge, the Festival also included a new Safe Space/Calming Pavilion, along with the Pride Flag Raising at City Hall, Pride Lights Up The Night, Sweat for Pride, SOAK Pool Party, the Queer Art Showcase, and many more. The Pride Parade featured 50+ floats along Ocean Drive led by Pride's 2021 Celebrity Grand Marshall. The events were attended by approximately <b>46,000 persons</b>, who in turn generated <b>208 hotel room nights</b> in Miami Beach. A total of <b>4,793,725 media impressions</b> were generated through a combination of media partnerships and coverage.</p> <p>This event satisfied the MBVCA's core initiative of attracting festivals to Miami Beach within the gay and lesbian niche market.</p> <p><a href="http://www.miamibeachgaypride.com">www.miamibeachgaypride.com</a></p>
FY 2018/2019	\$40,000	
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	

**GroundUp Music Festival** – GroundUP Music Foundation

This event was scheduled to take place **September 17 – 19, 2021**; however, due to the pandemic it was cancelled. The event is being rescheduled for February of 2022.

## Steve Adkins, Chair



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

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

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

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

## Jeffrey Lehman, Vice Chair



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 40 years ago and has been working in Miami Beach for the past 24 years. He was 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 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 Miami Beach. 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 21 years and their small herd of Chihuahuas.



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

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

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

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

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

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

## Steven Haas



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

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

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

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



George Neary has created, and is currently operating, a tour company, Tours “r” Us specializing in curated tours that concentrate on the historic communities of Miami Beach, the historic Art Deco District, MiMo resort architecture; Wynwood, Miami Design District, Little Havana, Little Haiti, Downtown Miami, Historic Overtown, Coconut Grove and beyond.

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

partnership between Greater Miami businesses and the arts community. During his tenure, his targets were cultural tourism, heritage tourism, and gay & lesbian tourism.

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

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

### Christopher Rollins



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.

### David Suarez



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

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

David is a Miami Beach resident and father of a 5-year-old son, and enjoys a very physical and outdoor lifestyle around Miami Beach; jogging around the park, riding his bike around town and boating/fishing.

## Hill & Knowlton Total Placement and Pick Up Data

### Year 11

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

### Year 10

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

Year 9 (Contract Extension)

Running Total

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

Year 8

Running Total

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

## Year 7

Running Total

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
<b>July 2017</b>	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				
<b>August 2017</b>	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
<b>September 2017</b>	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
<b>October 2017</b>	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				
<b>November 2017</b>	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
<b>December 2017</b>	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
<b>January 2018</b>	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
<b>February 2018</b>	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
<b>March 2018</b>	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
<b>April 2018</b>	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				
<b>May 2018</b>	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
<b>June 2018</b>	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
<b>YTD TOTAL</b>							<b>1,302,477,118</b>	<b>\$1,583,727.63</b>

## Year 6

Running Total

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
<b>July 2016</b>	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
<b>August 2016</b>	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
	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
<b>October 2016</b>	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
<b>November 2016</b>	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				
<b>December 2016</b>	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				
<b>January 2017</b>	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				
<b>February 2017</b>	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
<b>March 2017</b>	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
<b>April 2017</b>	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
<b>May 2017</b>	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
<b>June 2017</b>	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
<b>YTD TOTAL</b>							<b>1,272,729,422</b>	<b>\$14,353,222.76</b>

Year 5

Running Total

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
<b>July 2015</b>	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
<b>August 2015</b>	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
<b>September 2015</b>	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
<b>October 2015</b>	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
<b>November 2015</b>	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
<b>December 2015</b>	12/9/2015	Miami Beach: One of the most pet-friendly cities in the world	87,714,019	\$869,151.48	87,714,019	\$869,151.48	861,834,287	\$9,328,875.47
<b>January 2016</b>	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
<b>February 2016</b>	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
<b>March 2016</b>	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
<b>April 2016</b>	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
<b>May 2016</b>	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
<b>June 2016</b>	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
<b>YTD TOTAL</b>							<b>1,410,465,887</b>	<b>\$15,638,438.52</b>

Year 4

Running Total

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
<b>July 2014</b>	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				
<b>August 2014</b>	8/2/2014	Miami Beach Hotel Deals Round Up	14,834	\$ 140.45	14,834	\$140.45	139,256,940	\$1,407,255.06
<b>September 2014</b>	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
<b>October 2014</b>	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
<b>November 2014</b>	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
<b>January 2015</b>	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
<b>February 2015</b>	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
<b>April 2015</b>	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
<b>May 2015</b>	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
<b>June 2015</b>	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
<b>YTD TOTAL</b>							<b>1,492,734,059</b>	<b>\$15,615,214.75</b>

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
<b>July 2013</b>	7/9/2013	Miami Beach Presents Fashion Swim Week 2013	114,200,703	\$1,142,007.03	126,583,853	\$1,203,476.39	234,554,149	\$688,356.03
	7/15/2013	Additional Coverage: Miami Beach Presents Fashion Swim Week 2013	12,383,150	\$61,469.36				
	7/23/2013							
<b>August 2013</b>	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
<b>September 2013</b>	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
<b>October 2013</b>	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
<b>November 2013</b>		Harris Poll Conducted - No Press Release				\$-	0	\$-
<b>December 2013</b>	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
<b>January 2014</b>	1/20/201	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
<b>February 2014</b>	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
<b>March 2014</b>	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				
<b>April 2014</b>	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
<b>May 2014</b>	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
<b>June 2014</b>	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				
<b>YTD TOTAL</b>							<b>2,783,369,818</b>	<b>\$32,202,326.91</b>

Year 2

Running Total

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

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
May 2012	5/10/2012	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
<b>YTD TOTAL</b>							<b>3,416,581,560</b>	<b>\$4,688,633.93</b>

## Visual Memoirs Update of Interviewees

Interviewees for Miami Beach Visual Memoirs Project  
September 2021

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

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

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