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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.

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



This year, the travel and tourism industry has faced unprecedented challenges in the midst of a global pandemic. As we stand united as a destination that is “Like No Other Place in the World,” the Miami Beach Visitor and Convention Authority has and will continue to support Miami Beach through efforts dedicated to shining the spotlight on our local community and its hotels, restaurants, attractions, museums, retailers and more. We ended 2019 and began 2020 with undeniable momentum as a marquee destination.

Throughout the COVID-19 pandemic, Miami Beach has continued to protect its global reputation through a nimble and proactive approach to connect with travelers online and provide an aspirational look at future travel. We are dedicated to providing authentic inspiration as travel lovers across the world look to beach days ahead, and the recent launch of our “My Miami Beach, Your Escape” integrated campaign, is a testament to our unwavering stance on the importance of providing target audiences with a real, trusted and insider perspective from the people that call Miami Beach home.

Our work will continue with a focus on a multi-channel strategy developed to connect with our visitors and local community as well as instill confidence in the destination as travelers look to book getaways close to home in the immediate and longer vacation stays in 2021 and beyond. As part of these efforts, notable local personalities will continue to engage with online audiences – further extending our “Why I Love Miami Beach” video series. The successful social series launched in 2019 has already featured Steve Sawitz of Joe’s Stone Crab, Chef Benjamin of Planta, and Alina Villasante from Peace, Love, World to drive engagement and video views.

Miami Beach continues to stand apart as a destination for local, regional and domestic travelers. In partnership with our local community of associations, bureaus, boards and members, our core goals of reaching target audiences through virtual tactics to drive visitors will only strengthen as we look ahead. The distribution of ongoing content through media, social channels, press releases, integrated recovery campaigns and award entries will position Miami Beach for an optimistic future. With the absence of notable events, we’ll strengthen our narrative to concentrate on our seven miles of beaches, destination hotels and restaurants offering experiences in line with government safety requirements and ample outdoor activities and our second-to-none public art collection.

Despite this year’s challenges, the MBVCA continued to support events and organizations in early 2020 through our annual grant program and we have recently announced our 2021 grant guidelines. Our TAP program is a collection of grant opportunities that provide an opportunity to bring new and returning experiences to our visitors and locals.

While our necessary strategies to recover have evolved as a result of the industry’s shift, the MBVCA is well positioned as we head into 2021 and we look forward to welcoming back our coveted visitors to a city that’s “Like No Other Place in the World.”

Steve Adkins
Chair



While we navigate a challenging time in our industry, the Miami Beach Visitor and Convention Authority remains undeniably committed to our local community, working with hotels, restaurants and businesses to lure visitors back to Miami Beach through thoughtful and impactful strategies. Despite the COVID-19 pandemic, we have stayed nimble and proactive in our marketing approach, allowing us to develop a new foundation to drive awareness around, and revenue to, our city.

We know our locals provide the most authentic and trusted perspective, offering visitors inspiration to travel in the future, from quick getaways to stay or even daycations. Recently, as part of our dedicated marketing efforts, we launched the “My Miami Beach, Your Escape” campaign, an integrated and visual approach that gives an insider’s look at Miami Beach through a collection of images shot by locals chosen through a call for submissions earlier this year. The multi-channel campaign, including print, digital, social and radio, will run through November, offering a look at the destination through the lens of the people who call Miami Beach home.

As target travelers continue to spend time online and consume information through social media channels, we’ll connect with them through the creation of the “My Miami Beach, Your Escape” video series, an extension of our “Why I Love Miami Beach” series that debuted earlier this year. A variety of Miami Beach’s renowned celebrities and personalities that call Miami Beach home and represent art, food, wellness, culture and the local lifestyle, will share their passion for Miami Beach. The series will be available for viewing on Facebook, Instagram and Twitter.

While our immediate traveler targets are concentrated in the regional drive market, we are seeing indicators that airplane travel will increase as we head into the remaining months of the year and into 2021. We will continue our ongoing and successful media relations program to work with top-tier media as they develop future travel stories and “must-visit” lists. In addition, we’ll pursue accolades and awards, building upon our award-winning momentum throughout the recent years.

Our current positioning of the destination as a paradise getaway showcases Miami Beach’s seven miles of beach, travel-worthy hotels and restaurants, public art and experiences that can only be found in our city and through domestic travel. And, a focus on business travel and events will ramp up once again as we work to secure new opportunities for our visitors and locals through our recently announced 2021 annual grant program.

In partnership with our fellow city organizations and bureaus, we look forward to continued collaboration and cross-promotion as we all work to build a vibrant future for Miami Beach. We will remain agile in our recovery marketing approach and adjust as needed to best position Miami Beach for 2021 and beyond.

Grisette Roque Marcos
Executive Director

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

Fiscal Year 2020/2021 Key Initiatives

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

Core Initiative	Hotel Room Nights	Viewership	Impressions
Cultural Tourism	694	0	1,521,006,863
Customer Service	0	0	1,700,000
Design and Architecture	0	0	0
Entertainment and Nightlife	0	0	0
Festivals	426	16,700,426	3,179,764,454
Film and Fashion	122	0	482,513,328
Gay and Lesbian	951	0	33,070,982
Group Stimulus	7,316	0	705,841,460
Health and Wellness	2,755	0	1,031,102,182
Promotional Campaign	0	0	0
Television Origination	2,735	0	189,676,944,153
Wine and Food	2,097	0	3,261,927,163
TOTAL	17,096	16,700,426	199,893,870,585

Destination Marketing

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

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

origination and cable show stories, and production. Due to the COVID-19 pandemic, the attraction of major events will be tempered; therefore, the focus will pivot to destination marketing through promotional campaigns.

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

The MBVCA has won a series of awards as detailed on page 3. Among these are the Miami Today Silver Award. In addition, the MBVCA was also honored by being named World's Leading City Tourist Board in 2016 and 2017 by the World Travel Awards™. Competing against other top destinations, Miami Beach was chosen by over 600,000 industry voters beating out the Arizona Office of Tourism, Destination DC, Hawaii Tourism Authority, Las Vegas Convention and Visitors Authority, Los Angeles Tourism & Convention Board, New Orleans Tourism Marketing Corporation, NYC & Company, Visit California, Visit Orlando and 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.

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

H+K also submitted entries, and consequently secured nominations, for the World Travel Awards™ in the categories of North America's Leading Beach Destination, Honeymoon Destination, and Leading Tourist Board. As a result, the City of Miami Beach was named Best Honeymoon Destination-North America in 2019, while the MBVCA was named Leading Tourist Board-North America, for the 4th consecutive year. In addition, Miami Beach was named Trip Advisor's 2019 Best 25 Beaches in America.

In 2020, the MBVCA received a Visit Florida Flagler Award for Creativity in Public Relations and Miami Beach was nominated in the following categories as part of the World Travel Awards: North America's Leading Destinations; North America's Leading Beach Destination, and North American's Leading Honeymoon Destination. The MBVCA was also nominated within the North American's Leading Tourist Board category. Due to the pandemic, the voting deadline was extended until the end of September 2020; therefore, the winners are expected to be announced towards the end of the year. H+K will also continue to investigate industry awards and grants for the destination and the MBVCA.

In fiscal year 2019/2020, H+K continued their focus on the Media Buckets: Arts & Culture/Culinary, Global LGBT, Leisure/Lifestyle, Sports/Celebrity/Entertainment, Shopping Tourism/Music Scene. They also continued to create and distribute monthly press releases, except for the months of March, April, June, and July due to the COVID-19 global pandemic that impacted the destination beginning in March of 2020. The press releases that were distributed, were placed on the Wire.

The monthly Guest Blogger Program also continued for the first part of the fiscal year, targeting individuals within the tourism industry. In the past, bloggers have included MBVCA Board members, grant recipients/local event producers, hoteliers, influencers, and restaurateurs. The blogs are featured on the MBVCA's website; shared across the MBVCA social media platforms and distributed via H+K for increased exposure. Due to social distancing restrictions from the global pandemic, the traditional blogger program was temporarily discontinued for the remainder of the fiscal year.

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

In fiscal year 2019/2020, the MBVCA initiated an enhanced social media campaign to attract additional followers and increase online presence around the Experience Miami Beach social media sites including Facebook, Instagram, Twitter, and Pinterest.

H+K created an enticing social media profile where Miami Beach sought to engage with travelers and lure them with compelling content including culinary, art, wellness, and cultural offerings. As a result, the MBVCA reached the 40,000-follower mark on Facebook and was close to reaching 2,000 followers on Instagram. To further attract followers to the MBVCA's social media pages, H+K tapped into high-profile influencers and worked with them to produce a series of social videos "Why I Love Miami Beach", that garnered media attention resulting in over 560,753 impressions. This campaign was developed to continue to engage tourists and locals alike, during the ongoing pandemic. Participating personalities included Steve Sawit of Joe's Stone Crabs; Alina Villasante of Peace Love World; Chef Benjamin Golman of Planta South Beach; Adrian Gonzalez of David's Café Cafecito; Chef Andrew Zarzosa of The Alley at The Betsy Hotel, and others. Additionally, H+K created the "From Miami Beach, With Love" sweepstakes and successfully connected with travel lovers.

H+K has continued to host Familiarization (FAM) trips as part of their overall PR strategy for the destination, as the conditions from the pandemic permitted. H+K managed, coordinated, and organized these FAM trips; arranged press stays for the media at popular hotels; dinner at some of our most prominent restaurants, synchronized events and activities; booked plane tickets; developed releases and contracts, and a range of other responsibilities. Individual FAM trips for influencers and media also enhanced the wide and varied media coverage. The campaign generated 1,454,087 impressions through Facebook and 22,797 impressions through Instagram. In 2020/2021, H+K will work within the post-pandemic environment to plan FAM trips, adhering to local and national guidelines.

H+K continued to create relevant content, positioning Miami Beach as a top global destination like no other place in the world and distributed press releases on the National Wire to share with media and consumers, resulting in 1,290,345,311 impressions. Through a continuous news bureau campaign, H+K engaged with reporters and aligned with Miami Beach's key demographic to entice, raise awareness, and generate coverage in top-tier media outlets including Forbes, Conde Nast Travel, Travel + Leisure, USA Today, The New York Times, New York Post, and Today.com.

In fiscal year 2020/2021, H+K will develop a marketing campaign to lure tourists back to Miami Beach, post-pandemic. The goal is to support Miami Beach as a go-to destination and drive travel in line with the new industry landscape due to COVID-19. The MBVCA will launch the "My Miami Beach, Your Escape" recovery campaign this month. Developed to capture the lure of Miami Beach through the lens of local photographers, the multi-channel, 90-day campaign will be activated across print, digital, radio and social, targeting the regional drive market and inviting them to a "Paradise Getaway, Only a Drive Away." As part of the campaign, local influencers are currently capturing videos showcasing their personal connection and love for Miami Beach. The videos will debut on social media channels throughout the coming months. The campaign will begin by targeting the drive market and will be conducted in collaboration with the City of Miami Beach and the GMCVB, to avoid the duplication of efforts.

Mobile API

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

The MBVCA purchased the domains MIAMIBEACHAPI.COM and MBDATALINK.COM and has developed a website for developers to log into and pull information from in order to create mobile applications. Since inception, the MBVCA developed additional forms for the categories such as lifeguard stands and Art in Public Places; information not readily available. The API participated in several local hackathon events where the API could receive additional exposure before it was released to the market.

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

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

In 2020/2021, the ability for businesses to update their own information within the API, will be re-instated. The access will begin with hotel properties to ensure the most accurate information about each property is available within the API. Currently, the API is fully functional with 252 different categories of businesses, each averaging 90 different services and amenities. Web and App developers can use these attributes to create new and exciting experiences for their end-users.

Mobile App

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

A new version of the App (2.0) was released in fiscal year 2015/2016 for both Android and iOS platforms. The latest version of MBI included new and exciting features for the end-user. Features now include a side-swipe feature; listing the information in an A-Z format; new categories that include Shopping, Nightlife, Art & Culture, and Restaurants; and the creation of the “My Miami Beach” section where users can add events, photos, and itineraries as they navigate the App. In addition, the App features a “Deals” section that includes special promotional rates or offers developed by MBVCA grantees. This cross-promotional effort increased the number of downloads the App received, while also assisting with the promotion of MBVCA-funded events. The promotions in the “Deals” section was also posted to the various MBVCA social media pages such as Facebook, Twitter, and Instagram.

New ads were created for inclusion in grant recipients’ promotional material. The ads were also retrofitted to promote the download of the App through social media. The App was also promoted on the Lincoln Road poster designed and printed quarterly and displayed along the world-renowned pedestrian mall. Each ad is designed to promote a different media bucket. The App has now been downloaded nearly 15,256 times (as of October 2020), across the Android and iOS platforms. Approximately half of all downloads come from European users seeking to learn about Miami Beach.

In fiscal year 2020/2021 the MBVCA will discuss the possible re-launch of the MBI App. The App will be re-designed to customize a Miami Beach experience. Among the features being considered, the App would include the major tourist-related entries such as hotels, restaurants, bars, and nightlife as well as cultural experiences; deals, and a cultural calendar; a free individualized walking tour designed around our media buckets, and a series of free tour experiences for the Miami Beach guest. The MBVCA will also continue to promote the use of the App through their various social media channels. Virtual events and promotions will also be featured on the App.

Forbes Hospitality Training

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

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

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

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

In FY 2020/2021, the MBVCA will continue to offer online hospitality training to all Miami Beach-based employees to ensure the destination is fully prepared to welcome back its tourism industry. A combination of online courses, that can be completed at any time, and “live” online webinars, where a learner can participate during designated session dates and times, will be offered throughout the fiscal year. The online hospitality courses, managed through Lobster Ink, will now be accessed through the MBVCA’s newly developed Training Portal through the MBVCA website. This will ensure a smooth log-in process for registered learners. In addition, FTG will work with the MBVCA to issue badges upon the completion of the online webinars, that participants may include within their LinkedIn pages and/or their email signatures, as an example. Certificates will continue to be issued through the Lobster Ink online training platform where the learner can automatically download the certificate upon completion of the course(s).

Visual Memoirs Project

On June 3, 2011, the MBVCA released a Miami Beach Visual Memoirs Project (MBVM) 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 at the Art Deco Welcome Center that was composed of 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 daily, free of charge, from 10:00 am until 4:30 pm, and played on a loop in the lecture hall portion of the Welcome Center. Seating accommodated approximately 25 people at a time with standing room in the back. The visual display consisted of 10 to 15 panels that emphasized the documentary narrative and supported the narrative through chosen themes. Each theme presented excerpts of a few interviews relating to the topic. Topics included: Beach Memories, Childhood in Paradise, Beach High, Social Struggles, Preservation of Miami Beach, Entrepreneurs, Development, and Political Life.

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

The MBVM project has been invited to join a national library distribution for the archive through the FIU Digital Library; making the oral histories available to researchers nationally. MDPL also obtained usage rights to archive photos and video materials from History Miami and Florida Moving Image Archive and collaborated with various institutions to create links to the online materials.

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

Additionally, the project developed a video on Barbara Baer Capitman, 'Barbara's Crusade,' that premiered during Art Deco Weekend 2017. The project's website, miami-beach-visual-memoirs.com, was rebuilt for new and readily expandable internet access. The project stored archives through FIU's digital archive continued to expand full-length interviews in an effort to stimulate interest in Miami Beach's history and historic venues. The social media exposure attracted nearly 500 followers on the projects Facebook page.

In fiscal year 2017/2018, additional interviews were conducted and transcribed. An Architectural Discussion (also available online) was mounted at the Wolfsonian Museum during Art Deco Weekend 2018. Leading architects held discussions about preservation architecture and the combining styles within the expansion on Miami Beach.

In fiscal year 2018/2019, an additional 10 interviews were conducted and transcribed. In addition, 6 segments using video material culled from the Visual Memoirs archive were developed and promoted through the newly launched YouTube Channel, as well as, through Vimeo and Miami Beach TV (MBTV). The MDPL Welcome Center hosted three groups of summer campers with programs that included an orientation built around two of the exciting education videos: How Color Saved South Beach and The Story of Rey Mambo.

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

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

Miami Beach, in addition to their existing promotional outlets. An additional 6 interviews were also conducted, bringing the total number of interviews to date to 137.

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:

LIFE TIME Miami Marathon and Half Marathon - This full marathon (26.2 miles), half marathon (13.1 miles), and Tropical 5K took place throughout Miami Beach, February 7 – 9, 2020. The full and half marathons hosted participants from 48 states, and 50 countries, throughout the weekend's events. In addition, the Health and Fitness Expo, held at Mana Wynwood, kicked off and was attended by 44,000 people over the two days. The Tropical 5K attracted 2,880 participants, with the Half Marathon and Full Marathon attracting 21,907 runners. The events generated 640 hotel room nights in Miami Beach and received 921,398,719 in media and marketing impressions through Fox Sports, The Olympian, The Charlotte Observer, Canadian Running Magazine, and many more.

NATPE Miami – This 4-day event that took place **January 21 – 23, 2020** and attracted approximately 5,000 attendees, is the largest US-based global content association event. The event hosts their annual anchor marketplace, conference, and award shows attracting entertainment, content, talent, producers, buyers, distributors, brands, service providers, and press from every corner of the world. In addition to the marketplace & conference, events included an opening night party, the Unscripted Breakthrough Awards & Reception, the Brandon Tartikoff Legacy Award Ceremony & Reception, “Living the DREAM: A Career in Content”, and the Miami Beach Party hosted by the GMCVB. Events took place at the Fontainebleau Hotel and generated 7,316 hotel room nights throughout Miami Beach. The event received local, national, and international media coverage from outlets such as Variety, World Screen, The Daily Television, Hola! and many more. The event generated 705,841,460 media impressions as a result of paid advertisement and media coverage.

Super Bowl Host Committee Marketing Campaign and Ancillary Events - SUPERBOWL LIV was one of the most watched televised events in 2020 and attracted 75,582 fans and tourists to Miami Beach during the weeklong events leading up to the big game. The Super Bowl Host Committee managed several high-profile events on Miami Beach from **January 25 through February 1, 2020**, that showcased the destination as the one of the most ideal locations to host the big game. They included the Media Center, Super Bowl Experience, NFL Commissioners Ball, NFL Host House, FOX Broadcast, ESPN Broadcast, NFL Networks broadcast, and FOX VIP Party. Over 1 billion media impressions were generated as a result and the overall viewership generated was over 148 million through a combination of the airing of the game and several live national shows that were broadcast from South Florida during the week of events.

Partnerships & Collaboration

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

About the MBVCA Grant Program

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

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

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

Annual Review and Analysis of Grant Structure

The MBVCA reviews strategy and funding priorities annually. After review and analysis of its funding strategies for fiscal year 2019/2020, the MBVCA:

- Maintained the minimum requirements in place and the maximum grant request at \$45,000 for the Major One Time Special Event category and \$40,000 for the Special Events Recurring category
- Maintained the minimum requirements in place and the maximum grant request at \$90,000 for the Special Projects category and \$85,000 for the Special Projects Recurring category
- Maintained the existing declining scale
- Maintained the minimum requirements in place and the maximum grant request for the Tourism Partnerships grant category at \$30,000
- The Development Opportunities Grant Program was revitalized to attract new events that may be establishing roots in Miami Beach or relocating from another destination
- The Film Incentive Grant Program was re-introduced with a new maximum request of \$50,000 to entice productions to the destination
- The Tourism Enrichment Program was developed specifically for activities and events that have been identified by the MBVCA and that fulfill the MBVCA's mission
- The Application Portal was revamped to include additional functionalities to ease the grant submission process

Additional grant revisions included:

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

Professional Advancement

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

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

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

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

In fiscal year 2016/2017, the MBVCA launched their redesigned website. The goal of the new website was to engage visitors and facilitate the end-user's navigation of the website. The redesign of the website incorporated a newly designed Newsroom, inclusive of an event calendar, press releases, recent MBVCA news, and links to the MBVCA's social media pages. In addition, grant applicants have a direct link to the MBVCA's Application Portal, with the ability to easily navigate through the list of existing grant recipients. In 2018/2019, the MBVCA website was updated to feature a page dedicated solely to the various Forbes Travel Guide hospitality training courses, provided both live and online. This provided Miami Beach hospitality employees the opportunity to choose the training that would best suit them and take them directly to the appropriate registration page for the selected training. In 2019/2020, a new Training Portal was developed to enhance the website's current training page. This allowed Miami Beach-based employees to link directly to the Lobster Ink platform that powers the Forbes Travel Guide Online Training. In addition, a direct link was established for the new Forbes Travel Guide Online Webinars developed to replace the live trainings that were canceled due to the global pandemic.

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

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

Key Intended Outcome	FY 2020/2021 Strategy	FY 2020/2021 Initiative	FY 2019/2020 Accomplishments
<p>Increase tourism related business activities through strategic funding</p>	<p>Grant effectively and impartially to support goals that achieve maximum impact, within budgetary limits</p> <p>Refine methodology for measurements: improve collection of economic impact data</p> <p>Develop, fund and support world-class events that can be repeated annually</p> <p>Meet with potential partners worldwide to attract transformative events to Miami Beach and strengthen Miami Beach brand equity, by promoting the destination and available funding opportunities especially in the shoulder season</p>	<p>Allow pre-proposal conferences to be held virtually for new and repeat applicants during pandemic restrictions</p> <p>Update Executive Summary format for further clarity</p> <p>Decrease minimum grant criteria in TAP grant categories</p> <p>Continue to encourage cross-promotion with grant recipients through the inclusion of social media handles</p> <p>Continue to allow the submission of final grant documentation electronically</p> <p>Continue to accept hotel agreements to meet grant criteria</p> <p>Continue to place emphasis on the MBVCA's Core Initiatives: Cultural Tourism; Customer Service; Design and Architecture; Entertainment and Nightlife; Festivals; Film and Fashion; Gay/Lesbian; Group Stimulus; Health and Wellness; Promotional Campaigns; Technology; Television Origination; Wine and Food</p> <p>Continue to further define grant categories and eligibility criterion within said categories</p> <p>Continue to encourage grant applicants to seek support from other funding agencies to include Miami Dade County and the Miami Dade Sports Commission</p> <p>Continue to require additional information in the Hotel Pick Up Form; internally verify data provided, and require post-performance reports for media impressions and viewership, requiring specific reporting tools</p> <p>Continue to internally verify vendors submitted as part of grant eligibility criteria and reimbursement requests, to ensure legitimacy, pre- and post-event</p> <p>Continue to use objective point system to grade/evaluate and benchmark events</p> <p>Continue to evaluate success of grants awarded through data collection, media response, and exit interviews</p> <p>Continue to measure overall impact and success from grants awarded through the number of hotel room nights generated; the media response and exit interviews, as well as, the overall economic impact to the destination</p> <p>Continue to work with the City to ensure an effective auditing process</p> <p>Continue to require applicant organizations to have a minimum of one year of incorporation to be eligible to apply</p> <p>Continue to limit Fiscal Agency to first time applicants</p>	<p>Funded 22 projects in FY 2019/2020</p> <p>Developed Tourism Enrichment Program</p> <p>Required grant recipients to develop a promotion or "deal" for inclusion in the Miami Beach Information App</p> <p>Continued to review/analyze funding strategies on an annual basis</p> <p>Updated Application Portal to remove redundancies</p> <p>Continued to require organizations' financial statements as part of their application attachments</p> <p>Allowed for the submission of financials that were prepared in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA, for tax basis financial statements</p> <p>Offered Development Opportunities grant as a one-time grant.</p> <p>Revamped Film Incentive grant program</p>

Key Intended Outcome	FY 2020/2021 Strategy	FY 2020/2021 Initiative	FY 2019/2020 Accomplishments
<p>Enhance City of Miami Beach brand name</p>	<p>Bring positive global visibility to the City of Miami Beach</p> <p>Partner effectively with the City of Miami Beach</p> <p>Continue strengthening a destination-wide Hospitality Training Program with Forbes Travel Guide</p> <p>Strengthen and develop additional tourism partnerships by benchmarking other comparable tourist destinations for ongoing creative/watershed/cutting edge programs and events</p>	<p>Establish and execute a Promotional Campaign to draw visitors back to the destination after the pandemic</p> <p>Develop sweepstakes with grant applicants to drive awareness to the event and destination</p> <p>Assist with the promotion of grant recipients' events and programs</p> <p>Launch a Training Portal on the MBVCA website to provide one platform for learners to access all available training</p> <p>Redesign Miami Beach Information App</p> <p>Continue to focus efforts on "Media Buckets" developed by PR firm of record: Arts & Culture/Culinary, Global LGBT, Leisure/Lifestyle, Sports/Entertainment, Shopping Tourism/Music Scene</p> <p>Continue to write wire press releases to be distributed through appropriate press/media outlets and continue to post press releases and stories to the MBVCA blog and website to enhance communication efforts with the community</p> <p>Continue FAM trips through Public Relations firm</p> <p>Continue to partner with Forbes Travel Guide and Lobster Ink to offer an online interactive Frontline 101 hospitality training to all Miami Beach employees</p> <p>Continue to offer COVID-19 specific training content for businesses re-opening through the Lobster Ink platform</p> <p>Continue Guest Blogger Program highlighting local business & industry leaders</p> <p>Continue to investigate/review professional publications for tourism-related news that may directly affect the destination or the industry with the assistance of Public Relations firm.</p> <p>Continue to work closely with the City of Miami Beach on various initiatives, and act as a liaison, as needed</p> <p>Continue to be alert to horizon issues including service and attitude, weather, economic changes, political issues, interceptor cities, air lift, etc., locally and national, that may affect tourism and the destination</p> <p>Continue to work with the Greater Miami and the Beaches Hotel Association (GMBHA) and other Business Improvement Districts (BIDs) to maximize outreach of the Forbes Travel Guide Hospitality Training Program</p> <p>Continue to include API contacts in Forbes distribution list to increase reach and participation and collaborate with local community agencies to increase program awareness</p>	<p>Developed a marketing campaign through a collaboration with the City of Miami Beach and GMCVB, to lure tourists back to the destination, post-pandemic</p> <p>H+K hosted 3 FAM Trips since October 2019, increasing media exposure to the destination</p> <p>Hosted 2 Forbes Travel Guide Live training sessions for Miami Beach Leadership and Front-Line hospitality employees</p> <p>Hosted 6 Forbes Travel Guide Online Webinar training sessions: 3 for Leadership and 3 for Front-Line hospitality employees</p> <p>Continued community outreach and collaboration with local businesses to increase participation in Forbes Travel Guide Hospitality live and web-based training</p>

Key Intended Outcome	FY 2020/2021 Strategy	FY 2020/2021 Initiative	FY 2019/2020 Accomplishments
<p>Improve and maintain communications strategies</p>	<p>Continue to develop enhanced, stronger collaborations in tourism locally and worldwide through the assistance of PR firm and other partners</p> <p>Increase organizational visibility through the MBVCA's PR firm</p> <p>Inform board members about grant recipient events' developments and successes highlighted within the media</p>	<p>Update API platform to include various City of Miami Beach departments</p> <p>Continue to enhance social media strategy to gain followers and traction on all Experience Miami Beach handles</p> <p>Continue to update API platform for travel-related inventory to include Art in Public Places, ATMs, Cultural Organizations, Film Locations, Fire Stations, Museums, Public Restrooms, Police Stations, Lifeguard Stands, Short Term Rentals, Visitor Centers, and Youth Centers</p> <p>Continue to build improved global image through press strategy and social media</p> <p>Continue to investigate industry awards and grants for the destination and App</p> <p>Continue to develop enhanced public relations efforts and employ communications strategies effectively to publicize MBVCA efforts, goals and successes</p> <p>Continue to participate in industry shows</p> <p>Continue to report and analyze grant impact to present in annual Program of Work to the City Commission and other partners</p> <p>Continue to report to Board members in a timely manner and provide daily updates to Board members regarding PR efforts and overall media impact</p> <p>Continue to provide Board members with grant recipients' results through economic impact data compiled</p> <p>Continue to encourage Board members to attend MBVCA-funded events to ensure grant compliance and provide feedback on event</p> <p>Continue to participate on the LGBT Tourist Hospitality Council</p> <p>Continue to participate on the GMBHA Board</p> <p>Continue to partner with the Miami Beach Chamber of Commerce to submit monthly articles for inclusion in their "Miami Beach News"</p> <p>Continue to work with MDPL to develop additional interviews for the Visual Memoirs Project and cross-promote through social media platforms</p>	<p>Distributed grant deadlines through Constant Contact; the MBVCA's website; through Facebook and Twitter pages, and the MBI App</p> <p>Advertised grant deadlines 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>Created new distribution lists within Constant Contact to offer promotional opportunities to the hospitality industry</p> <p>Created a LinkedIn Account for the MBVCA</p> <p>Increased Social Media outreach developed through the MBVCA Facebook page, with links to the MBVCA Twitter and Instagram accounts</p> <p>Partnered with the Miami Beach Chamber of Commerce to submit monthly articles for inclusion in their publication, "Miami Beach News"</p> <p>Posted all press releases and Miami Beach News articles written by H+K to the MBVCA website and blog</p> <p>Further defined the format of pre- and post- PR performance reports to include the requirement of analytics reports</p> <p>Participated on the LGBT Tourist Hospitality Council</p> <p>Worked with MDPL to identify additional interviewees for the Visual Memoirs Project, and cross promote the project through social media outlets</p> <p>Encouraged the development of a promotion or "deal" to promote within the MBI App</p> <p>Included grantee events within the event calendar on the MBI App</p>

Key Intended Outcome	FY 2020/2021 Strategy	FY 2020/2021 Initiative	FY 2019/2020 Accomplishments
<p>Empower professional staff</p>	<p>To support MBVCA Board initiatives and strategies</p>	<p>Continue to professionally represent MBVCA by participating in community and industry boards such as the GMCVB Marketing Committee and various ad-hoc committees throughout the City of Miami Beach and other local partners</p> <p>Continue to participate in conferences that enhance tourism</p> <p>Continue to promote education through the continuance of a Tuition Reimbursement Program</p> <p>Continue to encourage attendance to industry trainings and conferences</p> <p>Continue to maintain technically updated office through digital automation</p>	<p>Updated office entry and conference room doors to meet heightened security requirements</p> <p>Added a security camera and controlled accessed to the MBVCA offices</p> <p>Updated web security measures on computer systems</p> <p>Staff attended City Board and Committee, GMCVB, and Miami Beach Chamber of Commerce tourism-related meetings</p> <p>Updated equipment and software to maintain the MBVCA's level of technological advancement</p> <p>Represented MBVCA by participating in community and industry boards such as the GMCVB Marketing Committee and various ad-hoc committees throughout the City of Miami Beach and local partners as requested</p> <p>Participated in various City and industry committees developed as a result of the global pandemic</p> <p>Continued Tuition Reimbursement Program</p> <p>Continued office digital automation</p>

Financial Profile

ADMINISTRATION RECOMMENDATION

Adopt the Budget

ANALYSIS

BACKGROUND

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

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

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

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

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

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

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

FY 2019/2020 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 2019/2020, the MBVCA funded the TAP in seven categories, including: Development Opportunities, Film Incentive, Major One Time Special Event, Special Events Recurring, Special Projects, Special Projects Recurring, and Tourism Partnerships.

A total of \$1,085,000 was originally awarded in FY 2019/2020, compared to \$1,028,575 in FY 2018/2019. Due to the COVID-19 global pandemic, the total awarded decreased to \$732,519. The decrease was due to the cancellation of several events between the months of March and September 2020 along with an overall reduction to all outstanding grants, due to the decrease in the MBVCA's budget.

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

FY 2019/2020 TOURISM ADVANCEMENT PROGRAM

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

Review process:

For over a decade, the MBVCA has used a multi-level review process for its grant program and the process is reviewed annually. The process includes a mandatory pre-proposal staff conference 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, relevant meeting dates, deadlines, and access to the online Application Portal. The applicant is provided with an overview of the application submission process. All applications are submitted through the online Application Portal in a multi-step format. All grant formats and policies are available on the MBVCA website. By Florida law, all MBVCA meetings are advertised and open to the public; all records are public records.

Annually, the MBVCA Board reviews and refines grant guidelines with respect to efficacy and effectiveness. In FY 2012/2013, the MBVCA implemented changes to its funding caps and declining scale. The new declining scale and funding caps allowed the MBVCA to diversify their funding into other areas and initiatives as requested by the City Administration and/or the Board. In FY 2019/2020 the MBVCA voted to keep the criteria for the Major One Time Special Event and Special Events Recurring grant categories at a total of 275 hotel room nights, along with 1,000,000 in contracted media impressions, and 1,000,000 in contracted viewership. The Special Projects and Special Projects Recurring hotel room night; media impressions, and viewership requirements remained at 2,000; 150,000,000, and 15,000,000, respectively. Although the criteria remainder the same, the Board voted to allow for hotel agreements to be submitted in place of fully executed contracts, to meet the hotel requirement, as long as they were entered into by the Applicant Organization. This allowed for groups to assume less risk when entering agreements and also to encourage new events to apply.

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

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

reporting delivery of Adult 18+ and Households (HH) in Thousands (000) from Nielsen, Over The Top (OTT), or Comscore/Rentrak for viewership.

The MBVCA guidelines and application process place emphasis on defining and measuring the economic impact of each event, as well as, considering the impact and value of marketing, publicity, and television origination/viewership. Questions concerning the economic impact of the program, including requiring an explanation of various aspects of the marketing plan, and how the numbers of hotel room nights are calculated and where they are contracted, are also required as part of the application. Standardized recap sheets and point systems have been developed to give each applicant a score that rates potential success. In 2020/2021, specific point systems will be developed and implemented for each of the grant categories. The redesign will allow for a better alignment with the minimum requirements in place within each grant category, focusing the scoring on the 3 grant criteria in place, of which an applicant must meet 2.

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 Board votes on each specific and individual grant, and evaluates the grant request, funds available, and possible extenuating circumstances after a formal presentation is made by the grant applicant to the Board. A question and answer period follow, with further discussion as needed.

RECURRING PROJECTS:

The MBVCA has a current policy in place to fund recurring projects on a declining scale. The declining scale encourages recurring events to recruit corporate and private sponsorship and; therefore, not solely rely on MBVCA funds as a means of sustaining the event year after year. The award category establishes funding caps for recurring events, funding that can be reduced based on the maximum request for the specific grant category. Below is the current scale, implemented in FY 2012/2013, and applicable to both non and for-profit agencies. The declining scale will remain in place for FY 2020/2021.

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

CATEGORIES:

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

Grant Category	Contracted Hotel Room Nights	Contracted Media Impressions	Contracted Television and/or Cable Broadcast
Development Opportunities	70	200,000	500,000
Film Incentive*	200	N/A	N/A
Major One Time Special Event	200	1,000,000	1,000,000
Special Events Recurring	200	1,000,000	1,000,000
Special Projects	1,500	100,000,000	10,000,000
Special Projects Recurring	1,500	100,000,000	10,000,000
Tourism Partnerships	175	500,000	5,000 (visitors/attendees/participants)

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

Budget

The MBVCA has budgeted \$1,198,900 for FY 2020/2021 for its Tourism Advancement Program which reflects 47% of the total budget. This grant funding reflects a decrease of \$746,100 from FY 2019/2020. This decrease is due to the reduction in the projected resort tax collections for FY 2020/2021 due to the current global pandemic and the MBVCA 50% reduction at the request of the CMB. As a result, grant funding is expected to be reduced.

- The Tourism Partnerships category is budgeted at \$81,000, reflecting 3% of the total budget for 2020/2021. The category currently includes applicants at the maximum request cap of \$30,000. Three applications are anticipated to be received.
- The Major One Time Special Event category, representing 7% of the total budget, is budgeted at \$180,000 for 2020/2021, The MBVCA expects four to five new events to apply at a maximum request of \$45,000 each. The MBVCA works tirelessly to stimulate and recruit new events and is willing and prepared to fund valuable tourism and brand related events. In fact, the MBVCA works with all partners, city leadership and media to solicit appropriate new projects. New applicants are expected to include FIBEGA, Slamdance Film Festival, and two to three additional projects.
- The Special Events Recurring category, reflecting 19% of the total budget, has been calculated at \$500,400 for FY 2020/2021 based on the established declining scale and the number of applicants anticipated to return.
- The Special Projects category is budgeted at \$72,000 with one applicant expected at the maximum request of \$90,000 representing 3% of the total budget.
- The Special Projects Recurring category is budgeted at \$229,500 and represents 9% of the total budget. Anticipated applicants include the Orange Bowl Marketing Campaign; Lifetime Miami Marathon, Half Marathon, and Tropical 5K; the Food Network & Cooking Channel South Beach Wine & Food Festival; Swim Fashion Week - Paraiso 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 Development Opportunities category is budgeted at \$36,000 for FY 2020/2021, representing 1% of the budget; in anticipation of 2 applicants at the maximum request of \$30,000 each.
- The Film Incentive category is budgeted at \$100,000 for FY 2020/2021 representing 1% of the budget.

Partnerships

- The Cultural Tourism Program will be merged with Tourism Enrichment and has been budgeted at \$105,000 for FY 2020/2021, representing 4% of the budget. This revised program will allow for partnerships with the Miami Beach Cultural Arts Council and other institutions to generate and attract between 1 - 3 citywide projects and initiatives that highlight the entire destination.

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

The Miami Design Preservation League (MDPL) in partnership with Close-Up Productions has conducted a total of 130 interviews to date. In previous years, components have included an exhibit that was open to the public daily and free of charge, initially from mid-October through late November 2012, re-opening during Art Deco Weekend 2013. The documentary played on a loop in the lecture hall portion of the Art Deco Welcome Center. An educational component was also developed that included a video and teacher guide for Miami Beach Middle Schools and used as a model for other educational videos to be used with Elementary and High School students. Videos were prepared for archival as part of a statewide university consortium. A digital promotional portal showcasing the video archive with links highlighting other Miami Beach historical resources and housed at institutions in Miami Beach and Miami Dade County, were also developed. The “Windows on Miami Beach” portal generated local interest and support through school contests and online displays created by students and portal partners; daily and weekly calendars of partners’ events; social media linkages that drove people to the new website and its resources; easier access to the interviews, educational videos and curricula produced by the Visual Memoirs Project; patronization of museums and historic sites on Miami Beach, and promoted Miami Beach as a tourist destination through historic and artistic connections.

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

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

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

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

a link with the National Digital Public Library, where usage of the archived material has increased dramatically in the past year.

In addition, a program for students to produce videos incorporating interviews from the Miami Beach Visual Memoirs (MBVM) archive was created. After several in-school presentations, the program was put on hold due to COVID-19 precautions; however, the instructor plans to make the program part of her ongoing curriculum, with plans to introduce the program on the college level in the fall. In addition, the extensive library of edited videos was used as part of the live promotional video streaming for Art Deco Weekend by the City of Miami Beach, in addition to their existing promotional outlets. An additional 4 interviews were also held as of May 2020, with an additional 2 interviews scheduled for later in the fiscal year, bringing the total number of interviews to date to 134.

In 2019/2020, the MBVCA partnered with the City of Miami Beach to assist with the funding of the No Vacancy, Miami Beach project that was scheduled to take place May 7 – 17, 2020. The project is a contemporary art experience that celebrates artists, provokes critical discourse, and invites the public to experience Miami Beach's famed hotels as destination art spaces by turning hotels into temporary cultural institutions. The art was to have been exhibited throughout ten hotels in Miami Beach - lobbies, restaurants, lounges, patio areas, rooms, balconies and swimming pools may serve as the canvas. Due to the pandemic, the project was postponed until 2020/2021, where the MBVCA expects to once again partner with the City to bring the project to fruition.

Initiatives

The MBVCA expects to support new initiatives in FY 2020/2021. Strategic plans, goals and initiatives are developed through consultation; the result of ongoing communications with the Mayor, Commission, and City Administration.

Public Relations Initiative

In FY 2013/2014, the MBVCA issued a Request for Qualifications (RFQ) for a P.R. agency of record to enhance Miami Beach's image, after their initial Request for Proposals (RFP) issued in FY 2011/2012. The MBVCA selected Hill & Knowlton/SAMCOR (H+K) to support the MBVCA efforts by continuing to increase brand awareness through strategic media outreach to consumer and travel trades, major event recruitment, and business and corporate communications programs. There is an allotment of \$250,000, representing 10% of the total budget, towards this effort.

The current contract with H+K runs through September 30, 2020 in FY 2019/2020. Objectives include comprehensive destination marketing and communications consulting services to continue to expand public relations and marketing; an increase to the overall social media footprint through all social media handles, both MBVCA and Experience Miami Beach, and marketing of Miami Beach to international and national visitors, complimenting the efforts of the GMCVB. H+K has an extensive presence in the US and internationally. The agency's ability to network and leverage its global relationships is crucial to the growth of the 'Miami Beach' brand.

H+K created and distributed a total of 15 press releases and pitches during their first year as agency of record, garnering 3,416,581,560 media impressions and 12 press releases during their second year, generating 3,913,341,910 media impressions. In their third year, H+K generated 2,783,369,818 media impressions through the issuance of 12 press releases and a Harris Poll Survey that was conducted to determine why people visit Miami Beach. During their fourth year, H+K developed and released a total of 12 press releases and 1 pitch, generating a total of 1,492,734,059 media impressions, valued at \$15,615,214.75. During its fifth year H+K wrote and released 12 press releases, generating 1,410,465,887 media impressions, valued at \$15,638,438.52. During its sixth year, a total of 15 press releases were written and distributed, generating 1,272,729,422 impressions valued at \$14,353,222.76. During their seventh year, a total of 15 press releases and 1 Audio News Release (ANR) were distributed generating 1,302,477,118 impressions valued at \$1,583,728.46. During their eighth year, a total of 13 press releases were distributed, generating a total of 1,042,610,221 impressions with a value of \$1,041,811.24. In their ninth year in working with the MBVCA, H+K has released a total of 9 press releases to date, generating a total of 575,786,090 media impressions, with a value of \$3,019,177.30. H+K will continue to work with the MBVCA, in collaboration with the GMCVB and City of Miami Beach, to ensure the development and delivery of a cohesive message and marketing campaign as part of luring tourists back to Miami Beach, post-COVID-19, and into the next fiscal year.

Destination Marketing

The Destination Marketing allocation reflects a 15% of the total budget for FY 2020/2021. This allocation provides for the additional placement of stories and press releases on the PR Newswire as well as the continuation of our Blogger Program, FAM trips, and online sweepstakes to promote increased activity on our social media channels. Projects will include the continuation of the Forbes Travel Guide Online Hospitality Training, offered free of charge to Miami Beach-based employees. The online training will allow for a larger number of employees to be trained virtually and according to their role within the organization through the availability of specific Learning Paths. A new registration platform will also allow the ease of registration through the MBVCA's website directly.

The MBVCA is also expected to partner with the City of Miami Beach and the GMCVB to assist with the cost of the destination's re-branding initiative with Lewis & Lois, that will take place in FY 2020/2021.

App Marketing

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

Since its latest version release, the Miami Beach Information (MBI) App has added new and exciting features for the end-user that include a side-swipe feature; listing the information in an A-Z format; the addition of new categories that included Shopping, Nightlife, Art & Culture, and Restaurants, and the creation of “My Miami Beach” section where users can add events, photos, and itineraries as they navigate the App. The App also features a “Deals” section that has special promotional rates or offers developed by MBVCA grantees that can be cross promoted through MBVCA grantees and special media pages such as Facebook, Twitter, and Instagram. The App has now been downloaded nearly 14,850 times (as of June 2020), across the Android and iOS platforms. Approximately half of all downloads come from European users seeking to learn about Miami Beach.

Funding has not been allocated for FY 2020/2021 due to the current pandemic and the reduction to the operating budget. The MBVCA will continue to promote the use of the App through their various social media channels. In addition, virtual events and promotions will also be featured on the App.

IT Development

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

Currently, the API is fully functional with 252 different categories of businesses, each averaging 90 different services and amenities. Web and App developers can use these attributes to create new and exciting experiences for their end-users.

Due to the budget reduction, \$0 has been allocated in FY 2020/2021 towards IT development and marketing of the API/App in FY 2020/2021. The MBVCA will continue to work with City personnel to ensure the business information within the API is the most up to date.

Research and Development

The MBVCA 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. Due to the reduction in the FY 2020/2021 budget, the MBVCA has not allocated funding towards this effort. They will continue to work with their PR firm of record, to compile a list of major events that could be attracted to the destination. The MBVCA will also to continue to work with local partners.

Projected Cash Flow Reserve

The MBVCA has budgeted \$2,000 of the total budget, for cash flow reserve in FY 2020/2021. The City of Miami Beach allots resort tax payments to the MBVCA a month after its collection; therefore, as a fiscal responsibility, the MBVCA has built in a projected cash flow reserve to its budget to ensure that all grants awarded will have the necessary funds to be reimbursed upon proper request and documentation.

Administration and Overhead

The MBVCA's administration and benefits costs are budgeted at \$432,000 for FY 2020/2021. This figure represents 17% of the total budget. The overhead allocation is budgeted at \$150,000 which reflects 6% of the overall budget. The decrease from FY 2019/2020 is attributed to the reduction in costs related to office supplies, office equipment upgrades, and the elimination of cost of living and merit increases. The total administration and overhead are 23% of the total budget.

Reserves

A total of \$1,500,000 is being transferred from reserves to supplement the FY 2020/2021 budget.

	APPROVED	REDUCED	PROPOSED		% OF
	FY 2019.2020	FY 2019.2020	FY 2020.2021	VARIANCE	PROPOSED
					FY 2020.2021
					BUDGET
REVENUES					
Unrestricted					
Rollover	\$ 375,000	\$ 375,000	\$ -	\$ (375,000)	-100%
Reserves	\$ -	\$ -	\$ 1,500,000	\$ 1,500,000	100%
Projected Resort Tax	\$ 2,940,000	\$1,906,048	\$ 1,075,000	\$ (1,865,000)	-63%
TOTAL REVENUES	\$ 3,315,000	\$ 2,281,048	\$ 2,575,000	\$ (740,000)	-22%
EXPENDITURES					
Administration & Benefits	\$ 449,500	\$ 449,500	\$ 432,000	\$ (17,500)	17%
Operating Expenses	\$ 215,500	\$ 200,108	\$ 150,000	\$ (65,500)	6%
Capital	\$ 5,000	\$ -		\$ (5,000)	0%
Total Administration	\$ 670,000	\$ 649,608	\$ 582,000	\$ (88,000)	23%
GRANTS - Tourism Advancement Program					
Tourism Partnerships	\$ 90,000	\$ 90,000	\$ 81,000	\$ (9,000)	3%
Major One Time Special Event	\$ 265,000	\$ -	\$ 180,000	\$ (85,000)	7%
Special Events Recurring	\$ 786,000	\$ 475,000	\$ 500,400	\$ (285,600)	19%
Special Projects	\$ 90,000	\$ 180,000	\$ 72,000	\$ (18,000)	3%
Special Projects Recurring	\$ 374,000	\$ 251,000	\$ 229,500	\$ (144,500)	9%
Film Incentive	\$ 250,000	\$ -	\$ 100,000	\$ (150,000)	4%
Development Opportunities	\$ 90,000	\$ 150,000	\$ 36,000	\$ (54,000)	1%
Total Tourism Adv. Program	\$ 1,945,000	\$ 1,146,000	\$ 1,198,900	\$ (746,100)	47%
PARTNERSHIPS					
Cultural Tourism	\$165,000	\$ -	\$ -	\$ (165,000)	0%
Tourism Enrichment	\$ 80,000	\$ 30,000	\$ 105,000	\$ 25,000	4%
Total	\$ 245,000	\$ 30,000	\$ 105,000	\$ (140,000)	4%
MARKETING/PR/TECHNOLOGY					
Marketing/Communications and PR	\$ 250,000	\$ 250,000	\$ 250,000	\$ -	10%
Destination Marketing	\$ 108,000	\$ 108,000	\$ 387,100	\$ 279,100	15%
APP Marketing	\$ 10,000	\$ -	\$ -	\$ (10,000)	0%
IT Development	\$ 30,000	\$ 45,000	\$ -	\$ (30,000)	0%
Total	\$ 398,000	\$ 403,000	\$ 637,100	\$ 239,100	25%
OTHER					
Initiatives	\$ 50,000	\$ 50,000	\$ 50,000	\$ -	2%
R&D	\$ 5,000	\$ 440	\$ -	\$ (5,000)	0%
Projected Cash Flow Reserve	\$ 2,000	\$ 2,000	\$ 2,000	\$ -	0%
Total Other	\$ 57,000	\$ 52,440	\$ 52,000	\$ (5,000)	2%
TOTAL	\$ 3,315,000	\$2,281,048	\$ 2,575,000	\$ (740,000)	-22%

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

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

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

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

In FY 2020/2021, the MBVCA will continue to solely accept applications electronically. All applications are required to be submitted through the MBVCA's Application Portal, except for the organization's reviewed or audited financials that must be sent to the MBVCA Administration directly by the organization's CPA. The Application Portal enables applicants to complete their application completely online. In addition, the Application Portal will continue to allow for all communications between MBVCA staff and grant applicants to take place electronically, including application status updates; informational items, and the corrections required of the application during the draft submission period. This allows applicants to receive information in real time, allowing for a better overall communication process. The MBVCA application submission process will also continue to be streamlined into a multi-step system in fiscal year 2020/2021, where grant criteria must be submitted first, in order to determine eligibility. Due to the global pandemic, required pre-proposal conferences will be held via conference call or Zoom, rather than in-person, until conditions allow for live meetings to be held.

The MBVCA also has a policy in place to formally fund recurring projects on a declining scale. The scale encourages recurring events to recruit corporate and private sponsorship and; therefore, not solely rely on MBVCA funds as a means of sustaining the event. The awards mandate funding caps for recurring events, that are diminished based on the maximum request for the specific grant category and the year in which the event is in within the declining scale. This policy continued in fiscal year 2019/2020 and will continue during the upcoming fiscal year within the Special Events Recurring and Special Projects Recurring grant categories. The MBVCA continues to encourage new events to the destination; therefore, they have maintained the percentage decrease in the funding amounts a recurring event may request.

The North Beach Incentive Program originally developed in fiscal year 2013/2014 to encourage additional tourist-driven events, to take place in the North Beach area of Miami Beach, has been retired due to a small number of applicants during fiscal year 2017/2018. It has since been rolled into the Development Opportunities grant category. Development

Opportunities was revived in 2019/2020 and will continue to be made available in 2020/2021 as a one-time grant with lower qualifying criteria as compared to our other grant categories. This will encourage smaller event producers to the destination and possibly grow their event.

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

The Film Incentive Grant Program will continue to be updated to be better aligned with the film industry and will be offered to scripted feature films, scripted television shows, short films, and TV or streaming service pilots or series, in fiscal year 2020/2021. Further, the hotel room requirement will be reduced from 250 hotel room nights to 200 hotel room nights, for the upcoming fiscal year. The Program will be also promoted through the City of Miami Beach's Film Office; the Miami Dade County's Film Office; Film Florida; through film festival grantee organizations, and through publications such as Cast & Crew to assist with the promotion of the program to possibly attract new productions to the destination.

Due to the challenges posed by the pandemic, the maximum grant requests for each of the MBVCA's grant categories will remain at the same level in FY 2020/2021, to encourage grant applicants to return to the MBVCA once current conditions allow for special events to take place.

To further attract new events to the destination and also encourage past grantees to return to the MBVCA, the minimum hotel room night criteria for the Major One Time Special Event and Special Events Recurring grant categories will once again be decreased from 275 hotel room nights to 200 hotel room nights, in fiscal year 2020/2021. The Special Projects and Special Projects Recurring minimum grant criteria will also be reduced in fiscal year 2020/2021, with the hotel room night requirement decreasing from 2,000 hotel room nights to 1,500 hotel room nights; the contracted media impressions requirement reduced from 250,000,000 media impressions to 100,000,000 media impressions, and the viewership requirement reduced from 15,000,000 to 10,000,000. The Tourism Partnerships hotel room night requirement will also be reduced from 200 room nights to 175 hotel room nights. Hotel agreements will continue to be accepted, in addition to hotel contracts, to meet the minimum criteria in place for each grant category. The revision to the language will allow for a broader number of organizations to be able to meet the MBVCA's minimum criteria in place.

The MBVCA implemented additional checks and balances in fiscal year 2015/2016, through the development of a more detailed hotel pick-up form for hoteliers to complete as part of the grant recipients' final reports and an internal verification process conducted by staff. The MBVCA also revised their existing point system to be better aligned with the grant criteria in place. In FY 2020/2021, the Executive Summary developed by staff will be revamped to offer Board Members a clearer picture of the grant applications being presented for their review.

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

Direct Impact

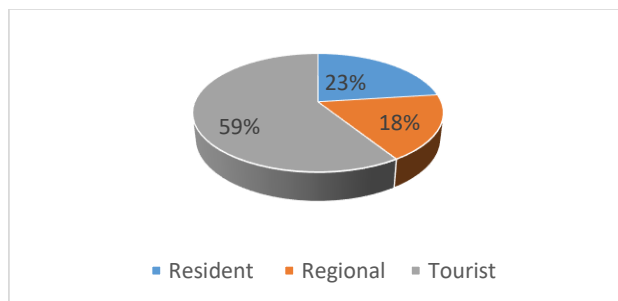
Direct impact of MBVCA sponsored events in Miami Beach is derived from the calculating the average of the projects' overall impacts to the City of Miami Beach. Grant recipients are asked for the hotel room nights, media impressions, and/or viewership figures their events generated. The figures are determined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

2019/2020 General Tourism Highlights

- Hotel rooms (as of October 2020) – 21,257
- Overnight Visitors (2019-Miami Beach) – 9,196,000 (of 24.2 million visitors to Miami Dade County)
- Average Room Rate (as of September 2020) - \$261.46
- Average RevPar (January to September 2020) – \$109.79
- Average Occupancy (as of September 2020) – 42.2%

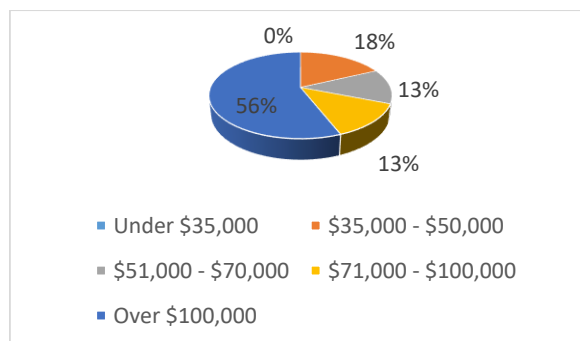
Total Attendance of MBVCA Sponsored Events – 428,080

○ Resident	23%
○ Regional	18%
○ Tourist	59%



- Number of Events in Miami Beach – 1,082
- Job Creation – 8,984
- Average Organizational Budgets of MBVCA sponsored events – \$5,584,659
- Annual Income of Attendees

○ Under \$35,000	– 0%
○ \$35,000 - \$50,000	– 18%
○ \$51,000 - \$70,000	– 13%
○ \$71,000 - \$100,000	– 13%
○ Over \$100,000	– 56%



GRANT BY CATEGORY

Category	Recipient	Event/Project	Grant Request	Actual Funding
Development Opportunities	GR8 Miami, LLC	Once Upon a Kitchen	\$30,000	\$30,000
	FUNKSHION Productions, LLC*	Paraiso Swim Fashion Week - Miami Beach	\$30,000	\$19,530
	URGE Miami, LLC	Circuit Festival Miami	\$30,000	\$30,000
	Zero Fractal F/A for Celebrity Soccer Match LLC	Celebrity Beach Soccer Proudly Supporting Best Buddies	\$30,000	\$30,000
Film Incentive				
Applications were not received for this category in 2019/2020				
Major One Time Special Event				
Applications were not received for this category in 2019/2020				
Special Events Recurring	Aqua Foundation for Women	Aqua Girl	\$32,000	\$20,832
	CI Foundation	South Beach Seafood Festival	\$24,000	\$24,000
	GroundUp Music Productions, LLC	GroundUp Music Festival	\$28,000	\$18,228
	LTF Triathlon Series LLC	LIFE TIME Miami Marathon and Half Marathon	\$28,000	\$18,228
	Model Volleyball	Model Volleyball	\$40,000	\$26,040
	National LGBTQ Task Force	2020 Winter Party Festival	\$24,000	\$15,624
	NATPE	NATPE Miami	\$28,000	\$18,228
	SCOPE Art Fair, Inc.	SCOPE Miami Beach 2019	\$32,000	\$20,832
	UNTITLED, Art	UNTITLED, Art in Miami Beach	\$28,000	\$28,000
	Van Daalen Tennis, LLC	2019 ITF Young Seniors World Championships 35-40-45	\$40,000	\$40,000
	Special Projects	Miami Super Bowl Host Committee	Super Bowl Host Committee Marketing Campaign and Ancillary Events	\$90,000
Special Projects Recurring	Florida International University	2020 Food Network & Cooking Channel South Beach Wine + Food Festival	\$85,000	\$55,335
	Orange Bowl Committee	2019 Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	\$85,000	\$85,000
Tourism Enrichment	Miami Design Preservation League	Miami Beach Visual Memoirs Project	\$30,000	\$19,530
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$30,000	\$19,530
	Miami Beach Chamber of Commerce	Visit Miami Beach Welcome Center	\$30,000	\$19,530
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	\$30,000	\$19,530

Category	Recipient	Event/Project	Hotel Room Nights	Viewership	Impressions
Development Opportunities	Zero Fractal F/A for Celebrity Soccer Match LLC	Celebrity Soccer Match proudly supporting Best Buddies	81	0	80,474,631
	GR8 Miami LLC	Once Upon a Kitchen	84	0	562,698,260
	URGE Miami	Circuit Festival Miami	218	0	348,000
	FUNKSHION Productions	Paraiso Swim Fashion Week Miami Beach	122	11,775,000	482,513,328
Film Incentive					
Applications were not received for this category in 2019/2020					
Major One Time Special Event					
Applications were not received for this category in 2019/2020					
Special Events Recurring	Aqua Girl Foundation	Aqua Girl	323	0	1,406,931
	CI Foundation	South Beach Seafood Festival	279	0	96,902,589
	GroundUp Music Festival	GroundUp Music Festival	426	0	1,332,026
	LTF Triathlon Series LLC	LIFE TIME Miami Marathon & Half Marathon	640	0	7,268,219
	Model Volleyball	Model Volleyball Tournament	357	0	1,003,000,000
	National LGBTQ Task Force	2020 Winter Party Festival	410	0	30,596,051
	NATPE	NATPE Miami 2020	7,316	0	705,841,460
	SCOPE Art Fair, Inc.	SCOPE Miami Beach 2018	384	0	304,648,863
	UNTITLED, Art.	UNTITLED, Art in Miami Beach	310	0	1,216,358,000
	Van Daalen Tennis, LLC	ITF Young Seniors World Championships 35-40-45	1,404	0	13,465,175
Special Projects	Super Bowl Host Committee	Super Bowl Host Committee Campaign and Ancillary Events	2,735	0	189,676,944,153
Special Projects Recurring	Florida International University-SOBEWFF	2020 Food Network & Cooking Channel South Beach Wine & Food Festival	2,072	0	2,602,326,314
	Orange Bowl Committee	2019 Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	0	16,700,426	3,178,432,428
Tourism Enrichment	Miami Design Preservation League	Miami Beach Visual Memoirs Project	0	0	0
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBT Visitor Center	0	0	720,000
	Miami Beach Chamber of Commerce	Visit Miami Beach Welcome Center	0	0	1,700,000
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	350	0	5,030,539

Category	Event	Rooms	Average Daily Room Rate	Occupancy	Estimated Revenue to Hoteliers	Estimated Income to the City 2% Resort Tax	Estimated Income to MBVCA; 5% of 2% Resort Tax
Development Opportunities	Celebrity Beach Soccer benefitting Best Buddies	81	\$216.01	73.2%	\$17,496.79	\$349.94	\$17.50
	Circuit Festival Miami	218	\$463.36	85.5%	\$101,012.46	\$2,020.25	\$101.01
	Once Upon a Kitchen	84	\$463.36	85.5%	\$38,922.22	\$778.44	\$38.92
	Paraiso Swim Fashion Week –Miami Beach	122	\$166.31	19.9%	\$20,289.80	\$405.80	\$20.29
Film Incentive							
Applications were not received for this category in 2019/2020							
Major One Time Special Event							
Applications were not received for this category in 2019/2020							
Special Events Recurring	2019 ITF Young Seniors World Championships	1,404	\$222.82	72.3%	\$312,839.26	\$6,256.79	\$312.84
	Aqua Girl	323	\$189.73	57.0%	\$61,282.77	\$1,225.66	\$61.28
	2020 Winter Party Festival	410	\$296.87	66.4%	\$121,716.68	\$2,434.33	\$121.72
	GroundUp Music Festival	426	\$432.82	76.5%	\$236,119.70	\$4,726.19	\$236.32
	LIFE TIME Miami Marathon & Half Marathon	640	\$432.82	76.5%	\$277,004.78	\$5,540.10	\$277.00
	Model Volleyball	280	\$380.67	86.1%	\$106,587.58	\$2,131.75	\$106.59
	NATPE Miami	7,316	\$324.79	88.8%	\$2,376,163.62	\$47,523.27	\$2,376.16
	SCOPE Miami Beach 2019	384	\$463.36	85.5%	\$177,930.22	\$3,558.60	\$177.93
	South Beach Seafood Festival	275	\$222.10	75.0%	\$61,077.48	\$1,221.55	\$61.08
UNTITLED, Art in Miami Beach	310	\$463.36	85.5%	\$143,641.58	\$2,872.83	\$143.64	
Special Projects	Super Bowl Host Committee Marketing Campaign and Ancillary Events	2,735	\$586.45	81.6%	\$1,603,940.73	\$32,078.81	\$1,603.94
Special Projects Recurring	2019 Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	0	\$522.55	91.2%	\$0	\$0	\$0
	2020 Food Network & Cooking Channel South Beach Wine + Food Festival	2,702	\$392.29	88.8%	\$882,824.86	\$16,256.50	\$812.82
Tourism Enrichment	Miami Design Preservation League	0	\$261.46	42.2%	\$0	\$0	\$0
Tourism Partnerships	LGBT Visitor Center	0	\$261.46	42.2%	\$0	\$0	\$0
	Miami Beach Watersports Center, Inc.	350	\$261.46	42.2%	\$91,510.98	\$1,830.22	\$91.51
	Visit Miami Beach Welcome Center	0	\$261.46	42.2%	\$0	\$0	\$0

Category	Organization	Event	Total Dollar Value Spent on Advertising ¹	Domestic Advertising	International Advertising	Total Dollar Value Spent on Television
Development Opportunities	GR8 Miami LLC	Once Upon a Kitchen	\$6,900	\$6,210	\$690	\$0
	FUNKSHION Productions, LLC	Paraiso Swim Fashion Week - Miami Beach	\$50,000	\$25,000	\$25,000	\$375,000
	URGE Miami LLC	Circuit Festival Miami	\$3,985	\$3,706	\$279	\$0
	Zero Fractal F/A for Celebrity Soccer Match	Celebrity Soccer Match proudly supporting Best Buddies	\$25,000	\$25,000	\$0	\$25,000
Film Incentive						
Applications were not received for this category in 2019/2020						
Major One Time Special Event						
Applications were not received for this category in 2019/2020						
Special Events Recurring	Aqua Girl Foundation	Aqua Girl	\$23,570	\$21,213	\$2,357	\$0
	CI Foundation	South Beach Seafood Festival	\$320,000	\$320,000	\$0	\$17,000
	GroundUp Music Productions, Inc.	GroundUp Music Festival	\$15,364	\$13,828	\$1,536	\$0
	LTF Triathlon Series LLC	LIFE TIME Miami Marathon & Half Marathon	\$423,533	\$338,826	\$84,707	\$0
	Model Volleyball	Model Volleyball Tournament	\$300,000	\$225,000	\$75,000	\$0
	National LGBTQ Task Force	2020 Winter Party Festival	\$149,338	\$141,871	\$7,467	\$20,000
	NATPE	NATPE Miami	\$293,073	\$2,930	\$263,766	\$0
	SCOPE Art Fair, Inc.	SCOPE Miami Beach 2019	\$14,755,172	\$8,115,345	\$6,639,827	\$0
	UNTITLED, Art.	UNTITLED, Art in Miami Beach	\$31,280	\$25,024	\$6,256	\$0
	Van Daalen Tennis, LLC	ITF Young Seniors World Championships 35-40-45	\$47,660	\$47,660	\$0	\$0
Special Projects	Super Bowl Host Committee	Super Bowl Host Committee Marketing Campaign & Ancillary Events	\$2,000,000	\$2,000,000	\$0	\$0
Special Projects Recurring	Florida International University	2020 Food Network & Cooking Channel South Beach Wine & Food Festival	\$2,000,000	\$1,940,000	\$60,000	\$800,000
	Orange Bowl Committee	2019 Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	\$505,000	\$505,000	\$0	\$119,479
Tourism Enrichment	Miami Design Preservation League	Miami Beach Visual Memoirs Project	\$0	\$0	\$0	\$0
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$35,000	\$17,500	\$17,500	\$0
	Miami Beach Chamber of Commerce	Visit Miami Beach Welcome Center	\$15,000	\$7,500	\$7,500	\$0
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	\$24,000	\$22,560	\$1,440	\$0

¹ Includes actual, in-kind, and barter

Category	Recipient	Event/Project	Funding	HRN Contracted	HRN Generated	Variance
Development Opportunities	GR8 Miami, LLC	Once Upon a Kitchen	\$30,000	119	84	-41.67%
	FUNKSHION Productions, LLC	Swim Fashion Week - Paraiso Miami Beach	\$19,530	89	122	27.05%
	URGE Miami, LLC	Circuit Festival Miami	\$30,000	248	218	-13.76%
	Zero Fractal F/A for Celebrity Soccer Match LLC	Celebrity Beach Soccer benefitting Best Buddies	\$30,000	76	81	6.6%
Film Incentive						
Applications were not received for this category in 2019/2020						
Major One Time Special Event						
Applications were not received for this category in 2019/2020						
Special Events Recurring	Aqua Foundation for Women	Aqua Girl	\$20,832	325	323	-.6%
	CI Foundation	South Beach Seafood Festival	\$24,000	300	279	-26.89%
	GroundUp Music Festival	GroundUP Music Festival	\$18,228	300	426	42%
	LTF Triathlon Series LLC	LIFE TIME Miami Marathon and Half Marathon	\$18,228	377	640	69.8%
	Model Volleyball	Model Volleyball Tournament	\$26,040	275	357	29.8%
	National LGBTQ Task Force	2020 Winter Party Festival	\$15,624	571	410	-28.1%
	NATPE	NATPE Miami	\$18,228	7,368	7,316	-.71%
	SCOPE Art Fair, Inc.	SCOPE Miami Beach 2019	\$20,832	286	384	34.3%
	UNTITLED, Art.	UNTITLED, Art in Miami Beach	\$28,000	364	310	-14.8%
	Van Daalen Tennis, LLC	ITF World Senior Team and Individual Championships	\$24,000	2,101	1,404	-33.2%
Special Projects	Miami Super Bowl Host Committee	Super Bowl Host Committee Marketing Campaign and Ancillary Events	\$58,950	14,091	2,735	-80.5%
Special Projects Recurring	Florida International University	2020 Food Network & Cooking Channel South Beach Wine + Food Festival	\$55,335	2,919	2,072	-29.0%
	Orange Bowl Committee	2019 Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	\$85,000	0	0	0.00%
Tourism Enrichment	Miami Design Preservation League	Miami Beach Visual Memoirs Project	\$19,530	0	0	0.0%
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$19,530	0	0	0.00%
	Miami Beach Chamber of Commerce	Visit Miami Beach Welcome Center	\$19,530	0	0	0.00%
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	\$19,530	209	350	67.4%

Yearlong

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

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

Through a partnership with Forbes Travel Guide and support from the Greater Miami and The Beaches Hotel Association (GMBHA), the MBVCA hosted several training events for Miami Beach based employees – one live training day and 12 online webinars. Each event included multiple training sessions, each two hours in duration. The **January 14, 2020** training presented sessions for Front Line employees as well as Leadership. All training sessions were offered free of charge, with the live session taking place at the Miami Beach Woman’s Club. In addition to the live training event, the MBVCA partnered with Forbes Travel Guide to offer a Frontline and Leadership interactive online training courses on 4 different dates beginning on **August 25, 2020 through September 17, 2020**. These sessions were also presented free of charge to Miami Beach hospitality employees. In addition to the live training events, a robust online training certification program offered through Lobster Ink, consisting of six different learning paths was also made available. These paths allow for specialized training by functional area and include modules specific to Front of House, Back of House, Bar, Pool, Dining as well as a general introduction to luxury hospitality standards. An Essential Rebound Training program was also been included to prepare hospitality employees on current standards that have been implemented due to the pandemic. In total, **1,161 Miami Beach hospitality employees** received training throughout the fiscal year.

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

www.forbestravelguide.com

Miami Beach Visual Memoirs Project – Miami Design Preservation League

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

The organizers continued to explore strategic partnerships with other institutions with a shared interest in Miami Beach history, such as a partnership with Florida International University’s Digital Library. This resulted in a link with the National Digital Public Library, where usage of the archived material has increased dramatically in the past year. In addition, a program for students to produce videos incorporating interviews from the Miami Beach Visual Memoirs (MBVM) archive was created. After several in-school presentations, the program was put on hold due to COVID-19 precautions; however, the instructor plans to make the program part of her ongoing curriculum, with plans to introduce the program on the college level in the fall. In addition, the extensive library of edited videos was used as part of the live promotional video streaming for Art Deco Weekend by the City of Miami Beach, in addition to their existing promotional outlets. An additional 6 interviews and were conducted along with 5 news stories, bringing the **total number of interviews to 137** since the inception of the project in 2011.

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

www.miamibeachvisualmemoirs.com

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

FY 2019/2020	\$19,530
FY 2018/2019	\$30,000
FY 2017/2018	\$30,000
FY 2016/2017	\$30,000
FY 2015/2016	\$30,000
FY 2014/2015	\$30,000
FY 2013/2014	\$30,000
FY 2012/2013	\$30,000
FY 2011/2012	\$30,000
FY 2010/2011	\$30,000
FY 2009/2010	\$30,000
FY 2008/2009	\$30,000
FY 2007/2008	\$30,000
FY 2006/2007	\$30,000
FY 2005/2006	\$30,000
FY 2004/2005	\$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

The rowing series promoted North Beach to national and international universities as a desirable watersports destination. The Center attracted a combination of over **5,000 participants and spectators**, between **October 1, 2019 and September 30, 2020**. As a result, **350 hotel room nights** were generated in Miami Beach. The project included a major rowing race, winter and spring training camps, regattas, summer camps, and year-round programs for youth and adults in the community. They also offered the rental of their 400-person conference space. Utilization of the rowing center reflects the commitment of the MBVCA to attract events that generate national and international acclaim. In addition, the Center generated **5,030,539 media impressions** through a combination of promotional efforts and media coverage.

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

www.rowmiamibeach.com

LGBT Visitor Center - MDGLCC Foundation, Inc.

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

The LGBT Visitor Center provides tourists with the resources to ensure a successful stay in Miami Beach, while promoting socioeconomic development and tourism. In addition to their daily services, the Center proudly offers ongoing panel discussions, educational workshops, special social events, recovery & support groups, and dance & fitness classes. In 2019/2020, the Center received **5,201 total walk-in visitors**. It also maintained its online presence and generated **720,000 media impressions** through its partnership with Here Media for placement in Advocate and Out Magazine, along with Hot Spots, and Towleroad.com. The Center received additional promotion through the GMCVB, social media, flyers, and the LGBT Weekly E-Blast Newsletter. The Center was closed for half the year due to the pandemic.

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

Visit Miami Beach Welcome Center – Miami Beach Chamber of Commerce

FY 2019/2020	\$19,530
FY 2018/2019	\$30,000
FY 2017/2018	\$30,000
FY 2016/2017	\$30,000
FY 2015/2016	\$30,000
FY 2014/2015	\$30,000
FY 2013/2014	\$30,000
FY 2012/2013	\$30,000
FY 2011/2012	\$30,000
FY 2010/2011	\$30,000
FY 2009/2010	\$30,000
FY 2008/2009	\$30,000
FY 2007/2008	\$30,000
FY 2006/2007	\$30,000
FY 2005/2006	\$30,000
FY 2004/2005	\$40,000
FY 2003/2004	\$40,000
FY 2002/2003	\$20,000
FY 2001/2002	\$75,000
FY 2000/2001	\$26,000
FY 1999/2000	\$26,000
FY 1998/1999	\$25,000
FY 1997/1998	\$25,000
FY 1996/1997	\$25,000

The Miami Beach Visitors Center, located at 530 17th Street, has been operating in its new location for a second year. Their main objective is to promote the City of Miami Beach as the ultimate tourist destination. Their friendly staff assists locals as well as tourists with a multitude of needs such as hotel and restaurant reservations, tours, attractions bookings and much more. The Miami Go Card and Explorer pass are also sold at the Visitors Center. In addition, their updated website, MiamiBeachGuest.com, attracts visitors from international, regional and local destinations and promotes a variety of local businesses. The Center works closely with the City of Miami Beach, the GMCVB, and other tourist related entities to ensure that their resources on promoting the destination are coordinated and maximized. Although the Center was closed for half the year due to the pandemic, they received **10,051 visitors**. The Center continued to focus its resources on a Search Engine Optimization (SEO) campaign that increased non-local media impressions. To date, the Center also generated **1,700,000 media impressions**.

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

www.MiamiBeachGuest.com

October 2019

Aqua Girl - Aqua Foundation for Women

FY 2019/2020	\$20,832
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	\$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

Aqua Girl took place from **October 3 - 6, 2019**, and celebrated its 20th year. This event creates a safe space for LGBTQ women and their allies to showcase and explore music, the arts, connection and equality. This year's festival, being held across Miami Beach, featured 8 events that included cocktail parties with live performances, celebrity chef activations, pool parties featuring national female DJs and producers, choreographed dance troupes and percussionists, a wide variety of comedians and spoken word performances surrounded by live and stationary art exhibits. The event attracted **6,145 LGBTQ women** from across the world to Miami Beach and generated **323 hotel room nights** in Miami Beach. All proceeds from the festival benefited the Aqua Foundation for Women, a non-profit organization that serves to support the LGBTQ community in South Florida. A total of **1,406,931 media impressions** were generated as a result of ad placement and media coverage.

This event satisfies the MBVCA's core initiative of attracting gay and lesbian events to the destination.

www.aquafoundation.org

2019 ITF Young Seniors World Championships 35-40-45 – Van Daalen Tennis, LLC

FY 2019/2020 \$40,000
FY 2018/2019 \$45,000

The International Tennis Federation (ITF) Young Seniors World Tennis Championships is a 15-day marquee event that took place **October 19 – November 2, 2019** throughout Miami Beach. A total of 117 teams (**430 players**) from 31 nations visited Miami Beach to compete in the World Team Championships, with an additional **338 players** competing in the World Individual Championships. As a result, a total of **1,404 hotel nights** were generated in Miami Beach, along with **13,465,175 media impressions** generated through a combination of marketing efforts and media coverage.

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

www.itfmia.com

South Beach Seafood Festival – CI Foundation

FY 2019/2020 \$24,000
FY 2018/2019 \$28,000
FY 2017/2018 \$32,000
FY 2015/2016 \$40,000
FY 2014/2015 \$40,000

The South Beach Seafood festival is a 4-day festival that took place from **October 22 – 26, 2019**. This culinary festival created an experience to attract tourists and locals to enjoy a culinary showcase featuring some of Miami Beach's very own restaurants and kicking off stone crab season. Events included Crabs, Slabs and Cabs; Cooking & Cocktails; An Evening at Joe's Stone Crab; a Chef Showdown, and the main seafood festival at Lummus Park. The event attracted **approximately 16,000 attendees** to its 5 events, all of which took place in locations on Miami Beach. The event was covered by over 200 media representatives from local and regional media organizations, along with the national production team from The Food Network, who featured the Festival through a dedicated episode of 'Food Paradise', generating **1,131,000 in viewership**. The Festival delivered **279 hotel nights** and generated **96,902,589 media impressions** through local and national promotional efforts and media coverage.

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

www.sobeseafoodfest.com

November 2019

FY 2019/2020 \$30,000

Celebrity Beach Soccer Proudly Supporting Best Buddies– Zero Fractal F/A for Celebrity Soccer Match LLC

Celebrity Beach Soccer, celebrating its 2nd year, took place on **November 23, 2019** in North Beach. It featured a Celebrity Soccer exhibition played 7-on-7 match played by some of the world's biggest name athletes, Sports Illustrated Swimsuit model search contestants and current and former Swimsuit models. The event generated **81 hotel room nights** and **80,474,631 media impressions**. It was held at the North Beach Bandshell Sand Bowl and all attracted **1200 attendees**. The event served as a fundraiser for the organization whose goal was met by this event.

This project satisfied the MBVCA's core initiative of attracting health and fitness events to the destination.

www.celebritysoccermatch.com

FY 2019/2020 \$30,000

Circuit Festival Miami – URGE Miami, LLC

Circuit Festival-Barcelona celebrated its inaugural event on Miami Beach **November 28 – December 2, 2019**. This event took place during the Thanksgiving holiday weekend and offered a fun, gay dance festival getaway. Circuit Festival Miami activated 7 events in Miami Beach out of a total of 12 events and attracted **10,000 attendees overall**; 55% of which were out of town visitors. The event generated **218 hotel room nights** and **348,000 media impressions**.

This project satisfied the MBVCA's core initiative of attracting LGBT tourism to the destination.

www.circuitfestival.net/miami/

Once Upon a Kitchen – GR8 Miami LLC

FY 2019/2020 \$30,000

Once Upon a Kitchen was a Michelin Star tour-de-force collaboration between four of the world's greatest chefs - Massimo Bottura, Mauro Colagreco, Alex Atala and Antonio Bachou, with renowned winemaker Roberto Cipresso presiding that delivered an extraordinary 7 course wine-paired extravaganza - an unprecedented culinary experience designed to kick off one of the most exciting event filled weeks on Miami Beach, Miami Art Week. This event took place **November 30 through December 1, 2019** at the New World Center and W Hotel, Miami Beach, and attracted **270 attendees**. The event was endorsed by Forbes Travel Guide and had a not-for profit charitable partner in Food for Soul, an organization founded by Massimo Bottura and his wife Laura Gilmore. The event generated **84 hotel room nights** in Miami Beach and **562,698,260 media impressions**.

This project satisfies the MBVCA's core initiatives of attracting food and wine events to the destination.

thegr8experience.com/once-upon-a-kitchen-mia

December 2019

SCOPE Miami Beach 2019 – SCOPE Art Fair Inc.

FY 2019/2020 \$20,832
FY 2018/2019 \$40,000
FY 2017/2018 \$24,000
FY 2016/2017 \$28,000
FY 2015/2016 \$32,000
FY 2014/2015 \$30,000
FY 2013/2014 \$45,000

The Scope Art Show took place **December 3 – 8, 2019** and welcomed **nearly 60,000 attendees** to the art show and ancillary events. Events included a 6-day art show; preview event; artisan series finale event; SCOPE Official Party, various panel discussions, and a VIP Cocktail Party. A total of **384 hotel room nights** were generated in Miami Beach as a result. Media coverage was received from local, national, and international outlets including The New York Times, Artnet, Artsy, Miami New Times, Hi-Fructose, Whitewall Magazine, Blouion, Artinfo, and many more, generating **304,648,863 media impressions**.

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

www.scope-art.com

UNTITLED, Art in Miami Beach. – UNTITLED, Art.

FY 2019/2020 \$28,000
FY 2018/2019 \$32,000
FY 2017/2018 \$40,000
FY 2015/2016 \$28,000
FY 2014/2015 \$32,000
FY 2013/2014 \$40,000
FY 2012/2013 \$45,000

In its eighth year, this international art fair took place **December 3 – 8, 2019** and attracted over **45,000 attendees**, breaking another attendance record. The fair presented an innovative program of events to which top accolades were received from visitors and exhibitors and included 126 galleries from 27 countries and 56 cities. Events included VIP and press reviews that were very well attended. Strong sales, including some sold-out booths were reported for return and new participants, alike. A total of **310 hotel room nights** in Miami Beach were generated as a result of the fair's success. In addition, **1,216,358,000 media impressions** were generated through a combination of ad placement and media coverage from outlets such as ArtNews, ARTFORUM, infobae, and many more.

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

www.untitledmiamibeach.com

2019 College Football Playoff Semifinal at the Capital One Orange Bowl Game Marketing Campaign and Ancillary Events - Orange Bowl Committee

FY 2019/2020 \$85,000
FY 2018/2019 \$51,000
FY 2017/2018 \$59,500
FY 2016/2017 \$68,000
FY 2015/2016 \$85,000
FY 2014/2015 \$48,450
FY 2013/2014 \$59,500
FY 2012/2013 \$68,000
FY 2011/2012 \$70,000
FY 2010/2011 \$68,000
FY 2009/2010 \$50,000
FY 2008/2009 \$80,000
FY 2007/2008 \$65,000
FY 2006/2007 \$50,000
FY 2005/2006 \$100,000
FY 2004/2005 \$100,000
FY 2003/2004 \$40,000
FY 2002/2003 \$20,000
FY 2001/2002 \$25,000
FY 2000/2001 \$25,000
FY 1999/2000 \$25,000
FY 1998/1999 \$10,000
FY 1997/1998 \$25,000
FY 1996/1997 \$50,000

The Orange Bowl hosted the 86th Capital One Orange Bowl at the Hard Rock Stadium on **December 30, 2019**, surrounded by a series of events that welcomed members of community along with college football fans from around the country. The family-oriented series of sports and entertainment events leading up to the Capital One Orange Bowl football game, included exciting events including the Team Welcome Receptions, Team Beach Parties, Family/Children and Spouses' outings, Coaches Dinners, Team Hospital Visits, Orange Bowl Coaches Luncheon, Orange Bowl Rhapsody, and the Capital One Orange Bowl Fan Fest. A total of **3,178,432,428 media impressions** were generated as a result of promotional efforts and press coverage, while the event was televised on ESPN, generating **16,700,426 in viewership**. A total of **65,157 fans** traveled to the destination, during the period of **December 24 – 31, 2019**.

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

www.oranagebowl.org

January 2020

NATPE Miami - NATPE

FY 2019/2020	\$18,228
FY 2018/2019	\$32,000
FY 2017/2018	\$40,000
FY 2016/2017	\$24,000
FY 2015/2016	\$28,000
FY 2013/2014	\$32,000
FY 2012/2013	\$40,000
FY 2011/2012	\$42,500

The NATPE Miami-Global Content Market took place **January 21 – 23, 2020** and attracted approximately **5,000 attendees**. This 4-day event is the largest US-based global content association that hosts their annual anchor marketplace & conference, and award shows attracting entertainment, content, talent, producers, buyers, distributors, brands, service providers, and press from every corner of the world. In addition to the marketplace & conference, events included an opening night party, the Unscripted Breakthrough Awards & Reception, the Brandon Tartikoff Legacy Award Ceremony & Reception, “Living the DREAM: A Career in Content”, and the Miami Beach Party hosted by the GMCVB. Events took place at the Fontainebleau Hotel and generated **7,316 hotel room nights** throughout Miami Beach. The event received local, national, and international media coverage from outlets such as Variety, World Screen, The Daily Television, Hola!, and many more. The event generated **705,841,460 media impressions** as a result of paid advertisement and media coverage.

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

www.natpe.org

FY 2019/2020	\$58,950
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Super Bowl Host Committee Marketing Campaign and Ancillary Events – Miami Super Bowl Host Committee

SUPERBOWL LIV was one of the most watched televised events in 2020 and attracted **75,582 fans and tourists** to Miami Beach during the weeklong events leading up to the big game. The Super Bowl Host Committee managed several high-profile events on Miami Beach from January 25 through February 1, 2020, that showcased the destination as the one of the most ideal locations to host the big game. They included the Media Center, Super Bowl Experience, NFL Commissioners Ball, NFL Host House, FOX Broadcast, ESPN Broadcast, NFL Networks broadcast, and FOX VIP Party. **189,676,944,153 media impressions** were generated as a result and the overall viewership generated was over **148 million** through a combination of the airing of the game and several live national shows that were broadcast from South Florida during the week of events.

This event satisfies the MBVCA’s core initiatives of generating group stimulus events with television origination to the destination.

www.miasbliv.com

February 2020

GroundUp Music Festival – GroundUp Music Productions, LLC

FY 2019/2020	\$18,228
FY 2018/2019	\$32,000
FY 2017/2018	\$40,000
FY 2016/2017	\$45,000

This Festival celebrated its 4th year on **February 14 – 16, 2020** in the North Beach area of Miami Beach. The Festival’s goal was to create an immersive experience where attendees could enjoy the music up close and interact. Through this endeavor a total of **approximately 3,000 persons** attended the 3-day event, generating **426 hotel room nights** in Miami Beach. The event included 52 performances and 11 masterclasses, in which many featured multiple artists. In addition, 3 meet and greet events were offered in 3 different venues. The event generated **1,332,026 media impressions** through ad placement and promotion on media such as the Miami New Times, WLRN, WDNA, NPR, NBC6 “Six in the Mix, and many more.

This event satisfies the MBVCA’s core initiatives of attracting festivals within the entertainment industries to Miami Beach.

festival.groundupmusic.net

LIFE TIME Miami Marathon and Half Marathon– LTF Triathlon Series LLC

FY 2019/2020	\$18,228
FY 2018/2019	\$32,000
FY 2017/2018	\$40,000
FY 2016/2017	\$68,000
FY 2015/2016	\$85,000
FY 2014/2015	\$51,000
FY 2013/2014	\$59,500
FY 2012/2013	\$68,000
FY 2011/2012	\$85,000
FY 2010/2011	\$75,000
FY 2009/2010	\$50,000
FY 2008/2009	\$70,000
FY 2007/2008	\$70,750
FY 2006/2007	\$60,000
FY 2005/2006	\$30,000
FY 2004/2005	\$11,250
FY 2003/2004	\$15,000
FY 2002/2003	\$20,000

This full marathon (26.2 miles), half marathon (13.1 miles), and Tropical 5K took place throughout Miami Beach **February 7 – 9, 2020**. The full and half marathons hosted participants from 48 states, and 50 countries, throughout the weekend’s events. In addition, the Health and Fitness Expo, held at Mana Wynwood, kicked off and was attended by **44,000 people** over the two days. The Tropical 5K attracted **2,880 participants**, with the Half Marathon and Full Marathon attracting **21,907 runners**. The events generated **640 hotel room nights** in Miami Beach and received **921,398,719 in media and marketing impressions** through Fox Sports, The Olympian, The Charlotte Observer, Canadian Running Magazine, and many more.

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

www.themiamimarathon.com

Model Volleyball - Model Volleyball

FY 2019/2020	\$26,040
FY 2018/2019	\$24,000
FY 2017/2018	\$28,000
FY 2016/2017	\$32,000
FY 2015/2016	\$40,000
FY 2014/2015	\$43,200

Since its inception in 2010, the Model Volleyball Tournament, that took place **February 15 – 16, 2020**, has become one of the staple events in Miami Beach. Models and modeling agencies participated in the 2-day event that garnered **approximately 10,000 attendees**. Additional events took place at the Catalina Hotel on the Thursday and Friday prior to the tournament as well as a post event party at LIV night club on Sunday. As a result, a total of **280 hotel room nights** were generated in Miami Beach. Through a combination of promotional efforts and media coverage, the event generated **10,733,118 media impressions**. Media promotion and coverage included a partnership with iHeart Media; promotion through various social media outlets, and coverage by Miami Herald, Miami New Times, Fox Sports 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

2020 Food Network & Cooking Channel South Beach Wine & Food Festival - Florida International University

FY 2019/2020	\$55,335
FY 2018/2019	\$51,000
FY 2017/2018	\$59,500
FY 2016/2017	\$68,000
FY 2015/2016	\$85,000
FY 2014/2015	\$50,000
FY 2013/2014	\$59,500
FY 2012/2013	\$68,000
FY 2011/2012	\$90,000
FY 2010/2011	\$100,000
FY 2009/2010	\$70,000
FY 2008/2009	\$75,000
FY 2007/2008	\$89,416
FY 2006/2007	\$100,000
FY 2005/2006	\$30,000
FY 2004/2005	\$12,757
FY 2003/2004	\$14,175
FY 2002/2003	\$15,750
FY 2001/2002	\$15,000

This 4-day wine, spirits and culinary celebration took place **February 19 – 23, 2020**. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately **64,449 people** attended the various events and generated approximately **2,072 hotel room nights** in Miami Beach alone. The Festival received both national and international coverage, generating **2,602,326,314 media impressions**. A total of 114 events took place, of which 74 were held on Miami Beach. They included the Director's VIP Welcome Happy Hour, Chef Kick-Off Party, Cigars & Spirits, Barry's Bootcamp & Bites, Rosé Pool Party, Taste of Puerto Rico, 12 special dinners, Buddhas & Bellinis, and many more.

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

www.sobefest.com

March 2020

2020 Winter Party Festival - National LGBTQ Task Force

FY 2019/2020	\$15,624
FY 2018/2019	\$28,000
FY 2017/2018	\$32,000
FY 2016/2017	\$40,000
FY 2015/2016	\$24,000
FY 2014/2015	\$27,350
FY 2013/2014	\$32,000
FY 2012/2013	\$40,000
FY 2011/2012	\$42,000
FY 2010/2011	\$35,000
FY 2009/2010	\$40,000
FY 2008/2009	\$35,000
FY 2007/2008	\$41,000
FY 2006/2007	\$10,500
FY 2005/2006	\$12,757
FY 2004/2005	\$14,175
FY 2002/2003	\$15,750
FY 2001/2002	\$17,500
FY 2000/2001	\$20,000
FY 1999/2000	\$20,000
FY 1998/1999	\$25,000

This festival was a week-long celebration of social and cultural events for the LGBTQ community. The week of events, that took place **March 4 – March 10, 2020**, included Localize, Ignite, The Welcome Center Reception, Spotlight: Macy's, Under One Sun Evolution, Illuminate Tea Dance, The Beach Party, Legend, and more. A total of **410 hotel room nights** were generated in Miami Beach as a result of the Festival's estimated **13,000 attendees**. In addition, a total of **30,596,051 media impressions** were generated as a result of print and digital outlets from Edge Media Network, Outbuzz, Q Digital, LGBTQ Nation and GayCities, OutClique, HOTSpots and other US market outlets including international promotional partners from Spain, Brazil and Greece. Atlantic Broadband returned as a media sponsor.

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

April 2020

Due to the global pandemic, all events were cancelled or postponed.

May 2020

Due to the global pandemic, all events were cancelled or postponed.

June 2020

Due to the global pandemic, all events were cancelled or postponed.

July 2020

Due to the global pandemic, all events were cancelled or postponed.

August 2020

Swim Fashion Week – Paraiso Miami Beach - FUNKSHION Productions LLC

FY 2019/2020	\$19,530
FY 2018/2019	\$59,500
FY 2017/2018	\$68,000
FY 2016/2017	\$76,500
FY 2015/2016	\$51,000
FY 2014/2015	\$58,310
FY 2013/2014	\$68,000
FY 2012/2013	\$85,000
FY 2011/2012	\$90,000
FY 2010/2011	\$62,500
FY 2009/2010	\$45,000
FY 2008/2009	\$70,000
FY 2007/2008	\$50,000
FY 2006/2007	\$15,000
FY 2005/2006	\$15,000
FY 2004/2005	\$20,000

This three-day event, took place **August 20 – 22, 2020**, and invited the best designers from all around the world to showcase their newest collections in Miami Beach. Due to the global pandemic, this event was filmed, and took place primarily virtually, with some live components. The event generated **122 hotel room nights** in Miami Beach, with a total of 15 events taking place, all in Miami Beach. The event received national and international coverage from media outlets such as Fashion Week Online, New York Daily News, California Apparel News, Vogue Globo, and many others, generating **482,513,328 media impressions**. The fashion shows were featured on Deco Drive and Despierta America, generating an estimated **11,775,000 in viewership**.

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

www.funkshion.com

September 2020

Due to the global pandemic, all events were cancelled or postponed.

13th Annual Miami Takeover – The Miami Takeover

This event was scheduled to take place **July 24 – 27, 2020**. Due to the global pandemic, the event was rescheduled to take place in September 2020; however, the event was cancelled, and the grant was rescinded.

American Black Film Festival - ABFF Ventures LLC

The Festival was originally scheduled to take place **June 17 – 21, 2020**. Due to the global pandemic, the event producers rescheduled the event to take place in October 2020.

The event did not take place within the 2019/2020 fiscal year; therefore, the grant was rescinded.

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

This event was schedule to take place **April 1 – 6, 2020**; however, due to the global pandemic, the event was cancelled, and the grant was rescinded.

Irie Weekend - Irie Weekend Management Company

This event took place **October 10 – 13, 2020**; however, the final report documentation was not provided; therefore, the grant was rescinded.

Miami Beach Pop Festival – Miami Beach Festival, LLC

Miami Beach Pop Festival scheduled to take place **November 8 - 10, 2019** was expected to be a three-day festival with cultural experiences for everyone to share through live music. The event was to celebrate food and the vibrant Miami Beach setting with a diverse line up of artists from around the world, with international artists as well as local musicians performing across three stages.

The event was cancelled; therefore, the grant was rescinded.

Miami Beach Pride 2020 - Miami Beach Gay Pride, Inc.

This event was schedule to take place **March 28 – April 5, 2020**; however, due to the global pandemic, the event was cancelled, and the grant was rescinded.

Miami Classical Music Festival 2020 – Miami Music Festival, Inc.

This event was expected to take place **June 8 – July 26, 2020**. Due to the global pandemic, the event was cancelled; therefore, the grant was rescinded.

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

This event was schedule to take place **July 22 – 26, 2020**; however, due to the global pandemic, the event was cancelled; therefore, the grant was rescinded.

National Salute to America’s Heroes – A National Salute to America’s Heroes

This event was schedule to take place **May 23 – 24, 2020**; however, due to the global pandemic, the event was cancelled, and the grant was rescinded.

No Vacancy Miami Beach – City of Miami Beach

No Vacancy Miami Beach was expected to take place from **May 7 – 17, 2020**. Due to the global pandemic, the event was cancelled and will be rescheduled; therefore, the grant was rescinded.

SPICE MIAMI Women’s Festival – SPICE NYC LLC

The event was expected to take place from **July 31 – August 2, 2020**. Due to the global pandemic, the event was cancelled; therefore, the grant was rescinded.

SwimShow - Swimwear Association of Florida

The event was expected to take place from **July 11 – 14, 2020**. Due to the global pandemic, the event was cancelled; therefore, the grant was rescinded.

Steve Adkins, Chair



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

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

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

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

Jeffrey Lehman, Vice Chair



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

He currently is a Regional Director for First Service Residential, the largest residential management company in North America, with oversight of 9 of Miami Beach's finest condominiums or hotel-condominiums. He began his career in hospitality 40 years ago and has been working in Miami Beach for the past 24 years. He was Managing Director for the Betsy South Beach and oversaw a \$50 million expansion project there, as well as the restoration of Miami Beach's historic gem, the National Hotel, where he was the hotel's General Manager until it was sold in 2007. His extensive experience in the hotel and cruise industries has included positions in Tahiti, Japan, Hawaii, Seattle, San Francisco, Miami and his hometown, Los Angeles.

He also has served on the Greater Miami Convention & Visitors Bureau Boutique Task Force and on the Mayor's Blue Ribbon Task Force on Tourism, the Miami Beach Convention Center Advisory Board, and was the Vice Chair of the Collins Avenue Reconstruction Task Force. In 2007, he was given a Key to the City of Miami Beach for his commitment to Community Service and is involved in various civic and philanthropic endeavors throughout Miami Beach. In 2009, Mr. Lehman accompanied Mayor Bower and a local delegation on a goodwill journey to our sister city of Fujisawa, Japan, to further this diplomatic and economic relationship. Jeff is married and lives in nearby Surfside with Pedro Cruz, his husband of 21 years and their small herd of Chihuahuas.



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

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

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

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

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

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



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

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

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

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



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

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

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

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

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

Jonathan Plutzik



Jonathan Plutzik was appointed to the MBVCA in January 2020. He retired as a Vice-Chairman OF Credit Suisse (CS) in 2002, after a 24-year career. During his tenure, responsibilities included Chairing the firm’s global financial institutions practice, heading the firm’s Washington DC investment banking activities, and leading the firm’s practice with State and Local governments. He also led the firm’s financial advisory team that served New York City during its return to the capital markets after the financial crisis.

From 2002 until its sale to Take Two Entertainment (NYSE: TTWO) in 2005, Jonathan served as Chairman of Firaxis Games, a leading computer game development company and home of Civilization, the internationally acclaimed computer strategy game.

Jonathan has served on the Board of Directors of Fannie Mae in Washington DC since 2009 and is currently its’ Board Chair. He also chairs Miami Beach’s Ocean Drive Association.

Jonathan and his family own the award-winning luxury Betsy Hotel on Ocean Drive in Miami Beach. The Betsy, the only Forbes four-star, AAA four-diamond boutique hotel in Greater Miami, has developed a global following in connection with its unique community-focused PACE (philanthropy, arts, culture, and education) programming. The hotel regularly collaborates with a wide variety of national, regional, and local organizations, to create programming of community and cultural interest. Widely cited as one of the world’s leading literary hotels, The Betsy’s Writer’s Room has welcomed more than 1000 writers in residence.



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

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

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

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

Hill & Knowlton/SAMCOR Total Placement and Pick Up Data

Year 10

Running Total

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

Year 9 (Contract Extension)

Running Total

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

Year 8

Running Total

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
July 2018	7/2/2018	Miami Beach Sizzles This Summer with New Destination Hotel and Restaurant Openings	91,584,797	\$91,584.80	91,584,797	\$91,584.80	91,584,797	\$91,584.80
August 2018	8/6/2018	Miami Beach Visitor and Convention Authority Invites Partners to Bring New Experiences and Activities to the City through its Tourism Advancement Program	83,482,651	\$83,482.65	83,482,651	\$83,482.65	175,067,448	\$175,067.45
September 2018	9/4/2018	Miami Beach Emerges as Haven for Wellness Vacation Seekers This Season	83,380,566	\$83,380.57	83,380,566	\$83,380.57	258,448,014	\$258,448.02
October 2018	10/11/2018	Miami Beach is an Award-Winning, Year-Round Honeymoon Paradise	83,274,882	\$83,117.88	83,274,882	\$83,117.88	341,722,896	\$341,565.90
November 2018	11/2/2019	Miami Beach Invites Travelers to Celebrate the Holiday Season with Sun, Surf, Sand and a Cultural Twist	83,237,485	\$83,235.49	83,237,485	\$83,235.49	424,960,381	\$424,801.39
December 2018	12/19/2018	The New Year Brings New Experiences To Miami Beach in 2019	83,246,485	\$82,606.49	83,246,485	\$82,606.49	508,206,866	\$507,407.88
January 2019	1/24/2019	Shhhhh... Here's the Inside Scoop on Secret and Hidden Experiences on Miami Beach	82,508,420	\$82,508.42	82,508,420	\$82,508.42	590,715,286	\$589,916.30
February 2019	2/11/2019	There's Nowhere Else Like Miami Beach To Stay Active, Healthy and Inspired With Exciting Experiences All Year Long	84,784,635	\$84,784.64	84,784,635	\$84,784.64	675,499,921	\$674,700.94
March 2019	3/6/2019	Miami Beach Welcomes and Celebrates the LGBTQ Community All Year Long with Specialty Events, Hotel Openings and Destination Experiences	117,503,962	\$117,503.96	117,503,962	\$117,503.96	793,003,883	\$792,204.90
April 2019	4/9/2019	Miami Beach Offers Environmentally-Conscious Travelers a Sustainable Vacation Oasis	86,450,735	\$86,450.74	86,450,735	\$86,450.74	879,454,618	\$878,655.64
May 2019	5/14/2019	Miami Beach Welcomes Pet Lovers from Around the World with Collection of Four-Legged Friendly Resorts, Restaurants and Experiences	36,664,893	\$36,664.89	36,664,893	\$36,664.89	916,119,511	\$915,320.53
June 2019	6/12/2019	Miami Beach Welcomes Pet Lovers from Around the World with Collection of Four-Legged Friendly Resorts, Restaurants and Experiences	27,476,503	\$27,476.50	126,490,710	\$126,490.71	1,042,610,221	\$1,041,811.24
	6/13/2019	The Miami Beach Visitor and Convention Authority Selects Hill+Knowlton Strategies as its Public Relations Agency of Record	99,014,207	\$99,041.21				
YTD TOTAL							1,042,610,221	\$ 1,041,811.24

Year 7

Running Total

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

Year 6

Running Total

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

Year 5

Running Total

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

Year 4

Running Total

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

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

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

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

Visual Memoirs Update of Interviewees

Interviewees for Miami Beach Visual Memoirs Project

September 2020

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

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

114. **Dennis Scholl:** Knight Foundation, developer, Tony Goldman protégée, impact of Mariel
115. **Gerald K. Schwartz:** Lawyer, JCC/Community Leader
116. **Charles Seraydar:** Former Detective Miami Beach Police Department under Alex Daoud
117. **Allan Shulman:** Architect, historic preservation on Miami Beach, challenges of preservation
118. **Peter Sobel:** Hotel owner during Mariel impact
119. **Herb Sosa:** Designer, Preservationist of Deco and MiMo, LGBTQ activist
120. **Mark Soyka:** Miami/Miami Beach developer and restaurateur
121. **Alfred Spellman:** Filmmaker of Cocaine Cowboys and Miami Beach 100
122. **Robert Swedroe:** Architect and artist, worked with Morris Lapidus
123. **Lila Terry:** Owner and operator of three gay nightclubs during 1970s
124. **Annsheila Turkel:** Miami Beach long-time resident and activist during Civil Rights era
125. **Bruce Turkel:** Born and raised on Miami Beach, family involved in civil rights, Miami Beach branding
126. **Caryl Rose Unger:** Hotel family, Royal Palm, WW2 impact
127. **David Wallack:** Owner of Mango's, talks about creating the restaurant and Ocean Drive
128. **Dennis Wilhelm:** MDPL, Capitman cadre, Capitman archivist
129. **Richard Winer:** Beach High graduate, grew up on Miami Beach, teenage work experiences
130. **Nancy Wolcott:** Miami Beach resident, active since the 80s in promoting the artistic and cultural aspects of Miami Beach.
131. **Micky Wolfson:** Collector, Wolfsonian Founder, father was Miami Beach Mayor in 1943
132. **Don Worth:** Preservation activist (Marine Stadium)
133. **Nina Weber Worth:** Art Deco, Preservation activist
134. **Marjorie York:** Civic activist for 30 years on Miami Beach
135. **Dona Zemo:** South Beach marketer, coined term "Sobe", Barbara Capitman's concept of a café society
136. **Linda Zilber:** Miami Beach High graduate, former Mayor of Bay Harbor Islands
137. **Barbara Zolhman:** Miami Beach High student and teacher, raised on Miami Beach