

MIAMI BEACH VISITOR AND CONVENTION AUTHORITY  
Program of Work 2017.2018

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## *Mission*

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

## *Planning Context*

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

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

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

Miami Today 2017: Gold Medal Award

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

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



Miami Beach is a dynamic city that is always changing, evolving and growing. The past year has been no different as we see the results of plans that were implemented and look forward to the completion of a multitude of exciting projects and developments that will take the city to new heights. It signals “A New Chapter” for Miami Beach that positions the city as not only a global vacation destination but also a city that’s ready for business, any environmental challenges that come our way as well as servicing millions of arriving visitors and residents.

Consistent with previous years, Miami Beach has remained the most common location for visitor lodging and has grown in popularity over the past two years. In 2016, the majority of visitors to Miami-Dade, 55.6%, booked lodging here, a consistent growth in numbers that exemplifies demand and desire. Visitors want to be here and make their desire known by booking hotels on our shores in volumes. Overall, the average length of stay in Greater Miami and the Beaches in 2016 was 6.04 nights. Total overnight visitor spending increased in 2016 by 4.5% compared to 2015 and was primarily influenced by the 9.4% increase in length of stay and increased spending on meals and entertainment.

Many of the travelers who chose to stay with us are loving our luxury hotel offerings. Hotel business owners know they’ll be successful in Miami Beach and are laying roots here in quick succession. Located at 640 Ocean Drive, the Celino is one of the newest luxury property parcels that will join the Nobu, the Faena, the Edition and Fontainebleau hotels along with several others in the top-tier luxury segment.

Beyond South Beach, there are big things happening in North Beach as well. In October, the Miami Beach City Commission unanimously approved a master plan for the city’s North Beach neighborhood. The 189-page master plan calls for five big ideas to revitalize the area: the creation of a town center along 71st Street, more walkable streets, enhancing neighborhoods through the creation of local historic and local conservation districts, the creation of more parks and upgrading construction to meet the challenges of sea-level rise.

It’s an economic and aesthetic revitalization that accounts for every detail to improve resident lives and encourage additional tourist activity. The plan will require ordinance changes and already the city commission has taken action giving preliminary approval to raising height limits from 75 feet to 125 feet along 71st Street and parts of 72nd Street in a move to create a town center for North Beach.

Grand renovations and improvements are underway all over the city. The Miami Beach Convention Center’s \$615 million expansion continues. We are all anticipating the conclusion of what will be a magnificent overhaul and this new LEED certified building with nearly 500,000 of additional square feet of exhibit space, 60,000 square foot grand ballroom, 20,000 square foot glass rooftop junior ballroom, advanced technology, and new versatile indoor/outdoor public spaces will redefine the Miami Beach landscape. Destined to be a major draw for corporate meeting and entertainment planners, we confidently look forward to the Center as the space in the Southeast for hosting large-scale business, trade, civic and cultural events; becoming one of the most significant convention centers in the world when it is unveiled in 2018.

And finally, Miami Beach has been aggressively proactive in protecting its residents and businesses as we incorporate global and local projections that the sea level is rising in our infrastructure planning and construction. We have been elevating roads - and requiring higher elevation for new or significant construction – as well as raising sea walls. As a coastal community, Miami Beach is leading the way to try and reduce flood risk as we carefully assess and monitor the environmental challenges that face us and the world.

Miami Beach may be a beach getaway for many, an inviting vacation destination known around the world but we are also a serious city with serious issues and concerns that we proudly tackle head-on, always seeking to be better, stronger and more grown-up than ever before. We pride ourselves on our inclusivity and embrace all no matter their sexual orientation, ethnicity or socio-economic status. We strive to protect and safeguard our guests and residents, welcoming everyone with open arms. Miami Beach is like no other place in the world and we love this city like no other. Let the New Chapter begin.

The MBVCA board and the city of Miami Beach have worked together to accomplish so much this year. It's been a year that has seen challenges, risks and rewards with much hard work, teamwork and partnerships to ensure that Miami Beach remains like no other place in the world. The city has continued to increase our share of the tourism and travel market with the majority of visitors to Miami-Dade choosing to lodge here. We've also continued to magnify our media presence with integrated, chic campaigns that have garnered impressive results on almost all press platforms in the areas that are important to us: Art, Wellness, Culinary, LGBT, Sports and Leisure.

The destination has been featured as an in-demand vacation spot in a range of top-tier media all year long. Top publications and digital sites include Conde Nast Traveler, Huffington Post, PopSugar, Smarter Travel, Travel Channel, Architectural Digest, USA Today, The Associated Press, Forbes, AFAR, BRIDES, U.S. News & World Report, Essence Magazine and Coastal Living among many others.

Miami Beach was beloved in every way, landing on several Best Of lists throughout the year. They included USA Today's 10 Most Popular Spring Break Destinations for 2016, Coastal Living's Top Luxury Beach Destinations in 2016, Conde Nast Traveler's 10 Best Beaches in Florida, Livability's Top 100 Best Places to Live, Travel Pulse's 14 Romantic Rooftop Bars for Romance, U.S. News & World Report's 9 Best Fitness Vacations, Essence Magazine's 19 Black-owned Hotels in Dream Destinations and Esquire's Best Bars in America 2017 - Broken Shaker, Miami Beach.

Miami Beach's offerings also won us many prominent awards including Travel Weekly's Magellan Award: Silver in Beaches Destinations category in the USA/Canada, 2016 World Travel Awards: North America's Leading Tourist Board, and two Travvy Awards: a Gold in the Best LGBTQ Destination, Domestic category and Silver in the Best Luxury Destinations US/Canada category. The MBVCA was also honored at the Miami Today Gold Medal Awards for outstanding community impact and commitment to promoting the image of Miami Beach as a vibrant tourist destination.

With several luxury properties already opened or opening this year, the addition of new and exciting restaurants with famous chefs, and the massively renovated Convention Center opening in a few months, the MBVCA is confident that this vacation mecca will continue to serve visitors in the unique way Miami Beach does and remain a vibrant and world class tourist destination for years to come. The lure and popularity of Miami Beach around the world continues!

Additionally, as we enter a new year, the MBVCA looks forward to the realization of the North Beach master plan with bold visions for revitalizing the north side of our city with more walkable streets, enhanced neighborhoods and the creation of more parks among many other renovations.

We also continue to improve our infrastructure, making significant headway in our plan to counter sea level rise and flooding with elevated roads and stormwater pumping stations designed to help manage the environmental challenges we face ahead.

There is so much happening here. We are a destination with a vibe! That's why Miami Beach is hotter than ever. It is a city that captures the imagination of millions around the world who are excited, captivated and seduced by our sophisticated and luxurious lodgings, exceptional shopping options, multiple entertainment choices, active outdoor culture and the duality of our city convenience and relaxing beaches.

Exemplary teamwork makes all of it not only possible but safe and enjoyable. The future of Miami Beach is brighter than ever. It is truly a city Like No Other Place in the World and we look forward to all that is to come.

Grisette Roque Marcos  
Executive Director

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

*Impact Analysis*

In over a decade of annual strategic review and analysis, the MBVCA has developed, reviewed, and implemented funding support for specific categories of interest that continue to produce increased room nights, strengthened global branding and, attracting 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.

Core Initiative	Hotel Room Nights	Viewership	Impressions
Cultural Tourism	824	0	2,373,724,350
Customer Service	0	0	3,164,564
Design and Architecture	0	0	0
Entertainment and Nightlife	116	17,062,751	8,969,744,272
Festivals	2,749	25,561,448	3,019,328,350
Film and Fashion	3,850	400,000,000	14,804,371,271
Gay and Lesbian	1,378	0	1,188,377,949
Group Stimulus	10,937	0	2,702,046,371
Health and Wellness	4,227	16,000,000	985,980,090
Promotional Campaign	0	0	0
Television Origination	0	0	0
Wine and Food	2,537	0	2,063,006,676
<b>TOTAL</b>	<b>26,618</b>	<b>48,624,199</b>	<b>36,039,743,893</b>

*Destination Marketing 2017-2018*

In April 2001, the MBVCA enacted a Request for Proposal (RFP), for a Destination Marketing, Public Relations, and Communications Consulting 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 1) Leisure/Lifestyle 2) Arts and Culture 3) Sports/Celebrity/Entertainment 4) Global GLBT of the MBVCA.

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

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

They are also under contract to support the 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 categories 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 the MBVCA's messaging tracks. Some of the ways the MBVCA and H+K support additional grant recipients' promotional efforts are through social media messaging; the promotion of a deal created by the grant recipient on our Miami Beach Information App, and through the MBVCA's quarterly Lincoln Road poster.

In their first year, H+K created and distributed 15 press releases and 3 media alerts and garnered 2,971,443,219 impressions in such high visibility publications as Conde Nast Traveler, Boston Globe, Sacramento Bee, Houston Chronicle, and MarketWatch. The value of the media impressions totaled \$2,646,588.93. In their second year, H+K provided content from the MBVCA to Expertflyer.com, a blog that reaches 5,692 readers a month, in addition to their monthly press releases and wire placements, and wrote 12 press releases. H+K also wrote bi-weekly articles and stories for inclusion in the Miami Beach Chamber of Commerce newspaper, "Miami Beach News". In their third year, a total of 14 press releases were written and distributed; generating 2,783,369,818 impressions. This also includes coverage received from stories and articles written as a result of the H+K's press releases.

In FY 2014/2015, the MBVCA released a Request for Qualifications (RFQ) for a Public Relations firm. H+K proved once again to be the leading firm and was; therefore, reselected as the MBVCA firm of record. During their fourth year as the MBVCA's firm of record, a total of 12 press releases and one pitch was created and distributed, generating 1,492,734,059 media impressions with a media value of \$15,615,214.75. In September, H+K managed, coordinated and organized two FAM trips, arranging 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. That same year, Miami Beach won a coveted Magellan award submitted by H+K in the Spa Destinations category in the USA/Canada. Travel Weekly's Magellan Awards, honors the best in travel and salutes the outstanding travel professionals behind it all. The city's win was featured in Travel Weekly (UVM: 168,640) and included a section dedicated to this year's winners.

In August 2015, H+K began hosting FAM (Familiarization) Trips for targeted media to visit our City. A total of 5 FAM trips were held that generated media coverage through Examiner.com, USA Today (online), BusinessClass, JohnnyJet.com, BRIDES, Paste Magazine, Miami.com, USA Today (online), Budget Travel, Parade, and El Especial. The FAM trip coordination and relationship building with top-tier media has resulted in 187,244,776 media impressions.

In 2015/2016, H+K also developed and distributed 12 press releases. As a result, 1,410,465,887 media impressions were garnered, valued at \$15,638,438.52.

In 2016/2017, H+K hosted a total of 3 FAM Trips, generating over 34,491,407 media impressions through AFAR, Travel Channel.com, U.S. News and World Report, Williamsport Sun-Gazette, and Upscale Magazine. To date, FAM trips have generated over 155 million impressions for the destination through Leisure & Lifestyle, Global LGBT, Arts & Culture, and Sports & Entertainment.

H+K submitted entries for the Travvy Awards where Miami Beach was named Wedding Destination-US & Canada, with the MBVCA placing 3rd for the Best Tourism Board-US. In addition, the MBVCA won a 2017 Gold Travvy Award with Miami Beach named Best LGBTQ Destination, Domestic, as well as, a becoming a Silver medalist as Best Luxury Destination, U.S. and Canada.

As a result of an entry submitted to the 2016 Magellan Awards, Miami Beach placed Silver in the Destination Winner for Overall Destinations, Beaches in the U.S. & Canada category.

H+K also submitted entries, and consequently secured nominations, for the World Travel Awards in the categories of North America's Leading Beach Destination, Honeymoon Destination, and Leading Tourist Board.

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

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

In 2016/2017, H+K developed and distributed 15 press releases, resulting in 1,272,729,422 media impressions, valued at \$14,353,222.76. In addition, H+K developed a social media and radio campaign to counteract the negative publicity generated by the Zika virus. As a result of the #WorryFreeMB campaign, H+K generated an additional 247 likes on the MBVCA's Facebook page; the highest number of posts and engagements on Instagram; and nearly 115,000 Tweet impressions.

In 2017/2018, H+K will continue the creation and distribution of monthly press releases. Releases will be placed on the Wire as necessary and targeted public relations pieces will be translated into other languages for distribution in targeted markets. They will also develop a new Targeted Events List to recruit world-class events to the destination. In addition, H+K has committed to hosting 4 additional FAM trips during the upcoming fiscal year. The Guest Blogger Program will continue on a monthly basis, targeting individuals within the tourism industry.

### *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 project was awarded to Just Program LLC dba Solodev on May 22, 2012.

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.

During FY 2012/2013, the MBVCA developed additional forms for the categories such as lifeguard stands, Art in Public Places, and popular film sites; 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.

During this past fiscal year 2015/2016, the MBVCA launched its multi-level marketing plan for the API. A three-tiered approach was developed to include community outreach (local business awareness), developer outreach (local and national) and event planning. In preparation for this outreach, the MBVCA engaged in a complete update of the API database website. This updated website included a more modern look, also making it easier to navigate. Part of this approach also included reaching out to the local Visitors Centers to educate them on the App and how beneficial it is towards the tourist community. Rack cards were distributed to local visitor centers and Visit Florida Visitors' Centers throughout the state. MBVCA staff also met with various city departments to promote the use and data exchange within the API and the City website and their newly developed Apps. The MBVCA continued to promote developer awareness about the API through the participation in sponsored events that included hackathons and online contests. The MBVCA sponsored the 2016 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 hrs. 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.

The API Access Policy was also developed to ensure appropriate and secure access to the API. This allowed the Miami Beach Chamber of Commerce and other local organizations who wished to host the API on their own sites.

The API will also add new categories to include legal short-term rentals.

## Mobile App

In FY 2013/2014, the Miami Beach Information (MBI) App was released on iOS and Android platforms. During its first month, the App was downloaded over 150 times. The following fiscal year 2014/2015, the Miami Beach API and APP were selected as a 2015 Gold Magellan Award Winner in the Destinations | Mobile App category. The Magellan Awards receive entries from top travel organizations and professionals worldwide. The MBI App was highlighted in the October 20th issue of Travel Weekly as a Magellan award winner.

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

During fiscal year 2016/2017, the MBVCA developed a new rack card that was displayed at Miami Beach Visitor Centers and Visit Florida Visitors Centers across the state. A new ad was created for inclusion in grant recipients’ promotional material. The ad was 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.

In 2017/2018, the MBVCA will continue to develop new marketing efforts. In addition, a paid sponsorship option for businesses will be developed and offered within the “Deals” section of the App.



**Do More  
in Miami Beach**

Find Deals, Shopping,  
Restaurants, Museums,  
Hotels, Arts and Culture,  
Nightclubs, Bars,  
**and much more!**



**MIAMI BEACH** VISITOR AND CONVENTION AUTHORITY



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**Miami Beach Information**

The Official Miami Beach App a FREE complete guide to Miami Beach

Restaurants  
Festivals  
Local Favorites  
Hotel Deals



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## Visual Memoirs Project

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

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

In FY 2012/2013, MDPL developed a Miami Beach Schools Video and Guide, an educational video and teacher guide for Miami Beach Middle Schools, and ensured the utilization of the Middle School video and teacher guide as a model for other educational videos to be used with Elementary and High School students. MDPL also conducted 20 additional interviews with the goal of providing more depth and additional perspectives to selected themes such as tourism, architecture, music, the arts, social history, ethnic histories, and Miami Beach's unique historic preservation. The Project also created its own website and Facebook page.

In FY 2013/2014 MDPL transitioned the project to an online digital archive with Florida International University (FIU) through their Digital Library and obtained usage rights to archive photos and video materials from History Miami and Florida Moving Image Archive. MDPL also collaborated with various institutions to create links to the online materials.

In addition to the transition to the digital archive, there were presentations of the Middle School video and guide at Nautilus Middle School to teachers, administrators, parents and community partners. The educational component also included two 6-8 videos and guides for Miami Beach Elementary and High School students with a presentation taking place during Art Deco Weekend in January 2014. Further community outreach with school and community partners were also held to further the project's reach.

In FY 2014/2015, the MBVCA, in conjunction with City of Miami Beach Commissioners who had expressed interest in the project, provided recommendations for an additional 15 interviewees. The recordings were added to the project archives with transcripts created, along with metadata for the digital archive already in place. In addition, supplementary photographic and audio/visual materials were researched and edited for the archives, as available. A new website was also launched, [www.miamibeachvisualmemoirs.com](http://www.miamibeachvisualmemoirs.com).

In 2015/2016, MDPL, in conjunction with Close-Up Productions, designed a digital promotional portal entitled "Window on Miami Beach", to fully maximize the use of the existing and future interviews. This portal highlights the existing archives with links highlighting Miami Beach historical resources, housed at institutions in Miami-Dade. The goal was to offer a one-stop location for those interested in the history, development, and cultural of Miami Beach and the surrounding area. The Portal is expected to launch by September 2016. An additional 15 interviews were also conducted and transcribed in FY 2015/2016. Two of the videos are on display at the Art Deco Museum, where they have generated a total of 2,127 visitors during the months of August and September, while the videos have been on display. In addition, their Facebook page currently has 434 followers.

In FY 2016/2017, the project developed a video on Barbara Baer Capitman, "Barbara's Crusade", that premiered during Art Deco 2017. In addition, the project's website, [miamibeachvisualmemoirs.com](http://miamibeachvisualmemoirs.com), was rebuilt for new and readily expandable internet access. The Project's archive of FIU's Digital Archive continued to expand through full-length interviews in an effort to stimulate interest in Miami Beach's history and historic venues. The social media exposure was also increased attracting nearly 500 followers on their Facebook page. An additional 15 interviews were scheduled with full transcripts, while completing an additional 25 transcripts from past interviews. The ON-Miami Beach.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.

A total of 103 interviews have been conducted, transcribed, and archived to date (as of August 2017).

In 2017/2018, the project is expected to continue to enhance its community and visitor awareness of the Portal through partner organizations' cross-promotional efforts and increased social media integration. A new set of interviews are also expected to augment the existing database.



## Highlighting Special Events

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

- 2017 Food Network & Cooking Channel South Beach Wine & Food Festival - This 4-day wine, spirits and culinary celebration took place February 22 – 26, 2017. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately 65,188 people attended the various events and generated approximately 2,537 hotel room nights in Miami Beach alone. The Festival received both national and international coverage, generating 2,063,006,676 media impressions. A total of 84 events took place, of which 60 were held on Miami Beach. They included the Director's VIP Welcome Happy Hour, Heart of New Orleans dinner, Tacos After Dark, Paella & Tapas, Yappie Happy Hour, Chicken Coupe, and many more
- 2017 Miami Marathon and Half Marathon, Tropical 5K; Health & Fitness Expo - This full marathon (26.2 miles), half marathon (13.1 miles), and Tropical 5K took place throughout Miami Beach January 27 – 29, 2017. The full and half marathons hosted participants from all 50 states, and 54 countries, generating a total of 69,353 participants throughout the weekend's events. In addition, the Health and Fitness Expo, held at Marlins Park, kicked off on Friday and was attended by 32,134 people over the two days. The 5K attracted 2,532 participants, with a total of 10,000 spectators generated over the course of the weekend. The Kids Run Miami event brought in an additional 2,500 participating students. Over 10,000 hotel room nights were estimated to have been generated in Miami Beach. The event received 493,572,382 in media and marketing impressions, including 16,000,000 in television viewership through the event's national broadcast on Tuff TV. Local, national and international media placement and coverage included NBC6, ABC27, AMHQ, and many more.
- NATPE Miami-Global Content Market 2017 – This 3-day event, that took place January 17 – 19, 2017 and attracted 5,000 attendees, is the global content marketplace for a digital world and the only American program market serving the worldwide television/content community. Events took place at the Fontainebleau and Eden Roc Hotels and generated 8,069 hotel room nights. Events included the Reality Breakthrough Awards Luncheon, an Opening Night Party, and the Brandon Tartikoff Legacy Award Reception & Ceremony. In addition, the event expanded to include NATPE Music, NATPE Scripted, and NATPE Station Group Summit. The event received local, national, and international media coverage from outlets such as TV Latina, The Hollywood Reporter, Variety, and many more. The event generated 1,824,046,371 media impressions as a result of paid advertisement and coverage.

## Partnerships & Collaboration

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

## About the MBVCA Grant Program

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

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

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

## Annual Review and Analysis of Grant Structure

The MBVCA reviews strategy and funding priorities annually. After review and analysis of its funding strategies for FY 2016/2017, the MBVCA:

- Maintained the minimum requirements in place and the maximum grant request at \$45,000 for the Major One Time Special Event category and \$40,000 for the Special Events Recurring category.
- Maintained the minimum requirements in place and the maximum grant request at \$90,000 for the Special Projects category and \$85,000 for the Special Projects Recurring category.
- Maintained the existing declining scale.
- Maintained the minimum requirements in place and the maximum grant request for the Film Incentive Grant Program, Tourism Partnerships, and Initiatives grant categories, all at \$30,000.
- The North Beach Incentive Grant Program was renewed to encourage the enhancement of tourism in the North Beach area of Miami Beach.
- The Film Incentive Grant Program was retired
- The Application Portal was redesigned and full automated incorporating the existing multi-step submission and approval process

Additional grant revisions included:

- Making grant contracts available in electronic format within the Application Portal of the MBVCA's website, solely for the grant applicant's retrieval, through a log in process, with hard copies mailed to grant recipients
- Accepting Final Reports and all supporting documentation electronically

- Reviewed comments made during previous years' Board meetings and exit interviews with grant applicants as needed
- The grant process was revised to include multiple steps and ensure applicants met the minimum grant criteria prior to submitting a full application package.
- Funding restrictions were revised to include restrictions on events who have not met their obligations from the prior fiscal year and/or who have committed fraudulent activity; local marketing costs; organizations with outstanding debt with the City, and those who had not filed previous year's final reports.
- The grant guidelines were updated to include contact information for other Miami-Dade County funding sources
- Grant recipients were provided with the opportunity to create an event deal for inclusion in the Miami Beach Information App.
- Revamped the Hotel Pick Up Form to include a verification statement to ensure grant recipient was in contract compliance with the hotel partner
- Pre- and -Post performance report requirements for media and television/cable were updated

### *Professional Advancement*

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

MBVCA employees continue to attend various seminars to include customer service seminars to further enhance their skills. The MBVCA's technological purchases over the last couple of years, to include a GoPro camera and new printers, contribute to more effective social media campaigns and an overall productive office.

Staff continues to participate in community and industry board and various ad-hoc committees through the City of Miami Beach and local Chambers of Commerce as requested. The Employee Manual has been updated to include a Parental Leave Policy developed and incorporated by the City of Miami Beach, as well as, a Social Media Policy applicable to the MBVCA's social media activity. As part of the Social Media Policy, the MBVCA implemented a social media back-up system through a partnership with PageFreezer where daily social media activity reports can be generated as needed. Security cameras were installed on premises for safety issues.

The MBVCA is also 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.

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 2017/2018 Strategy	FY 2017/2018 Initiative	FY 2016/2017 Accomplishments
<p>Increase tourism related business activities through strategic funding</p>	<p>Continue to develop enhanced, stronger collaborations in tourism locally and worldwide through the assistance of a PR firm and other partners</p> <p>Be alert to opportunities and partnerships</p> <p>Partner effectively with the City of Miami Beach</p>	<p>Enhance outreach to community and potential partners</p> <p>Continue to review/analyze funding strategies on an annual basis</p> <p>Continue to provide API services for developers in order to maintain the City of Miami Beach at the technical forefront of the industry through the Miami Beach Information App</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 update API platform for the 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>Investigate award opportunities for the API/APP</p> <p>Work with the City of Miami Beach and GMBHA on Forbes Travel Guide Customer Service Initiative.</p> <p>Continue to work closely with the City of Miami Beach on various initiatives and act as a liaison as needed</p>	<p>Funded 33 projects in FY 2016/2017</p> <p>Continued outreach to Miami Beach hoteliers to encourage their participation on the API; granting them access to their specific property(ies) to maintain the most updated information available</p> <p>Miami Beach Information App (version 2) was launched in June 2016. The App has been downloaded 9,364 times on Android and IOS platforms, since its first release in March 2014</p> <p>Developed App ad for various platforms</p> <p>Added short term rental category to the API</p> <p>Included MBVCA grant recipient "deals" on the Miami Beach Information App.</p>
<p>Enhance City of Miami Beach brand name</p>	<p>Bring positive global visibility to the City of Miami Beach</p>	<p>Translate press releases written by PR firm to increase outreach in Latin America, into Spanish</p> <p>Continue to focus efforts on "Media Buckets": Arts &amp; Culture/Culinary, Global LGBT, Leisure/Lifestyle, Sports/Celebrity/Entertainment, Shopping Tourism/Music Scene</p> <p>Continue FAM Trips through H+K</p> <p>Continue Guest Blogger Program on a monthly basis</p> <p>Continue to write new press releases to be distributed to appropriate press/media outlets including wire placement</p> <p>Continue to post press releases and stories to the MBVCA blog and website to enhance communication efforts with the community</p> <p>Continue and expand social media campaign</p> <p>Continue to investigate/review professional publications for tourism-related news that may directly affect the destination or the industry as a whole, with the assistance of our PR Firm</p> <p>Continue with positive proactive messaging to counteract any negative press as needed</p>	<p>Renewed Public Relations Services contract with H+K/SAMCOR for a period of one year</p> <p>Developed a Video Blog highlighting all of Miami Beach's assets and share via social media outlets for increased visibility</p> <p>Continued the Guest Blogger Program that reaches 5,692 readers a month</p> <p>H+K hosted 5 FAM Trips, increasing media exposure to the destination.</p> <p>Continued promotion of MBVCA social media pages through the posting of images taken throughout Miami Beach. The Facebook page currently has 2,882 likes; Twitter currently has 481 likes; with 220 followers on Instagram, and 35 on Pinterest.</p> <p>Implemented proactive and reactive social media messaging</p> <p>Increased FAM trips</p> <p>Developed campaign to counteract the Zika outbreak that included social media and radio interviews</p>

Key Intended Outcome	FY 2017/2018 Strategy	FY 2017/2018 Initiative	FY 2016/2017 Accomplishments
<p>Develop, fund and support world-class events and festivals that can be repeated annually</p>	<p>Continue to expand Miami Beach's visibility through the recruitment and development of unique world-class events</p> <p>Work with H+K to attract world-class events to Miami Beach</p>	<p>Continue to recruit opportunities globally</p> <p>Continue to sustain and retain successful events</p> <p>Continue to meet with potential partners worldwide to recruit transformative events to Miami Beach and strengthen Miami Beach brand equity by promoting the destination and available funding opportunities</p> <p>Recommit MBVCA's dedicated resources to recruiting festivals and special events within the MBVCA's thirteen core initiatives</p>	<p>H+K continued to recruit events from around the world to include the Hangout Festival, Festival of Lights, and Masterpiece Fair</p>
<p>Strengthen and develop additional tourism partnerships</p>	<p>Benchmark other comparable tourist destinations for ongoing creative/watershed/cutting-edge programs</p>	<p>Continue to participate on the LGBT Hospitality Council</p> <p>Continue to work with the GMBHA on counteracting illegal short-term rentals to protect resort tax collection</p> <p>Continue to partner with the Miami Beach Chamber of Commerce to submit articles for inclusion in their bi-weekly publication, "Miami Beach News"</p> <p>Continue to work with MDPL to develop additional interviews for the Visual Memoirs Project, and cross promote through social media outlets</p> <p>Continue to collaborate work with the GMBHA to disseminate information about the newly completed API and APP</p> <p>Continue to partner with Visit Florida to enhance the promotion of the Miami Beach Information App</p>	<p>PR Firm of record assisted in developing stories for placement in the Miami Beach Chamber of Commerce publication and others, and provided content from the MBVCA to our blog, in addition to their monthly press releases and wire placements</p> <p>Renewed the Visual Memoirs Project funding for the sixth year with Miami Design Preservation League in partnership with Close-Up Productions.</p>
<p>Improve and maintain communications strategies among board members, City of Miami Beach leadership, partners and applicants</p>	<p>Increase organizational visibility through the MBVCA's PR firm Hill &amp; Knowlton</p> <p>Develop enhanced public relations efforts and employ communications strategies effectively to publicize MBVCA efforts, goals and successes</p> <p>Report and analyze grant impact in Program of Work</p> <p>Report to board members in a timely manner that empowers them effectively and collaboratively</p> <p>Ensure volunteer and professional oversight of budget. Work efficiently with auditors</p> <p>Inform board members about grant recipient events' developments and successes highlighted within the media</p>	<p>Continue to build improved global image through press strategy including social media</p> <p>Continue to investigate industry awards and grants</p> <p>Continue to present annual Program of Work to City Commission and other partners</p> <p>Continue to provide daily updates to Board members regarding PR efforts and overall media impact</p> <p>Continue to work with the City to ensure an effective auditing process</p> <p>Continue to provide board members with grant recipients' results through economic impact data compiled</p> <p>Participate in industry shows</p> <p>Continue to encourage Board members to attend MBVCA-funded events to ensure grant compliance and provide feedback on event</p>	<p>Advertised grant deadlines in English and Spanish, electronically and in print, through the Miami Herald and El Nuevo Herald</p> <p>Distributed daily, weekly, and monthly PR reports to Board Members, via email</p> <p>Increased Social Media outreach developed through the MBVCA Facebook page, with links to the MBVCA Twitter account</p> <p>Grant deadlines were distributed through Constant Contact, with a link posted to the MBVCA's Facebook and Twitter pages</p> <p>Posted all press releases and Miami Beach News articles written by H+K to the MBVCA website and blog</p> <p>Redesigned and updated the MBVCA website incorporating the various aspects of the organization's initiatives such as the API and Application Portal</p>

Key Intended Outcome	FY 2017/2018 Strategy	FY 2017/2018 Initiative	FY 2016/2017 Accomplishments
<p>Be alert to horizon issues including service and attitude, weather, economic changes, political issues, interceptor cities, air lift, etc.</p>	<p>Continue to monitor local, state and federal agencies for policies/issues affecting tourism and the destination</p> <p>Continue to assist in strengthening a destination-wide Guest Services Program by extending the Forbes Travel Guide Customer Service Training Program</p>	<p>Review and enhance crisis and hurricane plan as needed</p> <p>Continue to maintain vigilance relative to any, and all, tourism threats</p> <p>Offer the Forbes Travel Guide Customer Service Training Program via webinars to expand its reach and impact within the hospitality industry.</p> <p>Continue to review program successes as required, in an advisory capacity</p>	<p>Worked with City of Miami Beach to counter negative press</p> <p>Funded initial Forbes Travel Guide Customer Service Training Program, offering 4 sessions throughout the day for leadership, front-line staff in both English and Spanish</p>
<p>Improve, review, and refine grant making process</p>	<p>Grant effectively and impartially to support goals that achieve maximum impact, within budgetary limits</p> <p>Refine methodology for measurements: improve collection of economic impact data</p>	<p>A newly redesigned Application Portal will be implemented, as part of the new website, for ease of use and functionality</p> <p>Continue to evaluate success of grants awarded through data collection, media response, and exit interviews</p> <p>Continue to offer North Beach Incentive Program to promote increased activities in the North Beach area</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>Require additional information within the Hotel Pick Up Form and continue to internally verify the data provided as well as require post-performance reports for media impressions and viewership</p> <p>Continue to use objective point system to grade/evaluate and benchmark events</p> <p>Continue to internally audit ticketing and attendance reports</p> <p>Continue to collect information from grant recipients about the total dollars spent advertising domestically and internationally and total dollars spent on television production</p> <p>Continue to measure the overall impact and success from the grants awarded through the number of hotel room nights generated in the City; the media response, and exit interviews</p> <p>Continue to encourage the inclusion of a promotion or “deal” within the Miami Beach Information App.</p>	<p>The Board reviewed and updated the Funding Restrictions list to include local marketing costs; organizations with outstanding debt with the City, and those who had not filed previous year's final reports.</p> <p>Included restrictions on events who have not met their obligations during the prior fiscal year and/or who have committed fraudulent activity.</p> <p>Continued to evaluate success of grants awarded through data collection, media response, and exit interviews</p> <p>Continued to offer North Beach Incentive Program to promote increased activities in the North Beach area</p> <p>Continued to further define grant categories and eligibility criterion within said categories</p> <p>Continued to require organizations' reviewed and/or audited financial statements</p> <p>Final Reports and all supporting documentation were accepted via email</p> <p>Reviewed comments made during previous years' Board meetings, with grant applicants during their pre-proposal conferences for the next funding year</p> <p>Updated Application Portal for grant applicants' ease of use. Revamped the Application Portal to include a multi-step approval/submission process</p> <p>Continued efforts to collaborate with partners to ensure quality events and programs for Miami Beach</p> <p>Continued the Secret Shopper program for board members and staff attending grant recipients' events for contract compliance, with feedback provided to the MBVCA</p> <p>Hotel Pick Up Reports included a verification statement section indicating the grant recipient organization was in contractual compliance.</p> <p>Further defined the format of pre- and post-performance reports for media and television</p> <p>Final changes to a project were to be reported within the Interim Report.</p> <p>Included contact information for other Miami-Dade County funding resources within the grant guidelines</p> <p>Continued to collect information about the hotel room nights generated and required all forms to be completed and signed by hotel representatives only</p> <p>Grant recipients were provided with the opportunity to create an event deal for inclusion in the Miami Beach Information App</p>

Key Intended Outcome	FY 2017/2018 Strategy	FY 2017/2018 Initiative	FY 2016/2017 Accomplishments
Empower professional staff	<p>To support MBVCA Board initiatives and strategies</p> <p>To professionally represent the MBVCA effectively with sponsors</p> <p>To collaborate with tourism partners, potential partners and City of Miami Beach leadership</p> <p>To promote continuing education</p> <p>Maintain technologically updated office</p>	<p>Attend professional tourism organizations meetings and conferences</p> <p>Continue to participate in conferences that enhance tourism</p> <p>Continue to represent MBVCA by participating in community and industry boards such as the GMCVB Marketing Committee and various ad-hoc committees throughout the City of Miami Beach and local partners</p> <p>Continue Tuition Reimbursement Program</p> <p>Continue office digital automation</p>	<p>Represented the MBVCA by participating in community and industry boards and various ad-hoc committees throughout the City of Miami Beach and local Chambers of Commerce as requested</p> <p>Participated in the Tourism Hospitality Committee of the Miami Dade Gay and Lesbian Chamber of Commerce</p> <p>Staff attended City Board and Committee, GMCVB, and Miami Beach Chamber of Commerce tourism-related meetings</p> <p>Updated Employee Manual to include a Parental Leave Policy incorporated by the City of Miami Beach as well as a Social Media Policy</p> <p>Increased web security measures on computer systems</p> <p>Implemented a social media back-up system, in compliance with state regulations</p> <p>Purchased new equipment and software to maintain the MBVCA's level of technological advancement</p> <p>Security cameras were installed</p>

## Financial Profile

### Background

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

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

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

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

The MBVCA normally budgets funding below the City’s projection, as the collection of funds can differ substantially from projection, such as the result of unanticipated problems like an airline strike, terrorism, economic issues or storms. In 2008, revenue collections came in \$48,000 under estimated projection, and in 2001 the revenue collection was down approximately \$300,000 from projection. When and if there are unallocated funds remaining at the end of the budget year, those funds are either rolled over and allocated in the next budget year, or retained in MBVCA accounts for future reserves, endowment funding, to address any funding reductions in future years; in 2001, by statute, the MBVCA began investing into the creation on 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 2016/2017 Review/Tourism Advancement Program (TAP)

The MBVCA Tourism Advancement Program (TAP) was established to promote Miami Beach as a sophisticated tourist destination by increasing the number of visitors; through enhancement of visitors’ experiences; through the allocation of funds granted to events or programs that bring visitors to the CMB and strengthen the CMB brand. In fiscal year 2016/2017, the MBVCA funded the TAP in eight categories, including: Film Incentive, Initiatives, Major One Time Special Event, North Beach Incentive, Special Events Recurring, Special Projects, Special Projects Recurring, and Tourism Partnerships. In 2016, the MBVCA continued to fund projects, utilizing funds rolled over from several years past.

A total of \$1,493,000 was awarded in FY 2016/2017, compared to \$1,807,357.50 in FY 2015/2016. The decrease in awards reflects rescinded events, due to non-compliance or cancellation, repeat events that could not meet the grant application criteria. Grants funded in partnership with the CMB are critical, branded tourism-related programs, such as the South Beach Wine & Food Festival and UNTITLED. Art Fair Miami Beach, both examples of events whose beginnings in Miami Beach stem from grants provided by the MBVCA; events which could easily be recruited by other destinations.

### FY 2016/2017 Tourism Advancement Program

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

#### Review process:

For over a decade, the MBVCA has used a multi-level review process for its grant program and the process is reviewed annually. The process includes a mandatory pre-proposal staff conference regarding MBVCA policies and procedures and TAP. During the interview, MBVCA administration advises each potential applicant regarding the eligibility and appropriateness of the proposed project and determines the grant category best suited to the potential applicant. Once it is determined that the project is eligible, the MBVCA administration provides further detail, including required attachments and relevant meeting dates and deadlines. 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 2016/2017 the MBVCA voted to maintain the criteria in place for the Major One Time Special Event and Special Events Recurring grant categories requiring a total of 350 hotel room nights to be contracted, along with the 1,000,000 contracted media impressions. The viewership criteria remained at 1,000,000. The grant criteria guidelines were further defined for clarity and accuracy, requiring fully executed contracts to be submitted prior to proceeding

with the next step in the application process. The application requires contract confirmation for hotel room blocks; media contract agreements, and/or television/cable contracts to be attached to the completed application. The data must be confirmed before and after funding is awarded. Grant applicants must meet two of the three criteria in place for each of the MBVCA grant categories. MBVCA grants are paid upon performance; therefore, grantees are required to provide post-performance reports in the form of reservation or pick up reports from Miami Beach hotels; impressions reports garnered from the organization's PR Firm, or from a media monitoring/press clipping service such as BurrellsLuce to prove media impressions, and a broadcast post performance report from a third party reporting delivery of Adult 18+ and Households (HH) in Thousands (000) from Nielsen, Over The Top (OTT), or Comscore/Rentrak for viewership. The defined criteria and specific post-performance reporting structure will be continued in FY 2017/2018.

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

## RECURRING PROJECTS:

The MBVCA has a current policy in place to fund recurring projects on a declining scale. The declining scale encourages recurring events to recruit corporate and private sponsorship and; therefore, not solely rely on MBVCA funds as a means of sustaining the event year after year. The award category establishes funding caps for recurring events, funding that can be reduced based on the maximum request for the specific grant category. Below is the current scale, implemented in FY 2012/2013; applicable to non- and for profit agencies. The declining scale will remain in place for FY 2017/2018.

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:

Tourism Advancement Program funds are currently awarded in seven categories, including: Initiatives, Major One Time Special Event, North Beach Incentive, 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. The Cultural Tourism and Film Incentive grant programs have been retired.

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

\* Industry specific eligibility criteria in place for this program

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

## Budget

Budget (TAP) FY 2017/2018:

The MBVCA has budgeted \$1,700,500 for FY 2017/2018 for its Tourism Advancement Program which reflects 60% of the total budget. This grant funding reflects a decrease of \$21,500 from FY 2016/2017. This decrease is due to a reduction in the amount requested from repeat applicants due to the declining scale.

- The Tourism Partnerships category is budgeted at \$120,000, reflecting 4% of the total budget for FY 2017/2018. The category currently includes applicants at the maximum request cap of \$30,000. Four applications are anticipated to be received.
- The Major One Time Special Event category, representing 6% of the total budget, is budgeted at \$180,000 in FY 2017/2018, which reflects a 0% increase from FY 2016/2017. The MBVCA expects four new events to apply at a maximum request of \$45,000. The MBVCA works tirelessly to stimulate and recruit new events and is willing and prepared to fund valuable tourism and brand related events. In fact, the MBVCA works with all partners, city leadership and media to solicit appropriate new projects. New applicants are expected to include the ITF Seniors Tennis Tournament, the Master's Karate Tournament and two additional projects.
- The Special Events Recurring category, reflecting 31% of the total budget, has been calculated at \$896,000 for FY 2017/2018 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 \$314,500 and represents 11% of the total budget. Anticipated applicants include the Orange Bowl Marketing Campaign; Lifetime Miami Marathon, Half Marathon, and Tropical 5K; the Food Network & Cooking Channel South Beach Wine & Food Festival; the Miami Film Festival; FUNKSHION Fashion Week Miami Beach; and Winter Music Conference. These events, recruited and sustained by the MBVCA, are all marquee events and annually fill the City's hotel rooms.
- The North Beach Initiative Incentive category is budgeted at \$10,000 for FY 2017/2018, representing less than 1% of the budget; in anticipation of 1 applicant at the maximum request of \$10,000 each.
- The Film Incentive category has been retired.

## *Destination Marketing*

The Destination Marketing allocation reflects a 5% of the total budget for FY 2017/2018. This allocation provides for the additional placement of stories and press releases on the PR Newswire as well as the continuation of our Blogger Program that will be implemented in FY 2017/2018.

## *New Initiatives*

The MBVCA expects to support new initiatives in FY 2017/2018. Strategic plans, goals and initiatives are developed through consultation, the result of ongoing communications with the Mayor, Commission and City Administration. One of these initiatives include the Forbes Travel Guide Hospitality Training and the implementation of the webinar based on the live training sessions; both offered free of charge to Miami Beach hospitality employees.

Another initiative is the Visual Memoirs Project. In 2011/2012, the MBVCA issued an RFP for qualified entities 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, was awarded a one year contract on October 1, 2011 in the amount of \$21,000, and the contract was renewed in FY 2012/2013 for an additional \$21,000, which represented 1% of the total budget. A total of forty interviews were conducted during the Project's first year.

The exhibit opened to the public daily for its initial run from mid-October through late November 2012, free of charge from 10:00am until 4:30pm and reopened during Art Deco Weekend 2013. The documentary played on a loop in the lecture hall portion of the Art Deco Welcome Center. Seating was also placed near the screen and accommodated approximately 25 people at a time with standing room in the back. A total of twenty interviews were completed by September 2013.

An educational component was developed for FY 2012/2013 that included a video and guide for Miami Beach Middle Schools.

In FY 2013/2014, the videos were prepared for archival as part of a statewide university consortium. MDPL also collaborated with various institutions to create links to the online materials.

At the end of FY 2014/2015, MDPL and Close-Up Productions had conducted and transcribed a total of 75 interviews.

In FY 2015/2016 MDPL and Close-Up Productions conducted and transcribed an additional 15 interviews and coordinated and presented the Visual Memoirs material at the MDPL Art Deco Museum. In addition to their scheduled interviews, MDPL developed a digital promotional portal showcasing the video archive with links highlighting other Miami Beach historical resources, housed at institutions in Miami Beach and Miami Dade County. The "Windows on Miami Beach" portal generated local interest and support through school contests and online displays created by students and joint curating displays by portal partners; offered daily and weekly calendars of partners' events; developed social media linkages that drove people to the new website and its resources; provided easier access to the interviews, educational videos and curricula produced by the Visual Memoirs Project; increased patronization of museums and historic sites on Miami Beach, and promoted Miami Beach as a tourist destination through historic and artistic connections.

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

In 2017/2018, the project is expected to continue to enhance its community and visitor awareness of the Portal through partner organizations' cross-promotional efforts and increased social media integration. A new set of interviews are also expected to augment the existing database. A total of 97 interviews have been transcribed and archived as of April 2017.

The Initiatives category is budgeted for FY 2017/2018 at \$140,000, representing 5% of the total budget.

## *Public Relations Initiative*

In FY 2013/2014, the MBVCA issued a Request for Qualifications (RFQ) for a P.R. agency of record to enhance Miami Beach's image, after their initial Request for Proposals (RFP) issued in FY 2011/2012. The MBVCA selected Hill & Knowlton/SAMCOR (H+K) to support the MBVCA efforts by continuing increasing 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 9% of the total budget, towards this effort.

The current contract with H+K runs through May 31, 2018 in FY 2017/2018. Objectives include increased public relations or tourism related activities in CMB, recruitment of new events and meetings, and improvement of CMB global reputation. CMB leaders have been active participants in planning and in oversight. H+K has an extensive presence in the US and internationally. The agency's ability to network and leverage its global relationships is crucial to the growth of the 'Miami Beach' brand.

H+K created and distributed a total of 15 press releases and pitches during their first year as agency of record, garnering 3,416,581,560 media impressions and 12 press releases during their second year, generating 3,913,341,910 media impressions. In their third year, H+K generated 2,783,369,818 media impressions through the issuance of 12 press releases and a Harris Poll Survey that was conducted to determine why people visit Miami Beach.

During their fourth year, H+K developed and released a total of 12 press releases and 1 pitch, generating a total of 1,492,734,059 media impressions, valued at \$15,615,214.75. During its fifth, and most recent, year H+K wrote and released 15 press releases, generating 1,272,729,422 media impressions, valued at \$14,353,222.76. To date, H+K has generated over 14 billion media impressions for the destination.

### *IT/API Development*

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

Miami Beach visitors and residents are using smartphones and tablets to communicate and acquire information to make these kinds of decisions on-the-go. It is now critical for these visitors and residents to have access to mobile applications (Apps) that can help them obtain the information they need to make a timely and informed decisions. A new version of the App, Miami Beach Information (MBI), was released in fiscal year 2015/2016 for both Android and iOS platforms. The latest version of MBI included new and exciting features for the end-user. The newest features included a side-swipe feature; listing the information in an A-Z format; new categories added that included Shopping, Nightlife, Art & Culture, and Restaurants, and the creation of "My Miami Beach" section where users can add events, photos, and itineraries as they navigate the App. In addition, the App features a "Deals" section that has special promotional rates or offers developed by MBVCA grantees. This cross promotional effort increases the number of downloads the App receives, while also assisting with the promotion of MBVCA-funded events. The promotions in the "Deals" section were also posted to the various MBVCA social media pages such as Facebook, Twitter, and Instagram. The App has now been downloaded over 9,300 times across both mobile platforms. Approximately half of all downloads come from European users seeking to learn about Miami Beach. The first version of the App was released in FY 2013/2014.

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

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

We have allocated \$30,000 or 1% of the overall budget in FY 2017/2018 towards IT development, to add additional categories to expand the API database to include local non-business information that can be useful in App development such as beach access roads, public restrooms, and lifeguard stands. A total of \$10,000 has been allotted to market and promote the API/App to App developers in FY 2017/2018, representing less than 1% of the total budget.

### *Research and Development*

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

### *Projected Cash Flow Reserve*

The MBVCA has budgeted \$2,000 of the total budget, for cash flow reserve in FY 2017/2018. 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 \$2,000 projected cash flow reserve to its budget to ensure that all grants awarded will have the necessary funds to be reimbursed upon proper request and documentation.

### *Administration and Overhead*

The MBVCA's administration and benefits costs are budgeted at \$415,500 for the FY 2017/2018. This figure represents 15% of the total budget. The overhead allocation is budgeted at \$215,000 which reflects 7% of the overall budget. The increase from FY 2016/2017 is attributed to the cloud information hosting and redundancy, the addition of office security measures and staffing a full office. The total administration and overhead is 22% of the total budget.

### *Rollover*

A total of \$200,000 will be rolled over from FY 2016/2017 into the FY 2017/2018 MBVCA budget to fund special projects. This rollover of funds is primarily from the grants that were either not awarded and/or were rescinded for noncompliance.

	ADOPTED BUDGET FY 2016.2017	PROPOSED FY 2017.2018
<b>REVENUES</b>		
Unrestricted		
Rollover	\$ 425,000	\$ 200,000
Projected Resort Tax	\$ 2,676,000	\$ 2,708,000
<b>TOTAL REVENUES</b>	<b>\$ 3,101,000</b>	<b>\$ 2,908,000</b>
<b>EXPENDITURES</b>		
Administration & Benefits	\$ 365,000	\$ 415,500
Operating Expenses	\$ 210,000	\$ 215,000
Capital	\$ 5,000	\$ 5,000
Total Administration	\$ 580,000	\$ 660,500
<b>GRANTS - Tourism Advancement Program</b>		
Tourism Partnerships	\$ 120,000	\$ 120,000
Cultural Tourism	\$ -	\$ -
Major One Time Special Event	\$ 180,000	\$ 180,000
Special Events Recurring	\$ 720,000	\$ 896,000
Special Projects	\$ 180,000	\$ 180,000
Special Projects Recurring	\$ 442,000	\$ 314,500
Film Incentive	\$ 60,000	\$ -
North Beach Incentive	\$ 20,000	\$ 10,000
Total Tourism Adv. Program	\$ 1,876,000	\$ 1,700,500
<b>Marketing/PR/Technology</b>		
Marketing/Communications and PR	\$ 250,000	\$ 250,000
API Marketing	\$ 65,000	\$ 10,000
IT Development	\$ 30,000	\$ 30,000
Total	\$ 345,000	\$ 290,000
<b>Other</b>		
Destination Marketing	\$ 83,000	\$ 135,000
Initiatives	\$ 355,000	\$ 140,000
R&D	\$ 10,000	\$ 5,000
Projected Cash Flow Reserve	\$ 2,000	\$ 2,000
Total Other	<b>\$ 300,000</b>	<b>\$ 282,000</b>
<b>TOTAL</b>	<b>\$ 3,101,000</b>	<b>\$ 2,908,000</b>

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

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

The MBVCA administration reviews any concerns the grant applicant may have expressed during the previous fiscal year during the required pre-proposal conference. These concerns may have been mentioned during the previous year's panel meeting and/or within their exit interview form submitted as part of their final report. In FY 2017/2018, the MBVCA will continue to review grant applicants' concerns and try to address them as best as possible.

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

In FY 2017/2018, the MBVCA will continue to solely accept applications electronically. All applications are required to be submitted through the MBVCA's new Application Portal, with the exception of the organization's reviewed or audited financials that must be sent to the MBVCA Administration directly by the organization's independent accountant. The revamped Application Portal will enable applicants to complete their application completely online, rather than uploading it onto the portal. In addition, the new Application Portal will allow for all communications between MBVCA staff and grant applicants to take place electronically, including application status updates and any informational items related to the application. This will allow for applicants to receive information in real time, allowing for a better overall communication process. The MBVCA application submission process will continue to be streamlined into a multi-step system in FY 2017/2018, where grant criteria must be submitted first, in order to determine eligibility.

The MBVCA also has a policy in place to formally fund recurring projects on a declining scale. The scale encourages recurring events to recruit corporate and private sponsorship and therefore, not solely rely on MBVCA funds as a means of sustaining the event. The awards mandate funding caps for recurring events, that are diminished based on the maximum request for the specific grant category and the year in which the event is in within the declining scale. This policy continued in FY 2016/2017. This encourages grant applicants to seek alternate forms of funding and support. The MBVCA continues to encourage new events to the destination; therefore, they have maintained the percentage decrease in the funding amounts a recurring event may request.

The declining scale will continue to be implemented within the Special Events Recurring and Special Projects Recurring grant categories, in FY 2017/2018.

A North Beach Incentive Program was developed in FY 2013/2014 to encourage additional tourist-driven events, to take place in the North Beach area of Miami Beach. This program was established to complement the efforts by the Mayor's Blue Ribbon Panel on North Beach Revival and will continue to be offered in FY 2017/2018. The Development Opportunity grant category remained retired for due to a lack of applicants in the past.

The Cultural Tourism Grant Program was retired in FY 2016/2017 and the Film Incentive Grant Program will be retired in FY 2017/2018.

In FY 2016/2017, the maximum grant requests for each of the MBVCA's grant categories remained the same. They will also remain the same in FY 2017/2018.

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

In the upcoming fiscal year, the MBVCA's checks and balances will remain in place through internal auditing processes. Additional restrictions will also be imposed on grant recipients who have not met their obligations for the prior fiscal year and/or have committed fraudulent activity.

*Direct Impact:*

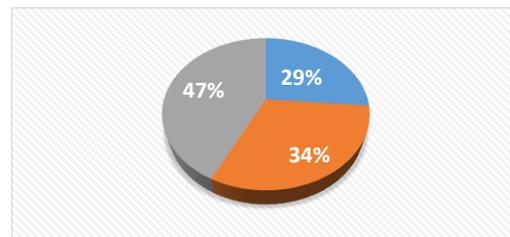
Direct impact of MBVCA sponsored events in Miami Beach is derived from the calculating the of the projects' overall impacts to the City of Miami Beach. Grant recipients are asked for the hotel room nights and media their events generated. The figures are determined by adding contracted figures as well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

*2016/2017 General Tourism Highlights*

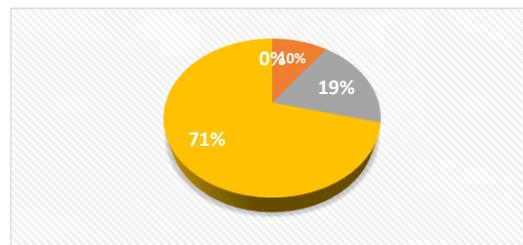
- Hotel rooms – 26,618
- Overnight Visitors (2016) – 8,729,200
- Average Room Rate (as of August 2017) - \$247.73
- Average RevPar (January to August 2017) – \$196.71
- Average Occupancy (as of August 2017) – 75.4%

Total Attendance of MBVCA Sponsored Events – 831,154

- Resident 29%
- Regional 24%
- Tourist 47%



- Number of Events in Miami Beach – 489
- Job Creation – 1,431
- Average Organizational Budgets of MBVCA sponsored events – \$2,759,285.05
- Annual Income of Attendees
  - Under \$35,000 – 0%
  - \$35,000 - \$50,000 - 10%
  - \$51,000 - \$70,000 – 19%
  - Over \$70,000 – 71%



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GRANT BY CATEGORY

Category	Recipient	Event/Project	Grant Request	Actual Funding
<b>Destination Marketing</b>	City of Miami Beach	85 <sup>th</sup> Annual U.S. Conference of Mayors	\$90,000	\$90,000
	Forbes Travel Guide	Forbes Travel Guide Customer Service Training	\$14,000	\$14,000
	'Miami Design Preservation League	Miami Beach Visual Memoirs Project	\$30,000	\$30,000
<b>Marketing/PR/Technology</b>	Hill & Knowlton/SAMCOR	Destination Marketing, Public Relations, and Communications Consulting Services	\$250,000	\$250,000
	Just Program LLC d/b/a Solodev	Website and Portal Redevelopment	\$57,450	\$57,450
<b>Initiatives</b>	UNIDAD of Miami Beach, Inc.	The Customer and You – Certificate Program in Service	\$30,000	\$30,000
<b>Major One Time Special Event</b>	GroundUp Music Productions, LLC	GroundUp Music Festival	\$45,000	\$45,000
	National Salute to America's Heroes, LLC	National Salute to America's Heroes	\$45,000	\$45,000
	Salsa Dance International, Inc. d/b/a Salsa Lovers	Bachateando Dance Festival	\$45,000	\$25,000
<b>North Beach Incentive</b>	Gotma Inc.	The Masters Karate Tournament	\$10,000	\$10,000
<b>Special Events Recurring</b>	ABFF Ventures, LLC	American Black Film Festival (ABFF)	\$28,000	\$25,200
	Aqua Foundation for Women	Aqua Girl	\$40,000	\$40,000
	Art Fairs Unlimited, LLC, d/b/a UNTITLED Art Fair	UNTITLED Art Fair Miami Beach	\$24,000	\$24,000
	Exclusive Sports Marketing, Inc.	2016 Miami Beach Halloween Half Marathon and Freaky 4-Miler	\$32,000	\$32,000
	Hialeah School of Self Defense	The Miami Beach Pan American Internationals	\$24,000	\$24,000
	Irie Weekend Management Company	Irie Weekend XIII	\$28,000	\$25,200
	Latin Songwriters Hall of Fame	Latin Songwriters Hall of Fame "La Musa" Awards	\$32,000	\$32,000
	Life Time Fitness	South Beach Triathlon	\$40,000	\$40,000
	Miami Beach Bowl, LLC	Miami Beach Bowl	\$32,000	\$32,000
	Miami Dade College	2017 Miami Film Festival	\$40,000	\$40,000
	Model Volleyball, LLC	8th Annual Model Volleyball Tournament	\$32,000	\$32,000
	National LGBTQ Task Force	Winter Party Festival	\$40,000	\$40,000
	NATPE-National Association of Television Program Executives	NATPE Miami-Global Content Market 2017	\$24,000	\$24,000
	SCOPE Art Show	SCOPE Miami Beach 2016	\$28,000	\$28,000
	Swimwear Association of Florida	SwimShow	\$40,000	\$36,000
The Miami Foundation F/A for Miami Beach Gay Pride, Inc.	9th annual Miami Beach Gay Pride Parade & Festival	\$28,000	\$28,000	
<b>Special Projects</b>				
<b>Special Projects Recurring</b>	Florida International University	2017 Food Network & Cooking Channel South Beach Wine & Food Festival	\$68,000	\$68,000
	FUNKSHION Productions LLC	FUNKSHION: Fashion Week Miami Beach	\$85,000	\$76,500
	Life Time Fitness	2017 Miami Marathon and Half Marathon; Tropical 5K, Health and Fitness Expo	\$68,000	\$68,000
	Orange Bowl Committee	2016 Capital One Orange Bowl Game and Ancillary Events	\$68,000	\$68,000
<b>Tourism Partnerships</b>	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$30,000	\$30,000
	Miami Beach Chamber of Commerce	Miami Beach Guest Program	\$30,000	\$30,000
	Miami Beach Latin Chamber of Commerce	Tourist Hospitality Center	\$19,500	\$19,500
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	\$30,000	\$30,000

Category	Recipient	Event/Project	Hotel Room Nights	Viewership	Impressions
Destination Marketing	City of Miami Beach	85 <sup>th</sup> Annual US Conference of Mayors	8,700	0	8,000,000
	Forbes Travel Guide	Forbes Travel Guide Customer Service Training	0	0	89,771,996
	Miami Design Preservation League	Miami Beach Visual Memoirs Project	0	0	0
Marketing/PR/Technology	Hill & Knowlton/SAMCOR	Destination Marketing, Public Relations, and Communications Consulting Services	0	0	1,272,729,422
	Just Program LLC d/b/a Solodev	Website and Portal Redevelopment	0	0	0
Initiatives	UNIDAD of Miami Beach, Inc.	The Customer and You – Certificate Program in Service	0	0	4,500
Major One Time Special Event	GroundUp Music Productions, LLC	GroundUp Music Festival	395	0	1,494,074
	National Salute to America's Heroes, LLC	National Salute to America's Heroes	1,090	0	55,781,759
	Salsa Dance International, Inc. d/b/a Salsa Lovers	Bachateando Dance Festival	406	0	15,693,000
North Beach Incentive	Gotma Inc.	The Masters Karate Tournament	103	0	4,900,000
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival (ABFF)	1,435	0	9,842,447,180
	Aqua Foundation for Women	Aqua Girl			
	Art Fairs Unlimited, LLC, d/b/a UNTITLED Art Fair	UNTITLED Art Fair Miami Beach	374	0	2,230,966
	Exclusive Sports Marketing, Inc.	2016 Miami Beach Halloween Half Marathon and Freaky 4-Miler	445	0	14,266,354
	Hialeah School of Self Defense	The Miami Beach Pan American Internationals	520	0	2,097,750
	Irie Weekend Management Company	Irie Weekend XIII	0	16,000,000	516,664,272
	Latin Songwriters Hall of Fame	Latin Songwriters Hall of Fame "La Musa" Awards	116	1,062,751	8,453,080,000
	Life Time Fitness	South Beach Triathlon	351	0	29,013,000
	Miami Beach Bowl, LLC	Miami Beach Bowl	858	794,129	6,785,936
	Miami Dade College	2017 Miami Film Festival	537	0	3,420,699,728
	Model Volleyball, LLC	8th annual Model Volleyball Tournament	354	0	419,463,365
	National LGBTQ Task Force	Winter Party Festival	627	0	280,591,593
	NATPE-National Association of Television Program Executives	NATPE Miami-Global Content Market 2017	8,069	0	1,824,046,371
	SCOPE Art Show	SCOPE Miami Beach 2016	450	0	142,758,188
	Swimwear Association of Florida	SwimShow	2,041	0	2,175,000
The Miami Foundation F/A for Miami Beach Gay Pride, Inc.	9th annual Miami Beach Gay Pride Parade & Festival	400	0	831,716,482	
<b>Special Projects</b>					
Special Projects Recurring	Florida International University	2017 Food Network & Cooking Channel South Beach Wine & Food Festival	2,537	0	2,063,006,676
	FUNKSHION Productions LLC	FUNKSHION: Fashion Week Miami Beach	245	400,000,000	1,124,000,000
	Life Time Fitness	2017 Miami Marathon and Half Marathon; Tropical 5K, Health and Fitness Expo	0	16,000,000	493,572,382
	Orange Bowl Committee	2016 Capital One Orange Bowl Game and Ancillary Events	0	24,767,319	2,939,573,581
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBT Visitor Center	0	0	3,530,000
	Miami Beach Chamber of Commerce	Miami Beach Guest Program	0	0	1,283,064
	Miami Beach Latin Chamber of Commerce	Tourist Hospitality Center	0	0	1,877,000
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	2,454	0	22,667,239

IMPACT– HOTEL

Category	Event	Room	Average Daily Room Rate	Occupancy	Estimated Revenue to Hoteliers	Estimated Income to the City 2% Resort Tax	Estimated Income to MBVCA; 5% of 2% Resort Tax
Destination Marketing	85 <sup>th</sup> Annual U.S. Conference of Mayors	2,868	\$190.95	71.8%	\$547,645	\$10,952.89	\$547.64
	Forbes Travel Guide Customer Service Training	N/A	\$223.46	87.6%	\$0	\$0	\$0
	Miami Beach Visual Memoirs Project	N/A	\$0	0	\$0	\$0	\$0
Marketing/PR/Technology	Destination Marketing, Public Relations, and Communications Consulting Services	N/A	\$0	0	\$0	\$0	\$0
	Website and Portal Redevelopment	N/A	\$0	0	\$0	\$0	\$0
Initiatives	The Customer and You – Certificate Program in Service	N/A	\$245.54	75.3%	\$0	\$0	\$0
Major One Time Special Event	Bachateando Dance Festival	406	\$299.25	85.3%	\$121,495.48	\$2,429.91	\$121.50
	GroundUp Music Festival	395	\$276.50	78.9%	\$109,217.48	\$2,184.35	\$109.22
	National Salute to America’s Heroes	1,090	\$229.95	69.1%	\$250,645.48	\$5,012.91	\$250.65
North Beach Incentive	The Masters Karate Tournament	103	\$226.49	79.2%	\$23,328.45	\$466.57	\$23.33
Special Events Recurring	8th annual Model Volleyball Tournament	354	\$279.89	86.1%	\$99,081.04	\$1,981.62	\$99.08
	9th annual Miami Beach Gay Pride Parade & Festival	400	\$279.89	78.3%	\$111,955.98	\$2,239.12	\$111.96
	2016 Miami Beach Halloween Half Marathon and Freaky 4-Miler	445	\$208.37	64.2%	\$92,724.63	\$1,854.49	\$92.72
	2017 Miami Film Festival	537	\$290.45	86.1%	\$155,971.63	\$3,119.43	\$155.97
	American Black Film Festival (ABFF)	1,435	\$195.45	72.6%	\$280,470.73	\$5,609.41	\$280.47
	Aqua Girl	351	\$299.25	85.3%	\$105,036.73	\$2,100.73	\$105.04
	Irie Weekend XIII	0	\$194.36	74.5%	(\$0.02)	(\$0.00)	(\$0.00)
	Latin Songwriters Hall of Fame “La Musa” Awards	116	\$202.51	62.4%	\$23,491.14	\$469.82	\$23.49
	Miami Beach Bowl	858	\$200.77	54.4%	\$172,260.64	\$3,445.21	\$172.26
	NATPE Miami-Global Content Market 2017	8,069	\$296.51	81.8%	\$2,392,539.17	\$47,850.78	\$2,392.54
	SCOPE Miami Beach 2016	450	\$400.45	77.9%	\$180,202.48	\$3,604.05	\$180.20
	South Beach Triathlon	351	\$299.25	85.3%	\$105,036.73	\$2,100.73	\$105.04
	SwimShow	1,633	\$210.66	81.6%	\$344,007.76	\$6,880.16	\$344.01
	The Miami Beach Pan American Internationals	520	\$217.74	72.7%	\$113,224.78	\$2,264.50	\$113.22
	UNTITLED Art Fair Miami Beach	374	\$400.45	77.9%	\$149,768.28	\$2,995.37	\$149.77
	Winter Party Festival	627	\$296.51	81.8%	\$185,911.75	\$3,718.25	\$185.91
<b>Special Projects</b>							
Special Projects Recurring	2016 Capital One Orange Bowl Game and Ancillary Events	0	\$460.56	85.7%	(\$0.02)	(\$0.00)	(\$0.00)
	2017 Food Network & Cooking Channel South Beach Wine & Food Festival	2,537	\$324.94	86.9%	\$824,372.76	\$16,487.46	\$824.37
	2017 Miami Marathon and Half Marathon; Tropical 5K, Health and Fitness Expo	0	\$263.94	75.8%	(\$0.02)	(\$0.00)	(\$0.00)
	FUNKSHION: Fashion Week Miami Beach	245	\$210.66	81.6%	\$51,611.68	\$1,032.23	\$51.61
Tourism Partnerships <sup>2</sup>	LGBT Visitor Center	0	\$247.63	75.4%	\$0	\$0	\$0
	Miami Beach Guest Program	0	\$247.63	75.4%	\$0	\$0	\$0
	Miami Beach Watersports Center, Inc.	2,454	\$247.63	75.4%	\$607,929.40	\$12,158.59	\$607.93
	Tourist Hospitality Center	0	\$247.63	75.4%	\$0	\$0	\$0

<sup>2</sup> Data based on 11 months: Oct. 1 – Aug. 31

Category	Organization	Event	Total Dollar Value Spent on Advertising <sup>3</sup>	Domestic Advertising	International Advertising	Total Dollar Value Spent on Television
Destination Marketing	City of Miami Beach	85 <sup>th</sup> Annual US Conference of Mayors	\$7,000	\$7,000	\$0	\$0
	Forbes Travel Guide	Forbes Travel Guide Customer Service Training	\$0	\$0	\$0	\$0
	Miami Design Preservation League	Miami Beach Visual Memoirs Project	\$0	\$0	\$0	\$0
Marketing/PR/Technology	Hill & Knowlton/SAMCOR	Destination Marketing, Public Relations, and Communications Consulting Services	N/A	N/A	N/A	N/A
	Just Program LLC d/b/a Solodev	Website and Portal Redevelopment	\$0	\$0	\$0	\$0
Initiatives	UNIDAD of Miami Beach, Inc.	The Customer and You – Certificate Program in Service	N/A	N/A	N/A	N/A
Major One Time Special Event	GroundUp Music Productions, LLC	GroundUp Music Festival	\$20,450	\$10,225	\$10,225	\$0
	National Salute to America’s Heroes, LLC	National Salute to America’s Heroes	\$1,008,382	\$1,008,382	\$0	\$0
	Salsa Dance International, Inc. d/b/a Salsa Lovers	Bachateando Dance Festival	\$26,000	\$15,600	\$10,400	\$0
North Beach Incentive	Gotma Inc.	The Masters Karate Tournament	\$10,500	\$4,200	\$6,300	\$0
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival (ABFF)	\$350,000	\$350,000	\$0	\$225,000
	Aqua Foundation for Women	Aqua Girl	\$75,000	\$52,500	\$22,500	\$0
	Art Fairs Unlimited, LLC, d/b/a UNTITLED Art Fair	UNTITLED Art Fair Miami Beach	\$58,455	\$40,919	\$17,536	\$45,000
	Exclusive Sports Marketing, Inc.	2016 Miami Beach Halloween Half Marathon and Freaky 4-Miler	\$155,000	\$139,500	\$15,500	\$0
	Hialeah School of Self Defense	The Miami Beach Pan American Internationals	\$33,810	\$9,467	\$24,343	\$0
	Irie Weekend Management Company	Irie Weekend XIII	\$200,000	\$100,000	100,000	\$0
	Latin Songwriters Hall of Fame	Latin Songwriters Hall of Fame “La Musa” Awards	\$30,000	\$15,000	\$15,000	\$10,000
	Life Time Fitness	South Beach Triathlon	\$45,185	\$45,185	\$0	\$0
	Miami Beach Bowl, LLC	Miami Beach Bowl	\$51,587	\$51,587	\$0	\$0
	Miami Dade College	2017 Miami Film Festival	\$749,700	\$419,832	\$329,868	\$533,700
	Model Volleyball, LLC	8th annual Model Volleyball Tournament	\$300,000	\$225,000	\$75,000	\$0
	National LGBTQ Task Force	Winter Party Festival	\$77,149	\$61,719	\$15,430	\$20,000
	NATPE-National Association of Television Program Executives	NATPE Miami-Global Content Market 2017	\$357,000	\$228,480	\$128,520	\$0
	SCOPE Art Show	SCOPE Miami Beach 2016	\$1,390,000	\$736,700	\$653,300	\$0
	Swimwear Association of Florida	SwimShow	\$86,000	\$43,000	\$43,000	\$0
	The Miami Foundation F/A for Miami Beach Gay Pride, Inc.	9th annual Miami Beach Gay Pride Parade & Festival	\$291,000	\$232,800	\$58,200	\$85,000
	<b>Special Projects</b>					
Special Projects Recurring	Florida International University	2017 Food Network & Cooking Channel South Beach Wine & Food Festival	\$2,000,000	\$1,940,000	\$60,000	\$800,000
	FUNKSHION Productions LLC	FUNKSHION: Fashion Week Miami Beach	\$50,000	\$20,000	\$30,000	\$0
	Life Time Fitness	2017 Miami Marathon and Half Marathon; Tropical 5K, Health and Fitness Expo	\$397,609	\$377,729	\$19,880	\$83,940
	Orange Bowl Committee	2016 Capital One Orange Bowl Game and Ancillary Events	\$991,000	\$991,000	\$0	\$185,084
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$55,500	\$24,975	\$30,525	\$0
	Miami Beach Chamber of Commerce	Miami Beach Guest Program	\$12,500	\$12,500	\$0	\$7,000
	Miami Beach Latin Chamber of Commerce	Tourist Hospitality Center	\$3,565	\$1,782.50	\$1,782.50	\$0
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	\$38,000	\$34,960	\$3,040	\$0

<sup>3</sup> Includes actual, in-kind, and barter

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HOTEL PICK – UP STATISTICS

Category	Recipient	Event/Project	Funding	HRN Contracted	HRN Generated	Variance
<b>Destination Marketing</b>	City of Miami Beach	85 <sup>th</sup> Annual US Conference of Mayors	\$90,000	0	2,868	100.00%
	Forbes Travel Guide	Forbes Travel Guide Customer Service Training	\$14,000	N/A	N/A	N/A
	Miami Design Preservation League	Miami Beach Visual Memoirs Project	\$30,000	N/A	N/A	N/A
<b>Marketing/PR/Technology</b>	Hill & Knowlton/SAMCOR	Destination Marketing, Public Relations, and Communications Consulting Services	\$250,000	N/A	N/A	N/A
	Just Program LLC d/b/a Solodev	Website and Portal Redevelopment	\$57,450	N/A	N/A	N/A
<b>Initiatives</b>	UNIDAD of Miami Beach, Inc.	The Customer and You – Certificate Program in Service	\$30,000	N/A	N/A	N/A
<b>Major One Time Special Event</b>	GroundUp Music Productions, LLC	GroundUp Music Festival	\$45,000	650	395	-64.56%
	National Salute to America's Heroes, LLC	National Salute to America's Heroes	\$45,000	4,036	1,090	-270.28%
	Salsa Dance International, Inc. d/b/a Salsa Lovers	Bachateando Dance Festival	\$25,000	350	406	13.79%
<b>North Beach Incentive</b>	Gotma Inc.	The Masters Karate Tournament	\$10,000	75	103	27.18%
<b>Special Events Recurring</b>	ABFF Ventures, LLC	American Black Film Festival (ABFF)	\$25,200	853	1,435	40.56%
	Aqua Foundation for Women	Aqua Girl	\$40,000	430	351	-22.51%
	Art Fairs Unlimited, LLC, d/b/a UNTITLED Art Fair	UNTITLED Art Fair Miami Beach	\$24,000	386	374	-3.21%
	Exclusive Sports Marketing, Inc.	2016 Miami Beach Halloween Half Marathon and Freaky 4-Miler	\$32,000	540	445	-21.35%
	Hialeah School of Self Defense	The Miami Beach Pan American Internationals	\$24,000	425	520	18.27%
	Irie Weekend Management Company	Irie Weekend XIII	\$25,200	0	0	0.00%
	Latin Songwriters Hall of Fame	Latin Songwriters Hall of Fame "La Musa" Awards	\$32,000	100	116	-16.00%
	Life Time Fitness	South Beach Triathlon	\$40,000	471	351	-25.48%
	Miami Beach Bowl, LLC	Miami Beach Bowl	\$32,000	950	858	-10.72%
	Miami Dade College	2017 Miami Film Festival	\$40,000	460	537	17.32%
	Model Volleyball, LLC	8th annual Model Volleyball Tournament	\$32,000	350	354	1.13%
	National LGBTQ Task Force	Winter Party Festival	\$40,000	485	627	22.65%
	NATPE-National Association of Television Program Executives	NATPE Miami-Global Content Market 2017	\$24,000	9,397	8,069	-16.46%
	SCOPE Art Show	SCOPE Miami Beach 2016	\$28,000	361	450	19.78%
	Swimwear Association of Florida	SwimShow	\$36,000	2,041	1,633	-24.98%
The Miami Foundation F/A for Miami Beach Gay Pride, Inc.	9th Annual Miami Beach Gay Pride Parade & Festival	\$28,000	380	400	5.00%	
<b>Special Projects</b>				-	-	-
<b>Special Projects Recurring</b>	Florida International University	2017 Food Network & Cooking Channel South Beach Wine & Food Festival	\$68,000	2,520	2,537	0.67%
	FUNKSHION Productions LLC	FUNKSHION: Fashion Week Miami Beach	\$76,500	0	245	100.00%
	Life Time Fitness	2017 Miami Marathon and Half Marathon; Tropical 5K, Health and Fitness Expo	\$68,000	410	0	-100.00%
	Orange Bowl Committee	2016 Capital One Orange Bowl Game and Ancillary Events	\$68,000	0	0	0.00%
<b>Tourism Partnerships</b>	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$30,000	0	0	0.00%
	Miami Beach Chamber of Commerce	Miami Beach Guest Program	\$30,000	0	0	0.00%
	Miami Beach Latin Chamber of Commerce	Tourist Hospitality Center	\$19,500	0	0	0.00%
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	\$30,000	248	2,454	89.89%

## Year-Long

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

<b>FY 2016/2017</b>	<b>\$30,000</b>	The LGBT Visitor Center provides LGBT travelers and their allies a sense of welcome, hospitality and vital resources for a successful stay on Miami Beach. The LGBT Center, through its newly updated website provides visitors with information about planning a trip, accessing an interactive community event calendar, experience the work of LGBT artists and attend events, seminars and networkers. Through the Visitor Center, the larger LGBT community is connected with the businesses and organizations that will assist any traveler in planning a fulfilling experience in Miami Beach. In addition to their daily services, the Center holds monthly Friday night Cocktail mixers; offers ticket sales for Big Bus Tours, with plans to begin offering the MDPL, LGBT walking tour tickets. The organization also hosts "Pink Flamingo Awards: honoring people, places, and organizations that have demonstrated a level of excellence within the community throughout the year. They also offer a Gay and Lesbian walking tour in conjunction with MDPL while also offering a map for self-guided tours. This year through their focus on social engagement and community wellness, they will be offering a variety of educational workshops, social activities, support groups and panel discussions. In 2016/2017, the Center received <b>7,033 total visitors</b> (as of July 2017). In addition, the Center was expected to generate <b>3,530,000 media impressions</b> through its media buys with Hot Spots, Ambiente, Wire Magazine, Mark's List, Miami.com, Passport Magazine, and South Florida Gay News.
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	

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)

**Miami Beach Guest Program - Miami Beach Chamber of Commerce**

<b>FY 2016/2017</b>	<b>\$30,000</b>	The Miami Beach Guest Program is comprised of Visit Miami Beach: Visitors Center and MiamiBeachGuest.com. During the Convention Center's renovation, Visit Miami Beach relocated to the Miami Beach Chamber of Commerce temporarily with a more permanent location to be finalized in the coming months. The Center currently responds to over thousands of inquiries each year regarding vacation planning, tours, complaint resolution and much more. The Center works closely with the City of Miami Beach, the GMCVB, and other tourist related entities to ensure that their resources on promoting the destination are coordinated and maximized. Services currently offered by the Center and through MiamiBeachGuest.com include over 30 daily tours, sale of the Go Card, Explorer Pass, and tour bookings for bus tours, duck tours, boat tours, and much more. As of July 2017, the Center had responded to <b>approximately 7,424 inquiries</b> through a combination of walk-ins, telephone calls, and emails. In addition, the website received a total of <b>45,000 hits</b> . While the Center does not generate hotel room nights, they refer visitors to area hotels; thereby, generating approximately <b>350 hotel room nights in Miami Beach</b> . To date, the Center had also generated <b>1,283,064 media impressions</b> as a result of their media partnerships with USA Today, The Beach Channel, and Atlantic Broadband.
FY 2015/2016	\$30,000	
FY 2014/2015	\$30,000	
FY 2013/2014	\$30,000	
FY 2012/2013	\$30,000	
FY 2011/2012	\$30,000	
FY 2010/2011	\$30,000	
FY 2009/2010	\$30,000	
FY 2008/2009	\$30,000	
FY 2007/2008	\$30,000	
FY 2006/2007	\$30,000	
FY 2005/2006	\$30,000	
FY 2004/2005	\$40,000	
FY 2003/2004	\$40,000	
FY 2002/2003	\$20,000	
FY 2001/2002	\$75,000	
FY 2000/2001	\$26,000	
FY 1999/2000	\$26,000	
FY 1998/1999	\$25,000	
FY 1997/1998	\$25,000	
FY 1996/1997	\$25,000	

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

[www.MiamiBeachGuest.com](http://www.MiamiBeachGuest.com) and [MiamiBeachInCard.com](http://MiamiBeachInCard.com)

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

<b>FY 2016/2017</b>	<b>\$30,000</b>	The rowing series promoted North Beach to national and international universities as a desirable watersports destination. The Center attracted a combination of over <b>5,000 participants and spectators</b> , between <b>October 1, 2016 and September 30, 2017</b> . As a result, <b>2,454 hotel room</b> nights were generated in Miami Beach. The project included a major rowing race, winter and spring training camps, regattas, summer camps, and year-round programs for youth and adults in the community. They also offered the rental of their 400-person conference space. Utilization of the rowing center reflects the commitment of the MBVCA to attract events that generate national and international acclaim. In addition, the Center generated <b>16,752,239 media impressions</b> through a combination of promotional efforts and media coverage.
FY 2015/2016	\$30,000	
FY 2014/2015	\$30,000	
FY 2013/2014	\$30,000	
FY 2012/2013	\$30,000	
FY 2011/2012	\$30,000	
FY 2010/2011	\$30,000	
FY 2009/2010	\$30,000	
FY 2008/2009	\$30,000	
FY 2007/2008	\$30,000	
FY 2006/2007	\$30,000	
FY 2005/2006	\$30,000	
FY 2004/2005	\$30,000	
FY 2003/2004	\$20,000	
FY 2002/2003	\$18,875	
FY 2001/2002	\$17,500	
FY 2000/2001	\$10,000	
FY 1999/2000	\$ 7,500	
FY 1998/1999	\$ 7,500	
FY 1997/1998	\$ 5,000	
FY 1996/1997	\$ 5,000	

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

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

### Tourist Hospitality Center - Miami Beach Latin Chamber of Commerce

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

The purpose of the Tourist Hospitality Center is to provide direct visitor assistance. An average of 35,000 to 40,000 visitors are assisted by the Center; through a combination of walk-ins; telephone/fax/email inquiries, website hits, and their pay-per-click Google Ad campaign in Latin America. A wide range of visitor information and assistance is offered. The Center's website is an effective online marketing tool that attracts more visitors to Miami Beach. Through their Google pay-per-click campaign in Latin America, during the low season, the Center adds more exposure to the destination. In addition, this increase in marketing efforts builds and manages monthly ads/phrases of hotel discounts in Spanish and Portuguese to attract Google travelers to stay in Miami Beach hotels. During the 2016/2017, the Center received an estimated **30,543 inquiries** through a combination of walk-ins, telephone/fax/email, website hits, and google pay-per-clicks. In addition, **approximately 1,500 - 2,000 hotel room nights** were expected to be generated as a result of referrals and bookings through the Google pay-per-click campaign. The Center also generated **1,877,000 media impressions** through their media buys on Welcome/Bienvenidos, Le Soleil de la Floride, and Access Floride Guide Touristique.

This program generated year-round programming through the processing of visitors' inquiries and providing a free service to the tourist community, which therefore developed a Tourism Partnership with the MBVCA.

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

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

<b>FY 2016/2017</b>	<b>\$30,000</b>
FY 2015/2016	\$30,000
FY 2014/2015	\$26,000
FY 2013/2014	\$30,000
FY 2012/2013	\$30,000
FY 2011/2012	\$30,000
FY 2010/2011	\$24,000
FY 2009/2010	\$24,000
FY 2008/2009	\$30,000
FY 2007/2008	\$30,000
FY 2006/2007	\$65,000
FY 2005/2006	\$30,000

This program provided its participants with the opportunity to participate in a 4-hour program to gain skills needed in customer service. The program was offered free of charge and provided potential Miami Beach employers with employees who have already obtained the skills needed to improve their customer service. The program is a result of a partnership with Miami Dade College who provided the instructor for the course as well as all the course materials. The program trained approximately **425 Miami Beach hospitality employees** (as of August 2017), and generated **approximately 4,500 impressions** as a result of their promotional efforts.

The program satisfied the MBVCA's core initiative of providing customer service in Miami Beach.

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

## October 2016

### Latin Songwriters Hall of Fame "La Musa" Awards - Latin Songwriters Hall of Fame

<b>FY 2016/2017</b>	<b>\$32,000</b>
FY 2015/2016	\$40,000
FY 2014/2015	\$40,000

This awards show is an all-star salute to the legends of Latin music as they honor them by inducting them into the Latin Songwriters Hall of Fame. The awards show took place **October 13, 2016**; however, master classes also take place three to four times a year in Miami Beach. The show attracted **1,050 attendees**, generating **116 hotel room nights** in Miami Beach. The event was covered by media such as Billboard, Variety, Miami Herald, Despierta America and more, generating **8,453,080,000 media impressions**. The awards show aired twice on Hispanic Information and Telecommunications Network (HITN) and generated **1,062,751 in viewership**.

This project satisfied the MBVCA's core initiatives of attracting events within the entertainment industry with a television component.

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

### 2016 Miami Beach Halloween Half Marathon and Freaky 4-Miler - Exclusive Sports Marketing, Inc.

<b>FY 2016/2017</b>	<b>\$32,000</b>
FY 2015/2016	\$40,000
FY 2014/2015	\$20,000

This annual event, that took place **October 28 - 30, 2016**, has placed a creative twist on the traditional running event. The majority of participants were dressed in full costume while running the 13.1 mile course. The event attracted over **5,300 participants and spectators**, and has grown steadily since its inception. Other events included packet pick-up at Fit2Run on Collins, a post-race party, awards ceremony, and cocktail reception at the Catalina Hotel, which led to **445 hotel room nights**. There was also a "Freaky 4-Miler" that took place in conjunction with the half marathon. The event generated over **14,266,354 in media impressions**.

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

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

## November 2016

### The Miami Beach Pan American Internationals - Hialeah School of Self Defense

FY 2016/2017	\$32,000
FY 2015/2016	\$28,000
FY 2014/2015	\$32,000
FY 2013/2014	\$40,000
FY 2012/2013	\$40,000
FY 2011/2012	\$15,000

The Pan American Internationals is one of the largest and most prestigious sport martial arts events in the world today. Established in 1980 it has become one of the Best Sport Karate Tournaments in the world with competitors travelling from all over the United States and the world. This year the event took place on **November 11 - 13, 2016** in Miami Beach. This event attracted **992 competitors and 6,986 spectators** over the three day event. In addition, they generated **520 hotel room nights**. A total of **2,097,750 media impressions** were generated through a combination of regional, national, and international media placement and coverage, to include Facebook, direct national and international mailings, email blasts, SportsMartiaArts.com, fastkicksites.com, Blitz Kick,

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

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

## December 2016

### Scope Miami Beach 2016 – SCOPE Art Show

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

The Scope Art Show took place **November 29 – December 4, 2016** and welcomed **53,809 attendees** to the art show and its ancillary events. Events included official parties, morning yoga and beauty treatments, fashion and art panel discussions, VIP brunches a “detox day”, a technology and art panel discussion, and a finale event. A total of **450 hotel room nights** were generated in Miami Beach as a result. Media coverage was received by over 100 printed and digital publications, generating **142,758,188 media impressions**. Various media outlets such as the New York Observer, Whitewall Magazine, ArtSlant, and WorldNet Daily, covered the fair and events.

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

[www.scope-art.com](http://www.scope-art.com)

### UNTITLED Art Fair Miami Beach - Art Fairs Unlimited d/b/a UNTITLED. Miami Beach

FY 2016/2017	\$24,000
FY 2015/2016	\$28,000
FY 2014/2015	\$32,000
FY 2013/2014	\$40,000
FY 2012/2013	\$45,000

This year's international art fair took place **November 29 – December 4, 2016** and attracted **over 36,000 attendees;** and **over 5,000 of the world's top-tier collectors**. The fair presented an innovative program of events to which top accolades were received from visitors and exhibitors, and included 130 galleries, artist-run spaces, and non-profit organizations from 20 different countries. Other events included a series of VIP breakfasts, performances, and panel discussions. A total of **374 hotel room nights** in Miami Beach were generated as a result of the fair's success. In addition, **2,230,966,162 media impressions** were generated through a combination of ad placement and media coverage from outlets such as Art + Auction, Artsy, Canadian Art, Designboom, London Fuse, Miami Herald, and many more.

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

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

### Miami Beach Bowl – Miami Beach Bowl, LLC

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

The Miami Beach Bowl, a postseason college football game under the ownership of the American Athletic Conference, held its second annual game and ancillary events **December 15 – 19, 2016**, with the game taking place **December 19, 2016**. The game took place at Marlins Stadium while 5 ancillary events took place on Miami Beach. The game had an attendance of **15,262 persons** and a total of **858 hotel room nights** were generated in Miami Beach. Events included the South Beach Coaches Soiree, Miami Beach Bowl Bash, Team barbeques, Commissioner's Dinner, and the Battle of the Bands Beach Cleanup and Dune Restoration. In addition, the game aired on ESPN and generated **794,129 in viewership** and **6,785,936 impressions** through promotional efforts and media coverage.

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

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

## 2016 Capital One Orange Bowl Game and Ancillary Events - Orange Bowl Committee

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

The Orange Bowl hosted its first College Football Playoff Semifinal as part of the 83<sup>rd</sup> Capital One Orange Bowl. The game was held on **December 30, 2016** at the Hard Rock Stadium and was televised on ESPN generating **24,767,319 in viewership**. The game was surrounded by a series of ancillary events that welcomed college football fans from around the country to enjoy in the Orange Bowl's rich history and tradition, attracting **67,432 fans** to the destination, **December 26 – 30, 2016**. The various events included welcome receptions, team outings, dinners, coaches' outings, and many more, promoting Miami Beach as an outstanding family and sporting destination with superb visitor services. A total of **2,939,573,581 media impressions** were generated as a result of promotional efforts and editorial coverage.

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

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

## January 2017

### NATPE Miami-Global Content Market 2017 - NATPE-National Association of Television Program Executives

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

The NATPE Miami-Global Content Market took place **January 17 – 19, 2017** and attracted **5,000 attendees**. This 3 day event is the global content marketplace for a digital world and the only American program market serving the worldwide television/content community. Events took place at the Fontainebleau and Eden Roc Hotels and generated **8,069 hotel room nights**. Events included the Reality Breakthrough Awards Luncheon, an Opening Night Party, and the Brandon Tartikoff Legacy Award Reception & Ceremony. In addition, the event expanded to include NATPE Music, NATPE Scripted, and NATPE Station Group Summit. The event received local, national, and international media coverage from outlets such as TV Latina, The Hollywood Reporter, Variety, and many more. The event generated **1,824,046,371 media impressions** as a result of paid advertisement and coverage.

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

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

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

### 2017 Miami Marathon and Half Marathon, Tropical 5K; Health & Fitness Expo - Life Time Fitness, LLC

This full marathon (26.2 miles), half marathon (13.1 miles), and Tropical 5K took place throughout Miami Beach **January 27 – 29, 2017**. The full and half marathons hosted participants from all 50 states, and 54 countries, generating a total of **69,353 participants** throughout the weekend's events. In addition, the Health and Fitness Expo, held at Marlins Park, kicked off on Friday and was attended by **32,134 people** over the two days. The 5K attracted **2,532 participants**, with a total of **10,000 spectators** generated over the course of the weekend. The Kids Run Miami event brought in an additional **2,500 participating students**. Over **10,000 hotel room nights** were estimated to have been generated in Miami Beach. The event received **493,572,382 in media and marketing impressions**, including **16,000,000 in television viewership** through the event's national broadcast on Tuff TV. Local, national and international media placement and coverage included NBC6, ABC27, AMHQ, and many mores.

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

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

## February 2017

### GroundUp Music Festival – GroundUp Music Productions, LLC

FY 2016/2017 \$45,000

This Festival took place for the first time in the North Beach area of Miami Beach, **February 10 – 12, 2017**. The Festival's goal was to create an immersive experience where attendees could enjoy the music up close, and interact. The Festival attracted **3,500 attendees** and generated **395 hotel room nights** in Miami Beach. The event included 52 performances and 11 masterclasses, in which many featured multiple artists. In addition, 3 meet and greet events were offered in 3 different venues. The event received coverage from local, regional, and national media such as the Miami New Times, WLRN-FM and WDNA 88.9 FM, the Miami Herald, Relix, and many more. As a result, a total of **1,494,074 media impressions** were generated.

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

[festival.groundupmusic.net](http://festival.groundupmusic.net)

### 2017 Food Network & Cooking Channel South Beach Wine & Food Festival - Florida International University

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

This 4-day wine, spirits and culinary celebration took place **February 22 – 26, 2017**. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately **65,188 people attended** the various events and generated approximately **2,537 hotel room nights** in Miami Beach alone. The Festival received both national and international coverage, generating **2,063,006,676 media impressions**. A total of 84 events took place, of which 60 were held on Miami Beach. They included the Director's VIP Welcome Happy Hour, Heart of New Orleans dinner, Tacos After Dark, Paella & Tapas, Yappie Happy Hour, Chicken Coupe, and many more.

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

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

## March 2017

### Winter Party Festival - National LGBTQ Task Force

FY 2016/2017 \$40,000  
FY 2015/2016 \$24,000  
FY 2014/2015 \$27,350  
FY 2013/2014 \$32,000  
FY 2012/2013 \$40,000  
FY 2011/2012 \$42,000  
FY 2010/2011 \$35,000  
FY 2009/2010 \$40,000  
FY 2008/2009 \$35,000  
FY 2007/2008 \$41,000  
FY 2006/2007 \$10,500  
FY 2005/2006 \$12,757  
FY 2004/2005 \$14,175  
FY 2002/2003 \$15,750  
FY 2001/2002 \$17,500  
FY 2000/2001 \$20,000  
FY 1999/2000 \$20,000  
FY 1998/1999 \$25,000

This festival was a five-day celebration of social and cultural events targeted at the gay and lesbian community. The week of events, that took place **March 1 – 6, 2017**, included 17 events, of which 14 took place in Miami Beach. These included a VIP Cocktail Reception, Fever, Ignite, Elevate, a PrEP Rally, Under One Sun Pool Party, Ulluminate, Energy, and more. A total of **627 hotel room nights** were generated in Miami Beach as a result of Festival's estimated **12,000 attendees**. The event generated **280,591,593 media impressions** as a result of ad placements and coverage from local, national and international media outlets such as the News York Times, Standard-Examiner, Travel Weekly, the Wall Street Journal, and many more.

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

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

### 2017 Miami Film Festival - Miami Dade College

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

The 24<sup>th</sup> edition of the Festival brought the best of world cinema to South Florida. This year the Festival presented 134 films participating from 41 countries, showcasing 49 premieres of world, international, North American, and US status. The Festival, that took place **March 3 – 12, 2017**, attracted an audience of approximately **60,000 people** while promoting Miami Beach as a place do to film business through its Industry. Other events included a filmmaker and industry luncheons and events, a soiree series party, happy hours, an industry and sales office, press junkets, and Getty image shoots. The event generated **3,420,699,728 media impressions** as a result of promotional efforts and Festival coverage and **537 hotel room nights** on Miami Beach.

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

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

### 8<sup>th</sup> annual Model Volleyball Tournament - Model Volleyball, LLC

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

Since its inception in 2010, the Model Volleyball Tournament, which took place **March 11 – 12, 2017**, has become one of the staple events in Miami Beach. Models and modeling agencies participated in the 2-day event that garnered approximately **15,000 attendees**. In addition to the tournament, other events included a VIP Reception, Kickoff Party, Model Fitting Party, a Travis Scott performance, and a closing party. As a result, a total of **354 hotel room nights** were generated in Miami Beach. Through a combination of promotional efforts and media coverage, the event generated **419,463,365 media impressions**. Media promotion and coverage included iHeart Media, AOL, NY Post, Univision, NY Daily News, US Weekly, and many more.

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

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

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

FY 2016/2017 \$25,000

This dance festival, that took place **March 31 – April 2, 2017**, 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 **2,200 attendees** who generated **406 hotel room nights** in Miami Beach. In addition, the event generated **15,693,000 media impressions** through a combination of paid advertisements and media coverage from Gusto Y Sabor, Telemundo 51, LaMusica.com, and many more.

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

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

## April 2017

### Life Time Fitness –South Beach Triathlon

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

This year marked the event's ninth year in Miami Beach taking place **April 1 – 2, 2017**. Events included the triathlon, a health and fitness expo, a celebrity pasta party, and a kids' race. The event attracted **7,000 spectators with a total of 2,056 athlete participants**. As a result, **351 hotel room nights** were generated in Miami Beach. Through a combination of paid advertisements and generated media coverage, the event generated **29,013,000 media impressions**. Coverage was received by local, regional, and national media such as WSVN, Florida Running & Tri, FL Race Place, Triathlete.com, and many more.

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

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

### 9<sup>th</sup> Annual Miami Beach Gay Pride Parade & Festival - The Miami Foundation F/A for Miami Beach Gay Pride

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

This event, which took place **April 7 – 9, 2017**, was the ninth year of collaboration of the gay, lesbian, bisexual, and transgender (GLBT) community. Events included a Pride Rainbow Flag Raising ceremony; Miss Miami Beach Gay Pride Pageant & Silent Auction; MDGLCC Spotlight Mega-Mixer, the Stoli Classic Cocktail Classic; Ladies Happy Hour; VIP Reception; the Gay Pride Festival, Parade, and Press Conference; Palace Block Party; Clevelander Parade Brunch; Pre-Pride Media Reception; Salvation Dance Event, Urge Dance Event. The events were attended by over **130,000 persons**, who in turn generated **400 hotel room nights** in Miami Beach. Media coverage was generated by Wire Magazine, Daily News, Time Out, Baltimore Business Journal, Chicago Business News, and many more. Media coverage and promotional efforts generated **831,716,482 media impressions**.

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

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

## May 2017

### The Masters Karate Tournament – Gotma Inc.

**FY 2016/2017**      **\$10,000**      The Masters Tournament is a collaboration of 3 Martial artists bringing another level of competition in this very successful Circuit called FBBX Circuit. The Masters Tournament, that took place **May 13, 2017**, attracted **398 competitors** and approximately **1,194 spectators** from across Florida, the US, and all over the World. As a result, the event generated **103 hotel room nights** in Miami Beach and **4,900,000 media impressions** through their promotional efforts.

The event satisfied the MBVCA's core initiative of bringing health and wellness events to Miami Beach.

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

### Aqua Girl - Aqua Foundation for Women

**FY 2016/2017**      **\$40,000**      This diverse weekend of events took place **May 18 – 21, 2017** throughout Miami Beach. A total of 8 events were held, all of which took place, in Miami Beach. Events included Lez Mingle, Traffic Jam, Splash Pool Party, Prom Dance Party, Aqualicious, VIP Cocktail Reception and Cabaret, Fuego + Ice Dance Party, and Evolution Pool Party. The overall attendance was **6,977 attendees**, generating **351 hotel room nights** on Miami Beach. The event was publicized locally, regionally, and nationally through various media platforms such as Facebook, GO Magazine, Curve, Tagg Magazine, and many more, generating a total of **2,539,874 media impressions**.

**FY 2015/2016**      \$24,000  
**FY 2014/2015**      \$27,350  
**FY 2013/2014**      \$32,000  
**FY 2012/2013**      \$40,000  
**FY 2011/2012**      \$30,000  
**FY 2010/2011**      \$25,000  
**FY 2009/2010**      \$30,000  
**FY 2008/2009**      \$20,000  
**FY 2006/2007**      \$12,000  
**FY 2005/2006**      \$14,580  
**FY 2004/2005**      \$16,200  
**FY 2003/2004**      \$18,000  
**FY 2002/2003**      \$20,000

The event satisfied the MBVCA's core initiative of generating events related to the entertainment and nightlife industries, while also addressing the gay and lesbian niche market.

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

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

**FY 2016/2017**      **\$45,000**      This event was a year-round initiative anchored by what became the largest Air & Sea Show and Music Explosion, generating community spirit and showcasing Miami Beach in a positive light. The events, taking place **May 25 - 28, 2017**, included jet ski racing and freestyle exhibitions; demonstrations and fly-bys by a variety of aircraft; a precision exercise; team demonstrations; a display village; a performers party; dignitary dinner; hospitality chalets, and much more. The events attracted over **200,000 people** to Miami Beach, with **1,090 hotel room nights** generated. The event attracted local, national, and international media such as iHeart Radio, Miami Herald, El Nuevo Herald, Sun Sentinel, WFOR CBS4, Patch.com, and many more, generating **55,781,759 media impressions**.

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

## June 2017

### American Black Film Festival (ABFF) - ABFF Ventures LLC

**FY 2016/2017**      **\$25,200**      Celebrating its 21st anniversary in 2017, the American Black Film Festival (ABFF) is an annual event dedicated to showcasing quality film and television content by and about people of African descent. The festival events, that took place **June 14 – 18, 2017**, included educational workshops, informative panel discussions, celebrity conversations, as well as networking receptions. In addition, independent features, documentaries, shorts, and web series are showcased along with preview screenings of studio and TV network programming. The Festival's 70 events, of which 66 took place in Miami Beach, attracted, **6,500 persons** and generated an estimated **1,435 hotel room nights** in Miami Beach. The Festival received local, national, and international coverage from media such as Empower Magazine, The Root, IMDb, JetMag.com, Miami New Times, and many more, and generated **9,842,447,180 media impressions**.

**FY 2015/2016**      \$32,000  
**FY 2012/2013**      \$40,000  
**FY 2011/2012**      \$50,000  
**FY 2010/2011**      \$35,000  
**FY 2009/2010**      \$37,000  
**FY 2008/2009**      \$35,000  
**FY 2003/2004**      \$20,000

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

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

## 85th Annual U.S. Conference of Mayors – City of Miami Beach

FY 2016/2017	\$90,000	The 85 <sup>th</sup> Annual U.S. Conference of Mayors (USCM), that took place <b>June 23 – 26, 2017</b> , is the most significant gathering of the nation’s elected officials. A total of <b>1,740 persons</b> were in attendance, comprised of Mayors, delegates, aides, elected officials and their families; and members of the Federal Administration. USCM attendees generated <b>2,868 hotel room nights</b> in Miami Beach. Through its direct marketing efforts and coverage, the Conference generated approximately <b>878,000,000 media impressions</b> .
		This event satisfied the MBVCA’s core initiative of generating group stimulus for the destination.
		<a href="http://www.miamibeachuscm.com">www.miamibeachuscm.com</a>

## Irie Weekend XIII - Irie Weekend Management Company

FY 2016/2017	\$25,200	This is one of South Florida’s most buzz-worthy and highly anticipated weekends of the year. Irie Weekend that took place <b>June 29 – July 1, 2017</b> , is a star-studded weekend of festivities that draws participants and media from across the globe. Events included Nelly; a Celebrity Golf Tournament; concert; pool party, and an evening closing party with Kevin Hart. The various events attracted approximately <b>10,000 attendees</b> and received local, regional and national media attention from Billboard.com, CBS4, MSN.com, HauteLiving.com, and many more. As a result, the event generated <b>516,664,272 media impressions</b> and <b>16,000,000 in viewership</b> through the broadcast on TUFF TV.
FY 2015/2016	\$32,000	
FY 2014/2015	\$39,200	
FY 2013/2014	\$45,000	
		The event satisfied the MBVCA’s core initiatives of attracting festivals with an entertainment component.
		<a href="http://www.irieweekend.com">www.irieweekend.com</a>

## July 2017

### FUNKSHION: Fashion Week Miami Beach - FUNKSHION LLC

FY 2016/2017	\$76,500	This six-day event, that took place <b>July 19 – 23, 2017</b> , brought the best designers from all around the world to showcase their newest collections in Miami Beach. Approximately <b>20,000 persons</b> attended the various shows over the 6 days, with an additional <b>2,000 exhibitors and staff</b> . The event is estimated to have generated <b>245 hotel room nights</b> throughout Miami Beach. Events were expected to include over 25 fashion shows, presentations, showrooms, musical performances, after parties, and a cabana tradeshow. The event received national and international coverage from media outlets such as Fashion Television (FTV), Nylon, Glamour, Vogue Latin, The Sydney Herald, RTL, and many others, generating over a billion media impressions. The fashion shows were featured on FTV, generating an estimated <b>400 million in viewership</b> .
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	This event satisfied the MBVCA’s core initiatives of attracting events in the fashion, entertainment, and nightlife industries with a television component.
FY 2005/2006	\$15,000	
FY 2004/2005	\$20,000	
		<a href="http://www.funkshion.com">www.funkshion.com</a>

### SwimShow - Swimwear Association of Florida

FY 2016/2017	\$36,000	This 4-day event, took place <b>July 22 – 25, 2017</b> , and attracted <b>7,500 attendees</b> that included designers, buyers, manufacturers, company personnel, social media specialists, bloggers, journalists, fashion consultants, stylists, and other industry leaders. As a result, an estimated <b>1,633 hotel room nights</b> were generated in Miami Beach. Events, in addition to the trade show, included a Swim Lounge, Breakfast Bar, High Tea, Informal Modeling, a Cocktail Party, Zen Lounge, and seminars. A total of <b>417,224,363 media impressions</b> were generated as a result of local, national, and international media placement that included Apparel News, Shape Fitness, Vogue Brazil, Lucky Magazine, and many more.
FY 2015/2016	\$24,000	
FY 2014/2015	\$27,440	
FY 2013/2014	\$32,000	
FY 2012/2013	\$40,000	
FY 2011/2012	\$32,500	
FY 2010/2011	\$40,000	
FY 2009/2010	\$42,000	
FY 2008/2009	\$45,000	This event satisfied the MBVCA’s core initiative of attracting events in the film/fashion/entertainment industries to Miami Beach.
		<a href="http://www.swimshow.com">www.swimshow.com</a>

### Forbes Travel Guide Customer Service Training

FY 2016/2017

\$14,000

Through a partnership with Forbes Travel Guide, the MBVCA, Greater Miami and The Beaches Hotel Association (GMBHA), and the City of Miami Beach hosted a one-day customer service training program for Miami Beach hospitality employees. The training took place on **July 24, 2017** beginning at 8:00 am at the Miami Beach Commission Chambers. A total of 4 sessions were offered, free of charge, and included Leadership; Front-Line I and II, and Spanish sessions. A total of **522 Miami Beach hospitality employees** were trained throughout the day and a total of **89,771,996 media impressions** were generated as a result of the press release posted through PR Newswire

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

[www.forbestravelguide.com](http://www.forbestravelguide.com) [www.gmbha.com](http://www.gmbha.com) [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

#### **Miami Salsa Congress**

This event, took place **July 26 – 30, 2017**. Due to the original venue becoming unavailable shortly before the start of the event, it was relocated outside of Miami Beach; therefore, the grant was rescinded.

#### **Seed Food and Wine Festival Miami Beach - The Dirt Box, LLC**

Th Seed Food and Wine Festival Miami Beach took place **November 2 - 6, 2016**; however, they were unable to meet the grant eligibility criteria, post-event; therefore, the grant was rescinded.

#### **World OutGames Miami 2017**

The World OutGames was scheduled to take place **May 26 – June 4, 2017**. Due to financial difficulties, the original scope of activities was cancelled and; therefore, the grant was rescinded.

*Peggy Benua, Chair*

Peggy Benua was appointed to the MBVCA in February 2012 and elected Board Chair in 2014. She has been General Manager of Dream South Beach hotel since November 2008 and was previously General Manager of the Marriott South Beach. Peggy has over 25 years of experience in the hospitality industry and has spent the last 15 years of her career on Miami Beach since joining the Eden Roc Renaissance in January 2000 as Resident Manager.

Peggy earned her Bachelor of Fine Arts at the University of North Florida, where she graduated cum laude, and obtained her Master's in Hotel and Food Service Management from Florida International University. After completing her management training program with ITT Sheraton, she held various 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.

In addition to the MBVCA, Peggy is the Immediate Past Board Chair of the Greater Miami and Beaches Hotel Association, and currently co-chairs the GMBHA Sustainable Hospitality Council. She volunteers as a member of the Advisory Board of the Miami Dade's Academy of Hospitality and Tourism as well as the Advisory Committee for Miami Dade College's International Hospitality Center. Voted HSMIA's General Manager of the Year for 2012. In 2014, Peggy received the Red Cross Sara Hopkins Woodruff Spectrum Award for Women and in 2015 the Coral Gables Chamber's Outstanding Leader for Hospitality award.

*Danny Hertzberg, Vice Chair*

Danny Hertzberg was appointed to the MBVCA in February 2015. He is member of the leading luxury real estate sales team known as The Jills®. This last year, his team was recognized by the Wall Street Journal as the number one residential team in the United States. He was featured in Forbes 30 Under 30 list as an industry leader, as well as on CNBC's financial news program, Squawk on the Street. Mr. Hertzberg has a unique understanding of print and online advertising as well as a particular expertise in social media marketing. While studying for his Master's in Business Administration at the University of Miami, Mr. Hertzberg developed innovative marketing strategies, many of which he has discussed at speaking engagements, seminars and conferences nationwide.

In addition to real estate, Mr. Hertzberg was appointed to serve on the Miami Beach Visitor and Convention Authority Board and now serves as Vice Chair. Mr. Hertzberg also serves on the Miami Club's AIPAC board.

Mr. Hertzberg graduated from Tulane University magna cum laude with a BA in political science. He earned his JD and MBA degrees from the University of Miami.

*Steve Adkins*

Steve Adkins was re-appointed to the MBVCA in December 2016, after serving from 2007 to 2014. During his tenure, he served as both Vice Chair and Chair. He is currently the President of the Miami-Dade Gay & Lesbian Chamber of Commerce, the largest not-for-profit corporation in the County for gay and lesbian businesses. MDGLCC membership has increased ten-fold since Adkins took over the reins in 2005.

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 Hotel. Prior to his move to the East Coast, Mr. Adkins held several positions in the banking world. From 1995 to 1999, he served as Vice President of International Trade and Finance Manager for the Union Bank of California, Southern California; handling such major accounts as Aldila, Inc., Hybritech, Inc., Titan, Inc., ASI Aerospace Group, and Jenny Craig.

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

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



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

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

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

*Stephen Hertz*



Stephen Hertz has been a resident of Miami Beach since 1942 and was appointed to the MBVCA in February 2015. He is a trial attorney with the Law Offices of Stephen G. Hertz where he has practiced since 1965. Mr. Hertz's civic experience includes serving on the City of Miami Beach Planning Board, the Nuisance Abatement Board, the Convention Center Advisory Board and the Budget Advisory Board. He is on the Board of Directors of the Normandy Shores Homeowners Association as its Treasurer, and is a past Director of the North Beach Development Corporation. Mr. Hertz was President of the Miami Beach Bar Association from Dec 2002 - December 2003. He currently serves as Secretary of the South Florida Guardianship Association, and is a member of the Trial Lawyers and Elder Law sections of the Florida Bar.

*Jeffrey Lehman*



Jeff Lehman was appointed to the MBVCA in December 2015 and previously served on the MBVCA for 12 of the 21 years he has lived or worked in Miami Beach. Several of those years, he was the Chairperson, helping direct such transformational efforts, as the City of Miami Beach's PR Firm, and the City's API and visitor's app. Although he has been working in the hospitality industry in Miami Beach for the past 21 years, his career in hospitality began 37 years ago. He was most recently Managing Director of the Betsy Hotel, a boutique property in Miami Beach's South Beach. Recently lauded as the only 4 star 4 diamond boutique hotel in Miami Beach by both Forbes and AAA, he is now overseeing an ambitious \$50M expansion project there. Prior to this, he assisted with the restoration of Miami Beach's historic gem, the National Hotel, and was the hotel's General Manager until it was sold in 2007. His extensive experience in the hotel and cruise industries has included positions in Tahiti, Japan, Hawaii, Seattle, San Francisco, Miami and his hometown, Los Angeles.

He also has served on the Greater Miami Convention & Visitors Bureau Boutique Task Force, and has served on the Mayor's Blue Ribbon Task Force on Tourism, the Miami Beach Convention Center Advisory Board, and was the Vice Chair of the Collins Avenue Reconstruction Task Force. In 2007, he was given a "Key to the City" of Miami Beach for his commitment to Community Service, and his current hotel (The Betsy) twice won the Community Service Award from the Greater Miami and the Beaches Hotel Association's annual "Inn Key Awards". 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. In 2016, Mr. Lehman was awarded the Out Magazine 50.

*Tim Nardi*



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

Prior to joining Menin Hospitality, Mr. Nardi was the Managing Director of the 1 Hotel & Homes South Beach project. Mr. Nardi was General Manager of two of South Beach's most iconic hotels - Morgans Hotel Group's Shore Club and the Eden Roc Renaissance Resort & Spa. Under Mr. Nardi's leadership, these properties reached excellent levels of performance, achieved the highest levels of guest satisfaction, and received multiple company and industry awards for community service and environmental consciousness. Before arriving in Miami-Dade County in 1992, Mr. Nardi managed notable hotels in Georgia, Colorado and Texas, including opening the acclaimed Lodge at Beaver Creek, now combined with Vail Resorts.

Mr. Nardi's commitment to community involvement and philanthropy have been demonstrated throughout his career. In 2010, Mr. Nardi was appointed by the City of Miami Beach to serve on the Miami Beach Convention Center Advisory Board as well as the developer selection committee for the Convention Center renovation and expansion. For over ten years, Mr. Nardi has been active in the Greater Miami & the Beaches Hotel Association serving as Chairman, Vice Chairman and current Board Member. Over the past 20 years, Mr.

Nardi has been an active leader in the Greater Miami Convention and Visitors Bureau where he spent six years on the Board of Directors, six years as a Sales Development Committee Member, and five years on the Finance Committee, where he currently serves. Mr. Nardi has been recognized for his contributions to the local community with numerous awards and accolades including the 2007 Miami Beach Chamber of Commerce Pillar Trustee Award as well as the City of Miami Beach Proclamation of "Tim Nardi Day" on February 8, 2012.

## Hill &amp; Knowlton Total Placement and Pick Up Data

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

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

Year 3

							Running Total	
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
	7/15/2013-7/23/2013	Additional Coverage: Miami Beach Presents Fashion Swim Week 2013	12,383,150	\$61,469.36				
<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>	1/20/2014	Miami Beach: Just What the Doctor Ordered	174,230,875	\$1,742,308.75	174,230,875	\$1,742,308.75	901,071,872	\$12,564,269.93
<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

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

## Year 1

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Running Total	
							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

August 2017

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

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

# API Update

Organization: Miami Beach Visitor & Convention Authority

Project Management: Lansight Consulting

Developer: Solodev

Coming Year Objectives: Partnering and Marketing Continued

## Project Updates

- Revised API Website - Completed
- API Mobile App 2.0 Release - Completed
- Working with new city IT Dept. to access updated occupational license data - Pending
- Working with local businesses to highlight Deals within Mobile App - Completed

## Project Goals for coming year

### Partnering

- Reach out to local Visitor's centers to educate them on the App and how it can benefit the City of Miami Beach. Examples: LGBT Visitor Center, Miami Beach Chamber of Commerce, Visit Miami Beach - Visitors Center (Miami Beach Chamber of Commerce), and the Tourist Hospitality Center (Miami Beach Latin Chamber of Commerce)
- Meet with City departments to promote use and data exchange within websites.
- Continue to add additional Datasets to API.
- Meet with local developer organizations such as Wyncode, IronHack, & The Lab Miami to expand use and interest from the local community

### Marketing

- Conduct sponsored events to promote developer awareness. Examples: Hackathons, Online Contests, City wide endorsements, and Co-branding with local businesses that will benefit from increased API use.
- Include the API content within The City of Miami Beach's revised Website
- Foster Deals/Promotions section of API to generate more user awareness

### Monetizing

- Free trial access to API which converts to paid subscription based on use
- Grants and City backing/partner sponsorship
- Paid sponsorship option for businesses highlighted in Deals/Promotions section