

MIAMI BEACH VISITOR AND CONVENTION AUTHORITY
Program of Work 2024.2025

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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.

- 2024 Travel Weekly Magellan Awards: Hospitality Marketing-Mobile App for Hospitality (EXPMiamiBeach.Tours), Gold
- 2024 Travel Weekly Magellan Awards: United States - Overall Destinations-City for Destinations, Silver
- 2024 Travel Weekly Magellan Awards: Social Media Campaign for Hospitality - Beyond the Beach, Silver
- 2024 World Travel Awards: North America's Leading City Destination
- 2024 World Travel Awards: North America's Leading Honeymoon Destination
- 2023 Travel Weekly Magellan Awards: LGBTQ+ Destination, Destination App (EXPMiamiBeach.Tours App), Gold
- 2023 Travel Weekly Magellan Awards: Best Beaches, Adventure Destination, Hospitality Social Media, Silver
- 2023 World Travel Awards: North America's Leading Beach Destination
- 2023 World Travel Awards Leading City Destination
- 2022 World Travel Awards: World's Leading Lifestyle Destination 2022
- 2022 Travel Weekly Magellan Awards: Hospitality Marketing - Social Media for Hospitality @ExperienceMiamiBeach, Gold
- 2022 Travel Weekly Magellan Awards: Overall Destinations – Culinary Destination for Destinations – Culinary Mecca, Silver
- 2022 World Travel Awards: North America's Leading City Destination
- 2022 World Travel Awards: North America's Leading Tourist Board
- 2021 World Travel Awards: North America's Leading City Destination
- 2021 World Travel Awards: North America's Leading Tourist Board
- 2020 World Travel Awards: World's Leading Lifestyle Destination
- 2020 World Travel Awards: North America's Leading Destination
- 2020 World Travel Awards: North America's Leading Tourist Board
- 2020 Travel Weekly Magellan Awards: Overall Destinations - Cultural and Arts, Gold
- 2020 Travel Weekly Magellan Awards: Overall Destinations - Family Destination, Silver
- 2020 Travel Weekly Magellan Awards: Overall Destinations - Honeymoon Destination, Silver
- 2020 Travvy Awards: Best LGBTQ Destination, Silver
- 2020 Travvy Awards: Best Luxury Destination U.S. & Canada, Silver
- 2020 Travvy Awards: Best Tourism Board U.S. & Canada, Silver
- 2020 Flagler Award-Visit Florida: Creativity in Public Relations
- 2019 World Travel Awards: North America's Leading Beach Destination
- 2019 World Travel Awards: North America's Leading Honeymoon Destination
- 2019 World Travel Awards: North America's Leading Tourist Board
- 2019 Travvy Awards: Best Honeymoon Destination, U.S. & Canada, Gold
- 2019 Travvy Awards: Best Tourism Board, U.S. & Canada, Silver
- 2018 Magellan Awards: Best Overall Honeymoon Destination in the United States & Canada, Gold
- 2018 Magellan Awards: Best Overall Beach Destination in the United States & Canada, Silver
- 2018 Magellan Awards: Best Overall Spa Destination in the United States & Canada, Silver
- 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
- 2017 Miami Today: Gold Medal Award
- 2017 Magellan Awards: Miami Beach named Best Overall Beach Destination in U.S./Canada, Gold
- 2018 Travvy Awards: Miami Beach named Best LGBTQ Destination, Domestic, Gold
- 2017 Travvy Awards: Miami Beach named Best LGBTQ Destination, Domestic, Gold
- 2017 Travvy Awards: Best Luxury Destination, U.S./Canada, Silver
- 2016 Travvy Awards: Best LGBTQ Destination-Domestic Category, Gold
- 2016 Travvy Awards: Best Luxury Destinations-US/Canada Category, Silver
- 2016 World Travel Awards: North America's Leading Tourist Board
- 2016 World Travel Awards: World's Leading Tourist Board
- 2016 Magellan Awards: Destination Winner for Overall Destinations, Beaches in U.S./Canada, Silver
- 2016 Magellan Awards: Beaches Destinations category in the USA/Canada, Silver
- 2016 Travvy Awards: Best Wedding Destination in U.S./Canada
- 2015 Magellan Awards: Spalicious Miami Beach, Overall Best Spa Destination in U.S./Canada, Silver
- 2014 Magellan Awards: Miami Beach Information App, Gold



In 2024, Miami Beach continued to enhance its reputation as a global destination with experiences and offerings that attract travelers with new events, hotels, restaurants and art installations. Marquee brands have also sought out to expand their reach in the area to help increase thoughtful development and deliver on new revenue streams through added hotel room inventory targeting new traveler segments. The Miami Beach Visitor and Convention Authority has worked to coordinate and execute specific campaigns and initiatives spanning multiple communications channels to connect with new and returning prospects to showcase the vibrant ecosystem of Miami Beach with a focus on arts + culture, design and architecture, wellness, Michelin-recognized dining and international hospitality experiences. Despite an election year and impacts from world events, Miami Beach stands proud as a welcoming and inclusive destination, serving as host to a variety of annual events and opportunities for the travel and local communities to come together in the spirit of connection through the power of travel. Miami Beach has seen steady performance and consistently sees demand through future hotel bookings, with positive projections on the horizon, even as the traditional, seasonal patterns have returned to a post-Covid landscape.

While Miami Beach is known and recognized as one of the best beaches in the world, both by signature media outlets and through reader's choice awards, we made a concentrated effort this year to take consumers "beyond the beach." This dedicated campaign allowed us to work closely with international, national and regional media and influencers to develop a narrative that helped catapult our social media efforts across Instagram and Facebook. The @experiencemiami beach handle reached its 2024-year end goal in September, surpassing 33k followers, thanks to curated content and reels that visually showcase Miami Beach.

A first-ever collaboration with Saks Fifth Avenue, alongside partnerships with media outlets including Haute Living, Upscale Living and Modern Luxury reached new audiences, with content over-indexing on performance through direct-to-consumer efforts. Through targeted distributions, content was served to an audience of more than 1 million with above average open rates (3%+) and click-through rates (6%+), confirming the natural interest in Miami Beach as a travel destination. We also worked in partnership with The Miami Center for Architecture & Design and Greater Miami Convention & Visitors Bureau to introduce the debut installment of Open House Miami in February, a global festival honoring architecture and design, that will return to Miami Beach and the surrounding area in 2025.

Accolades continued this year from industry leaders, with Miami Beach recognized by the World Travel Awards as North America's leading city destination 2024 and now nominated for the world's best recognition later this year. In addition, South Beach and Miami Beach were recently included in Conde Nast Traveler's annual Reader's Choice Awards, taking two of six spots on the list of beaches recognized in the United States. New and repeat category wins from the Travel Weekly Magellan Awards included a gold win for LGBTQ+ Destination and Destination App, alongside silver wins in the Best Beaches, Adventure Destination and Hospitality Social Media categories.

As we look to the new fiscal year ahead, we have plans to debut our next campaign, "The Art of Miami Beach" that will explore the destination's diversity, arts + culture, food, experiences and locally-made itineraries that celebrate the artistic fabric that can be found, year-round, on Miami Beach. Our EXP Miami Beach Tours App continues to serve as a go-to resource for travel planning and our team is working to strategically add new elements and technology to bring a seamless experience to app users. The Miami Beach Visitor and Convention Authority will continue to develop and provide new opportunities to target travelers in new segments, specifically luxury travel. We are proud to elevate our ongoing efforts to leverage emerging trends in the travel space and attract visitors while increasing our market-share, average length of stay in market and average daily room rate at our destination's iconic and soon-to-open properties. We look forward to a prosperous and inspiring year ahead.

Peggy Benua, Chairwoman



In 2024, Miami Beach continued to expand upon its established reputation as an international travel destination offering a diverse landscape rooted in arts + culture, design, architecture, culinary genius, wellness, hotel development and annual events that bring travelers from around the world. As we navigate global events, an election year and anticipated changes in consumer behavior, we do know travelers are willing to, and plan on, reserving budget across all segments for travel. Luxury travel continues to drive category performance, and we've made strategic strides in connecting with this audience through targeted campaigns, collaborations and technology. As a result, Miami Beach has been recognized as "North America's Leading City Destination 2024" by the World Travel Awards. This repeat award is a testament to our ongoing work to showcase the experience Miami Beach delivers to visitors that goes beyond the beach. In fact, this year's "Beyond the Beach" campaign helped drive a number of our KPIs for the calendar year, including the achievement of our social media milestone of 33k followers by the end of 2024. Our efforts allowed us to reach this goal in September of this year, positioning us

amongst qualified social users and industry-recognized content creators. Our inbound collaboration requests have steadily increased, showcasing the interest we have generated through our targeted campaigns.

This past year, the Miami Beach Visitor and Convention Authority invested in new initiatives that forged relationships and leveraged the brand equity of signature brands. For the first time ever, we embarked on a digital destination takeover with Saks Fifth Avenue, an effort that reached an audience of more than 9.4 million through an integrated plan inclusive of direct communications that saw an above-average open rate of 36%. In addition, our collaborations with Haute Living, Upscale Living and Modern Luxury allowed for strategic messaging to audiences with an intrinsic interest in travel. Our upcoming "The Art of Miami Beach" campaign will expand on the foundation we've created this year, including 360-degree plans with Architectural Digest and Cultured Magazine, focusing on the year-round celebrations of art, culture and design found on Miami Beach.

The EXP Miami Beach Tours App continues to see new downloads and engagement from travelers looking to source insider itineraries and recommendations. Our efforts will include added technological enhancements to streamline the user experience, including added video and dynamic content that allows travelers to pre-plan and make arrangements in real time while in market. The App has been featured on our social media channels and used by visiting influencers and media on a regular basis, resulting in customized content and media coverage. Media accolades continued in 2024 including "Best Beaches in the World," "Best Beaches in Miami," and "Best Luxurious Destination." As a result of national media attention, new opportunities in the broadcast space presented themselves, with Miami Beach playing a role in the fourth season of the streaming series, "From Scratch" hosted by actor and travel enthusiast, David Moscow. As the destination reaches new audiences through targeted communications channels, we have also worked with market partners to bring new events and experiences to Miami Beach. The debut Open House Miami Festival set the standard earlier this year, unlocking expert panels, tours and connection opportunities with leading architects and designers, putting attendees at the forefront of Miami Beach's iconic Art Deco history and signature design. Open House Miami will return in 2025 with an expanded footprint and access to new locations and experiences for visitors and locals.

Our dedication to grantees through our annual programs is strong and evidenced in new and repeat recipients. We are proud to support our community members and their ongoing efforts to enhance Miami Beach. We will continue to leverage our marketing campaigns, media plans and social strategy to include messaging, CTAs and interactive sweepstakes that bring attention to partners.

As we look to the future, the pipeline includes integrated initiatives to target niche audiences to build continued brand awareness across multiple segments, capitalizing on customized content through user-generated materials, media partnerships that speak to the diversity of Miami Beach, alliances and support of travel verticals that welcome all to the destination and the vetting of in-market event opportunities to bring new experiences to the beach.

The Miami Beach Visitor and Convention Authority looks forward to strengthening our position in the global travel landscape and working to set new standards in marketing and communication efforts to connect with prospects through the channels they prefer and trust. Our goals are steadfast as we work to increase market demand, drive incremental spending habits while in market and present Miami Beach as an iconic and innovative destination.

Grisette 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 2023/2024 Key Initiatives

Over the course of more than two decades, the MBVCA has engaged in an annual process of strategic review and analysis. During this time, we have meticulously developed, evaluated, and put into action the appropriate funding support for each of the targeted core initiatives. These initiatives have consistently yielded positive results, including the growth of hotel room bookings, the enhancement of global branding efforts, and the successful attraction of visitors to Miami Beach.

The MBVCA maintains an ongoing commitment to evaluating the effectiveness of its funding allocations within these specific categories. When data indicates that future funding would be beneficial and it aligns with our objectives, the MBVCA actively seeks out and supports events and projects within these areas. This strategic and data-driven approach ensures that resources are allocated in ways that continually benefit Miami Beach as a top destination.

Core Initiative	Hotel Room Nights	Viewership	Impressions
Cultural Tourism	4,149	0	6,611,831,464
Customer Service	0	0	586,485
Design and Architecture	0	0	812,912,994
Entertainment and Nightlife	234	0	42,874,789
Festivals	2,621	0	1,450,683,510
Film and Fashion	1,222	83,770,567	22,729,341,384
Gay and Lesbian	626	0	483,054,118
Group Stimulus	1,598	0	7,426,928,696
Health and Wellness	690	0	13,517,344,315
Promotional Campaign	0	0	0
Television Origination	0	20,769,489	5,146,508,649
Wine and Food	2,510	0	10,859,763,299
TOTAL	13,650	104,540,056	68,268,916,709

Destination Marketing

In April 2011, the MBVCA issued a Request for Proposal (RFP) for a Destination Marketing, Public Relations, and Communications Consultant contract. The objective was to refine and amplify messaging as part of a comprehensive strategic plan, centered around four primary messaging tracks and core initiatives of the MBVCA: 1) Leisure/Lifestyle, 2) Arts and Culture, 3) Sports/Celebrity/Entertainment, and 4) Global GLBT.

Hill & Knowlton (H+K), a leading global communications consultancy headquartered in New York with 80 offices across 44 countries, was selected as the initial agency of record. As part of the WPP Group, one of the world's largest communications service corporations, H+K was tasked with enhancing the destination's social media presence through the Experience Miami Beach handles. Their responsibilities included promoting cultural experiences to improve visitor services, attracting the Gay, Lesbian, Bisexual, and Transgender community, and fostering collaboration with tourism partners and residents. Additionally, they were charged with recruiting productions to positively showcase Miami Beach through film, advertising, fashion production, television, and cable show stories.

The MBVCA and H+K supported the promotional efforts of grant recipients in various ways, including social media messaging, promoting deals created by grant recipients on the Experience Miami Beach App, featuring them on the quarterly Lincoln Road Poster and through the MBVCA website. More recently, they developed and promoted social media giveaways, utilizing social media channels and influencers when available.

Over the past nine years, the MBVCA has earned several prestigious awards, including the Miami Today Silver Award, Travel Weekly's Magellan Gold Award for Hospitality Marketing, and the Flagler Award for Creativity in Public Relations. The MBVCA was also honored as the World's Leading City Tourist Board in 2016 and 2017 by the World Travel Awards™, and North America's Leading Tourist Board from 2017 to 2022.

Miami Beach has received numerous top accolades, such as being named North America's Leading City Destination, North America's Leading Honeymoon Destination, North America's Leading Beach Destination, and World's Leading Lifestyle Destination in 2022 by the World Travel Awards. Additionally, the city was awarded the Travel Weekly Magellan Silver Award for Culinary Destination, the Silver Award for Overall Destinations-Family Destination, and Gold for Best Honeymoon Destination in the U.S. & Canada. Despite the challenges posed by the pandemic, the City of Miami Beach and the MBVCA continued to be recognized globally with various awards and accolades.

In 2023/2024, the MBVCA and City of Miami Beach received a number of accolades and awards through the World Travel Awards and Travel Weekly Magellan Awards. The World Travel Awards named the City of Miami Beach North America's Leading Honeymoon Destination and North America's Leading Honeymoon Destination. The City was also honored by the Travel Weekly Magellan Awards and received a Silver designation for Overall Destinations-City for Destinations category. The MBVCA was also honored by the Travel Weekly Magellan Awards receiving Silver for their Social Media Campaign "Beyond the Beach" and Gold for their Mobile App: EXPMiamiBeach.Tours.

H+K developed several marketing campaigns to lure tourists back to Miami Beach post-pandemic, including the "My Miami Beach, Your Escape" and "Why I Love Miami Beach" recovery campaigns, that captured the allure of Miami Beach through the lens of local photographers and influencers. They also hosted Familiarization (FAM) trips as part of their overall PR strategy for the destination, enhanced wide and varied media coverage, and invited several social media influencers to experience all that Miami Beach has to offer and feature it on their social media pages. H+K continued to create relevant content, positioning Miami Beach as a top global destination, and distributed press releases on the National Wire to share with media and consumers. They engaged with reporters and aligned with Miami Beach's key demographic to 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. Additionally, H+K worked with the MBVCA, in collaboration with the GMCVB and the City of Miami Beach, to develop specific marketing campaigns to ensure a cohesive message to lure tourists back to Miami Beach.

In January 2022, the MBVCA released an RFP for their new Agency of Record (AOR) and awarded the one-year contract to Private Label, LLC (PLM). As a result, in FY 2022/2023, two integrated campaigns featuring a fresh take on the destination were activated: Connect with the Waters, focusing on the natural draw of the area's waters and activities, and Architectural Tourism, where for the first time, the MBVCA commissioned a celebrity spokesperson to build a comprehensive and targeted design-forward campaign under the Architectural Tourism moniker highlighting the destination's architectural landmarks and experiences. This culminated in the first-ever Open House Miami initiative.

The MBVCA also worked to add broadcast into the strategic plan, collaborating with production houses to feature the destination through limited-episode series and travel-specific shows to leverage the power of TV while offsetting the traditional cost of advertising.

In FY 2022/2023, the MBVCA placed several press releases on PR Newswire, generating 2,541,016,393 media impressions. PLM also hosted a total of 10 social media influencers and 12 Influencer FAM trips. The MBVCA's social media channels were expanded to include TikTok, "X" (formerly Twitter), and Pinterest.

In FY 2023/2024, several campaigns were launched to promote the destination. They included a first-ever partnership with Saks Fifth Avenue; the Beyond the Beach Marketing Campaign that highlighted the destination's many offerings that extend beyond the famous shoreline, and the Beyond the Waters campaign that focused on the natural connection with water through wellness, adventure, fishing and eco-minded experiences on Miami Beach. In addition, a total of 17 influencers/FAM trips were hosted throughout the fiscal year. A total of 12 press releases had been distributed as of September 2024, generating 2,293,516,758 media impressions with a value of \$21,170,107.07.

Destination marketing efforts included the continuation of FAM trips, online sweepstakes to promote increased activity on social media channels, and ticket giveaway promotions/sweepstakes from MBVCA-funded events. An "Experience Miami Beach" landing page was developed, featuring the MBVCA's apps: Experience Miami Beach, and EXPMiamiBeach.Tours; monthly newsletters, and direct links to social media channels.

In FY 2024/2025 the MBVCA will continue the placement of stories and press releases on the PR Newswire as well as the continuation of its Blogger Program, FAM trips, online sweepstakes to promote increased activity on our social media channels, as well as ticket giveaway promotions/sweepstakes from MBVCA-funded events. The MBVCA's AOR will also continue to seek to highlight the City and the MBVCA by submitting their various initiatives through the appropriate award channels.

Mobile API

The MBVCA developed a Digital Content Management System (CMS) and modifiable database in 2012, supporting third-party mobile applications through an Application Programming Interface (API). The API provided access to an extensive database of Miami Beach assets, including hotels, restaurants, and cultural institutions. Initially comprising 253 categories with 90 distinct services and amenities, the API was updated to accommodate travel-related inventory and adapted to reflect city changes. Through a partnership with Miami-Dade County Public Schools' Summer Youth Internship Program, high school interns assisted with database updates. The API was later refined to 83 categories, aligning with the Experience Miami Beach app's focus on tourist properties and activities. This enhancement enabled web and app developers to create innovative experiences for users, promoting MBVCA grantees' deals and highlighting available promotions. Currently, the API is fully functional with forty-four (44) distinct categories of businesses, each averaging 90 different services and amenities. The API is reviewed annually for any redundancies and relevancies. In FY 2024/2025, the MBVCA will continue to update the API through its partnership with the City of Miami Beach and other partners.

Mobile APP

The MBVCA launched the Miami Beach Information (MBI) App in FY 2013/2014, recognizing it as a Gold Magellan Award Winner in 2015. The app underwent updates, adding features like side swipe functionality, A-Z information listing, and new categories. The "My Miami Beach" section allowed users to personalize their experience, while the "Deals" section promoted special offers from MBVCA grantees. To boost adoption, the app was promoted through social media, grant recipient materials, and Lincoln Road advertisements. In FY 2021/2022, the app was rebranded as the Experience Miami Beach (EMB) App, aligning with MBVCA's social media. As of September 2024, the EMB App had approximately 34,038 downloads, with around half originating from European users, demonstrating its international appeal and utility.

In FY 2022/2023, the MBVCA introduced an exciting new destination tour app for both Android and iOS platforms, known as EXPMiamiBeach Tours (ExpMiamiBeach.Tours). This extension of the Experience Miami Beach App focused solely on the enhanced version of the existing tours and provided a platform to include new tours curated with the MBVCA's various partners. Some of the tours created included "Art in Public Places", "No Vacancy Miami Beach" (available during the project dates), both through a collaboration with the City of Miami Beach; "Art Outside" through a collaboration with The Bass Museum; a "Cultural Institutions" tour, developed in collaboration with Miami Beach's museums and cultural spaces; "LGBTQ Sites Top Five" and "LGBTQ Nightlife" tours, both through a collaboration with the GMCVB and the Miami Dade Gay and Lesbian Chamber of Commerce; and the "Hidden Art", "Public Art and Iconic History", and "A Day Inside Miami Beach Architectural Wonders" tours, all developed through a collaboration with George Neary, MBVCA Board Member and President of Tours "R" Us, and passionate advocate of the local arts community. Since its launch, the App has been downloaded a total of 3,743 times.

In FY 2023/2024, the MBVCA continued to promote both Apps through social media, the MBVCA website, specific ads, and grantee partnerships. Deals, promotions, and special notices were also posted and promoted through the Experience Miami Beach App.

In FY 2024/2025, the MBVCA will be refreshing the Experience Miami Beach app to include making the "deals" more visual, similar to Groupon; updating the events section to include a featured event option highlighted at the top of the section; updating all libraries and security features for both Android and iPhone, and possibly integrating Apple Ads. The EXPMiamiBeach.Tours app will also integrate additional existing tours and create new tours that appeal to Miami Beach visitors.

Forbes Travel Guide Hospitality Training

The MBVCA has consistently offered a comprehensive hospitality training program to enhance the skills of Miami Beach hospitality employees. The program includes basic and advanced training sessions, online webinars, and luxury hospitality standards training in partnership with Forbes Travel Guide and Lobster Ink. Adaptations during the pandemic included converting live training to remote webinars and adding topics such as COVID-19 protocols. The program also offers digital badges for successful completion, displayable on LinkedIn and email signatures. Through these efforts, the MBVCA aims to improve customer service, increase professional recognition, and support Miami Beach's reputation as a premier tourist destination.

In FY 2022/2023, online webinars continued, with digital badges awarded to participants. Although the FTG module based online hospitality training program was discontinued due to low participation, the MBVCA maintained its commitment to hospitality training. In FY 2023/2024, the MBVCA promoted available training through various channels, resulting in significant participation.

A total of 882 learners participated in Leadership webinars, while 607 learners participated in Frontline webinars throughout the fiscal year. Since the MBVCA's partnership with FTG began in 2017, a total of 4,821 hospitality

employees have received training. The MBVCA's ongoing hospitality training initiatives aim to enhance Miami Beach's reputation for exceptional customer service, ensuring a welcoming experience for visitors.

In 2024/2025, the MBVCA will continue to partner with Forbes Travel Guide to offer free online hospitality webinars to all who wish to participate. New session topics will be introduced for each session and digital badges will be issued to participants upon their successful completion of the training session.

No Vacancy, Miami Beach

The No Vacancy, Miami Beach project is an annual contemporary art initiative launched in fiscal year 2019/2020 by the MBVCA in partnership with the City of Miami Beach. The project transforms Miami Beach hotels into temporary cultural institutions, showcasing local and international artists' work. Over four years, the event has grown significantly, expanding from 10 hotels and 10 artists to 12 hotels and 12 artists, with attendance increasing from 30,000 to 50,000. The project features an open international art competition, public voting, and jury-selected awards, with a total of \$35,000 in prizes. The initiative has solidified Miami Beach's reputation as a vibrant cultural destination, supporting artists and fostering community engagement and tourism.

In 2024/2025, the MBVCA will once again partner with the City of Miami Beach to support No Vacancy, Miami Beach in providing art experiences that are accessible, open, and free to everyone to experience. The selected hotels include the Avalon Hotel, The Betsy Hotel, Cadillac Hotel & Beach Club, The Catalina Hotel & Beach Club, Esmé Miami Beach, Faena Hotel, Hotel Croydon, International Inn on the Bay, Kimpton Surfcomber, Kimpton Palomar Hotel, Royal Palm South Beach, and Sherry Frontenac Hotel. The twelve (12) selected artists include: [dNASAb], We Are Nice'n Easy, Julia Zurilla, Adler Guerrier, Patricia L. Cooke, Marielle Plaisir, Philip Lique, Dennis Scholl, Asser St. Val, Joshua Aronson, Magnus Sodamin, and GeoVanna Gonzalez.

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:

The **2024 Food Network South Beach Wine & Food Festival presented by Capital One** is a 4-day wine, spirits and culinary celebration that took place **February 22 – 25 2024**. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately 65,000 people attended the various events and generated 2,306 hotel room nights in Miami Beach alone. The Festival received both national and international coverage, generating 10,700,000,000 media impressions. A total of 113 events took place, of which 61 were held on Miami Beach. They included a host of participating chefs, the return of Bubble Q, a Tribute dinner for Massimo Bottura and Luca Gravaglia, the second iteration of a new event, FoodieCon described as the first of its kind celebration of the most influential digital content creators in food and beverage, on the annual Burger Bash and many more.

The **Life Time Miami Marathon and Half Marathon** included a full marathon (26.2 miles), half marathon (13.1 miles), and Tropical 5K and took place throughout Miami Beach **January 27 – 29, 2024**. 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 the Miami Beach Convention Center, kicked off and was attended by 23,079 people over the three days. The Tropical 5K attracted 3,000 participants, with the Half Marathon and Full Marathon attracting 18,569 runners. The events generated 200 hotel room nights in Miami Beach and received 4,321,909,598 in media and marketing impressions through Yahoo! Sports, Despierta America!, CNN en Espanol, BBC Mundo, Local News 7, NBC6 News and Six in the Mix, CBS 4, Telemundo, Univision, ESPN Run, and many more.

SCOPE Miami Beach 2023 took place **December 5 - December 10, 2023** and welcomed 122,000 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 906 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 802,136,461 media impressions.

Partnerships & Collaboration

Leaders, staff, and members of the MBVCA dedicate hundreds of hours collaborating with partners and City leaders to brainstorm ways to increase tourism and enhance visitors' experiences during their stays. The MBVCA maximizes the impact of tax dollars through the efforts of its dedicated volunteers and four extraordinary professionals. The MBVCA is audited annually by the City of Miami Beach's outside contracted CPA firm, and the audit report is provided to the City of Miami Beach.

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 increase overnight visitors. All grant guidelines are reviewed annually and are posted on the MBVCA website. The deadlines are published through the Miami Herald Beach Neighbors section; distributed through an email newsletter each period and promoted through social media.

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

The MBVCA only disperses 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 2023/2024, the MBVCA:

- Continued to allow pre-proposal conferences to be held virtually for ease of scheduling
- Continued to encourage grant recipients to develop a promotion and/or sweepstakes/giveaway for inclusion in the Experience Miami Beach App and within social media channels.
- Continued to require organizations' financial statements as part of their application attachments, while allowing for said financials to be 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.
- Allowed all grant reporting to be submitted electronically, with the exception of documents requiring signatures.
- Maintained the existing declining scale.
- Continued to allow for the submission of hotel agreements 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.

Additional grant revisions included:

- Further defining hotel agreement guidelines, pre- and post-event requiring hotel agreements/contracts to be in the form of a fully executed agreement where agreements must be entered into by the Applicant Organization. Post-event hotel pick-up forms and/or reservation reports must be in the Grantee's name with the Group Name clearly stated. Third Party Hotel Pick-Up Forms are no longer accepted.
- Additional requirements included reporting any changes to hotel agreements submitted a part of the qualifying criteria, in writing, prior to the start of the event
- Encouraging grantees to participate in social media giveaways in partnership with the MBVCA's PR firm, through the development of ticket giveaways that assisted grantees with their promotional efforts through social media.
- Requiring grantees to post a minimum of six (6) pieces of content per channel to include 3 pieces of content with tags during the grantees' live activations in-market and in real time (2 stories and 1 in-feed post), as well as 3 pieces of post-event content with appropriate tags within 10 days of the activation dates. The Grantee was also to provide a topline recap of reach, engagement and any other key metrics based on performance from their respective channels within 30 days of the last posting. Proof of engagement and other key metrics were also required from the grantees' social media platforms metrics/insights, with copies provided with the grantees' respective final report documentation, post-event.

Professional Advancement

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

Employees were continually encouraged to attend various courses, such as customer service and technology seminars, to enhance their skills. Staff members also participated in community and industry boards and various ad-hoc committees throughout the City of Miami Beach and local Chambers of Commerce as requested.

The MBVCA has been a member of various tourism organizations, including Visit Florida and the U.S. Travel Association. The U.S. Travel Association aimed to leverage the collective strength of everyone who benefited from travel to grow their business beyond what they could achieve individually.

Additionally, staff had the opportunity to further enhance their skills through developmental training in digital marketing, research and development, and time management. They also attended local conferences in the tech and hospitality fields to stay updated on the latest innovations and trends that could benefit the organization. Supporting staff by sharpening their skills was crucial in this evolving environment.

The MBVCA is proud of its accomplishments, collaborations, and commitment to improving tourism for the City of Miami Beach, demonstrating resilience and dedication in challenging times.

Key Intended Outcome	FY 2024/2025 Strategy	FY 2024/2025 Initiative	FY 2023/2024 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>Partner with complementary organizations or businesses to leverage collective resources and expertise through Tourism Enrichment Program.</p> <p>Leverage social media, crowdfunding platforms, and online communities to promote grant applications. Utilize compelling storytelling, data visualization, and influencer partnerships to amplify your brand's mission and grant objectives.</p> <p>Implement 3rd party web-based grant application submission system for increased accuracy and efficiency.</p> <p>Integrate additional data analysis tools from grant recipient final reports.</p> <p>Analyze and increase grant criteria and maximum requests to encourage new events to apply for the TAP.</p> <p>Rename the Major One Time Special Event category to Major Events for clarity.</p> <p>Review grants whose Final Project Budgets incur more than a 10% reduction as compared to their Original Project Budget submitted with the grant application and/or the grant amount decreases to below 25% of the Final Project Budget (not including in-kind).</p> <p>Revamp contract forms to include checklists and specific deadlines for each part of the required documents due.</p>	<p>Funded 26 projects in FY 2023/2024</p> <p>Automated Application Portal to all for contract posting and submissions</p> <p>Required hotel agreements to be solely entered into by grant applicant</p> <p>Updated lobbyist language on application to be aligned with CMB's new policies</p> <p>Increased social media content through grantees' cross promotional efforts and inclusion of social media handles</p> <p>Increased communications with Miami Beach hotels</p>

Key Intended Outcome	FY 2024/2025 Strategy	FY 2024/2025 Initiative	FY 2023/2024 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>Enhance the storytelling approach that showcases the destination's history, culture, and people, making emotional connections with potential visitors</p> <p>Encourage visitors to share their experiences, photos, and videos on social media, showcasing authentic moments and endorsements</p> <p>Partner with influencers and local ambassadors</p> <p>Develop immersive experiences (e.g., virtual tours)</p> <p>Highlight sustainable tourism practices</p> <p>Collaborate with GMCVB and other stakeholders</p> <p>Set follower goals for Experience Miami Beach social channels</p> <p>Enhance visibility in app stores through relevant keywords in title, description, and tags; eye-catching icons, screenshots, and promotional images; high-quality, concise app descriptions</p> <p>Share engaging content (videos, blog posts, infographics)</p> <p>Utilize influencers and user-generated content</p> <p>Run targeted social media ads (Facebook, X, Instagram)</p> <p>Collaborate with content creators and bloggers</p> <p>Encourage users to rate and review the Experience Miami Beach and EXPMiamiBeach.Tours apps</p> <p>Utilize email marketing and newsletters</p>	<p>Hosted 17 influencer trips experiencing local hotels, restaurants, spas, and attractions, increasing the media exposure to the destination.</p> <p>Hosted 8 Forbes Travel Guide Online Webinar training sessions: 4 for Leadership and 4 for Front-Line hospitality employees highlighting various topics</p> <p>Developed and curated additional virtual tours to be featured on EXPMiamiBeach.Tours app</p> <p>Distributed Forbes Travel Guide (FTG) information through partners</p> <p>Identified sources of contact for desirable business categories that can benefit from the FTG training program such as property managers, new businesses, and others.</p>

Key Intended Outcome	FY 2024/2025 Strategy	FY 2024/2025 Initiative	FY 2023/2024 Accomplishments
<p>Improve and maintain organizational 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>Create consistent visual identity elements (logo, color palette, typography)</p> <p>Enhance strong digital presence</p> <p>Engage on social media platforms relevant to the audience, sharing content that resonates with the brand</p> <p>Train employees on brand values, messaging; ambassadors</p> <p>Build strategic partnerships and collaborations</p> <p>Identify partners with brand values and target audience</p> <p>Collaborate on events, content, or initiatives that amplify the brand message</p> <p>Leverage partnerships to expand reach, credibility, and influence</p> <p>Invest in content marketing to showcase expertise and thought leadership</p> <p>Collaborate with the County, through the City of Miami Beach, to advertise deadlines and public notices through their online system</p>	<p>Distributed grant deadlines through Constant Contact; the MBVCA's website; through Facebook and Instagram pages</p> <p>Advertised grant deadlines electronically and in print, through the Miami Herald</p> <p>Distributed daily, weekly, and monthly PR reports to Board Members, via email</p> <p>Updated distribution lists within Constant Contact to offer promotional opportunities to the hospitality industry</p> <p>Increased social media outreach developed through the MBVCA Facebook page, with links to the MBVCA X and Instagram accounts</p> <p>Posted all press releases and Miami Beach News articles written by PR firm to the MBVCA website</p> <p>Participated on GMCVB Boards and Committees</p> <p>Included grantee events within the event calendar on the Experience Miami Beach App and MBVCA website</p> <p>Created a Constant Contact newsletter for hotel GMs to advise of upcoming MBVCA funded events</p>

Key Intended Outcome	FY 2024/2025 Strategy	FY 2024/2025 Initiative	FY 2023/2024 Accomplishments
<p>Empower professional staff</p>	<p>To support MBVCA Board initiatives and strategies</p>	<p>Improve Operational Efficiency: Streamline processes, reduce redundancy, and enhance productivity through effective time management, workflow optimization, and technological integration</p> <p>Enhance Communication and Collaboration: Foster open communication, build strong relationships with colleagues and stakeholders, and facilitate effective teamwork to achieve shared objectives</p> <p>Develop Strategic Planning and Implementation: Contribute to organizational goal setting, prioritize tasks, update Employee Handbook and ensure successful execution of plans and projects</p> <p>Cultivate Professional Development and Growth: Pursue training, certifications, or education to enhance administrative skills, stay updated on industry trends, and career advancement</p> <p>Ensure Compliance and Risk Management: Maintain accurate records, adhere to policies and regulations, and identify and mitigate potential risks to safeguard organizational integrity</p> <p>Implement innovative technologies</p> <p>Improve customer service</p> <p>Manage budgets and finances effectively</p> <p>Develop and enforce policies</p>	<p>Updated web security measures on computer systems</p> <p>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>Hosted interns during the summer period</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>Redesigned conference room for efficiency</p> <p>Enhanced the availability of employee personal training and development in areas such as digital marketing; research and development; and formal training.</p> <p>Encouraged employee participation in industry events to stay current.</p> <p>Encouraged employees to engage in a Time Management course.</p>

Financial Profile

ADMINISTRATION RECOMMENDATION

Adopt the Budget

ANALYSIS

BACKGROUND

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

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

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

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

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

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

FY 2023/2024 REVIEW/TOURISM ADVANCEMENT PROGRAM (TAP)

The MBVCA Tourism Advancement Program (TAP) was established to promote Miami Beach as a sophisticated tourist destination by increasing the number of visitors; through the enhancement of visitors' experiences; through the allocation of funds granted to events or programs that bring visitors to the CMB and strengthen the CMB brand. In fiscal year 2023/2024, 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 \$1,379,000 was awarded in FY 2023/2024, compared to \$1,099,500 in FY 2022/2023. The increase is attributed to the return of many recurring events, some of which have qualified for larger grant categories, with 3 new events receiving funding from the MBVCA.

Grants funded in partnership with the CMB are critical, branded tourism-related programs, such as the Food Network South Beach Wine + Food Festival and UNTITLED, Art 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 2024/2025 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 two decades, the MBVCA has used a multi-level review process for its grant program and the process is reviewed annually. The process includes a mandatory pre-proposal staff conference to discuss MBVCA policies, procedures, and the TAP. During the meeting, MBVCA administration advises each potential applicant regarding the eligibility and appropriateness of the proposed project and determines the grant category best suited to the potential applicant. Once it is determined that the project is eligible, the MBVCA administration provides further details, 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 2023/2024 the MBVCA voted to maintain the Major One Time Special Event and Special Events Recurring minimum criteria at 200 hotel room nights and maintained the media impressions and viewership minimum requirements at 1,000,000 each. The Special Projects and Special Projects Recurring hotel room night requirements were also maintained at 1,000 hotel room nights, along with the media impressions at 100,000,000, with the viewership requirement at 10,000,000. The Board continued to accept hotel agreements in place of fully executed hotel contracts, to meet the hotel requirement, as long as they were entered into by the Applicant Organization. This allowed groups to assume less risk when entering agreements and to encourage new events to apply.

In FY 2024/2025 the MBVCA voted to change the name of the Major One Time Special Event grant category to Major Events. This eliminates the confusion for first-time applicants whose events will in fact return for subsequent years. In addition, the MBVCA voted to increase the Major Event and Special Events Recurring minimum criteria from 200 hotel room nights to 250 hotel room nights and also increase the media impressions and viewership minimum requirements from 1,000,000 each to 1,500,000. The maximum request for said categories was also increased from \$45,000 to \$50,000 for Major Events and Year 1 of Special Events Recurring, from \$45,000 to \$40,000. The MBVCA also voted to increase the Special Projects and Special Projects Recurring minimum criteria from 1,000 hotel room nights to 1,500 hotel room nights and increase the media impressions from 100,000,000 to 150,000,000, with the viewership minimum requirements increasing from 10,000,000 to 15,000,000. The maximum request for said categories was also increased from \$90,000 to \$100,000 for Special Projects, with Year 1 of Special Projects Recurring, increasing from \$85,000 to \$95,000. Lastly, the Board voted to increase the minimum criteria for the Development Opportunities category, from 70 hotel room nights to 75 hotel room nights; from 200,000 minimum media impressions to 400,000; with the minimum viewership remaining at 500,000, along with the maximum request at \$30,000. The Tourism Partnerships grant category criterion will remain the same for FY 2024/2025. This declining scale will also remain the same for FY 2024/2025.

The Board will also continue to allow applicants to submit their reviews and/or audits using Generally Accepted Accounting Principles (GAAP), as well as, prepared in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA, for tax basis financial statements, in FY 2024/2025.

The grant criteria guidelines were reviewed for clarity and accuracy, requiring fully executed agreements and contracts to be submitted prior to proceeding with the next step in the application process. The application requires hotel room block agreements and/or contracted blocks; fully executed media contracts or confirmed and generated media impressions, and/or broadcast/cable/TV contracts, in order to proceed with the grant submission. The criteria must be confirmed before and after funding is awarded and grant applicants must meet two of the three criteria in place for each of the MBVCA grant categories. MBVCA grants are paid upon performance; therefore, grantees are required to provide post-performance reports in the form of reservation or pick-up reports from Miami Beach hotels; impressions analytics garnered from the organization's PR Firm, or accompanied by third party confirmation from a media monitoring/press clipping service such as BurrellesLuce to prove media impressions, and/or a broadcast post-performance report from a third party reporting delivery of Adult 18+ and Households (HH) in Thousands (000) from Nielsen, Over The Top (OTT), or Comscore/Rentrak for viewership. In FY 2024/2025, the guidelines will continue to specify that third party hotel agreements will not be accepted. In addition, any changes to the original hotel agreement must be reported to the administration.

In FY 2023/2024, the MBVCA included specific language and messaging provided by the grantee within its social media accounts, such as Facebook, Instagram, and X. In turn, the grantee was required to proactively share information, photos, and details related to the promotion, tagging MBVCA's Experience Miami Beach social media handles throughout their platforms: Facebook (@ExperienceMiamiBeach), Instagram (@ExperienceMiamiBeach), and X (@EMiamiBeach). The Grantee also agreed to post a minimum of six (6) pieces of content, per channel to include: 3 pieces of content with tags during their live activation in-market and in real time (2 stories and 1 in-feed post) PLUS 3 pieces of post-event content with appropriate tags within 10 days of the activation dates. In addition, the Grantee provided a top-line recap of reach, engagement and any other key metrics based on performance from their respective channels within 30 days of the last posting. Proof of engagement and other key metrics were to be generated from the grantees' social media platforms metrics/insights, with copies provided with the grantees' respective final report documentation, post-event. In 2024/2025, the MBVCA will continue to require the social media postings as outlined above.

The MBVCA guidelines and application process places emphasis on defining and measuring the economic impact of each event, as well as considering the impact and value of marketing, publicity, and television origination/viewership.

Questions concerning the economic impact of the program, including requiring an explanation of various aspects of the marketing plan, and how the numbers of hotel room nights are calculated and where they are contracted, are also required as part of the application. Standardized recap sheets and point systems have been developed to give each applicant a score that rates potential success. In 2020/2021, specific point systems were implemented for each of the grant categories. The redesign allowed for a better alignment with the minimum requirements in place within each grant category, focusing the scoring on the three grant criteria in place, of which an applicant must meet two. This point system will remain in place for FY 2024/2025.

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

RECURRING PROJECTS:

The MBVCA has a current policy in place to fund recurring projects on a declining scale. The declining scale encourages recurring events to recruit corporate and private sponsorship and therefore, not solely rely on MBVCA funds as a means of sustaining the event year after year. The award category establishes funding caps for recurring events, funding that can be reduced based on the maximum request for the specific grant category. Below is the current scale, implemented in FY 2012/2013, and applicable to both non- and for-profit agencies. The declining scale will remain in place for FY 2024/2025.

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 Events, 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.

FY 2024/2025 CRITERIA

Grant Category	Contracted Hotel Room Nights	Contracted Media Impressions	Contracted Television and/or Cable Broadcast
Development Opportunities	75	400,000	500,000
Film Incentive*	200	N/A	N/A
Major Events	250	1,500,000	1,500,000
Special Events Recurring	250	1,500,000	1,500,000
Special Projects	1,500	150,000,000	15,000,000
Special Projects Recurring	1,500	150,000,000	15,000,000
Tourism Partnerships	175	500,000	1,500 (Engagement)**

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

** Engagement is determined through a combination of confirmed visitors/guests (walk-ins); Website Hits; Telephone Calls; Emails, App downloads; Webpage Engagement via Website through “Contact Us Form” or Live Chat, from prior fiscal year.

Budget

The MBVCA has budgeted \$1,814,500 for its Tourism Advancement Program in FY 2024/2025, which reflects 46% of the total budget. This grant funding reflects an increase of \$35,500 from FY 2023/2024. This increase is due to an increase in the grant category maximum requests.

- The Tourism Partnerships category is budgeted at \$90,000, reflecting 2% of the total budget for FY 2024/2025. The category currently includes applicants at the maximum request cap of \$30,000. Three applications are anticipated to be received.
- The Major Events category, representing 4% of the total budget, is budgeted at \$150,000 for FY 2024/2025. The MBVCA expects three to four new events to apply at a maximum request of \$50,000 each. The MBVCA works tirelessly to stimulate and recruit new events and is willing and prepared to fund valuable tourism and brand-related events. In fact, the MBVCA works with all partners, city leadership and media to solicit appropriate new projects. New applicants are expected to include the Future Proof, 2024 Salsa Cruise, and two additional projects.
- The Special Events Recurring category, reflecting 13% of the total budget, has been calculated at \$508,500 for FY 2024/2025 based on the established declining scale and the number of applicants anticipated to return.
- The Special Projects category is budgeted at \$200,000 with two applicants expected at the maximum request of \$100,000 representing 5% of the total budget in FY 2024/2025.
- The Special Projects Recurring category is budgeted at \$646,000 and represents 16% of the total budget. Anticipated return applicants include the Orange Bowl Marketing Campaign; the Food Network South Beach Wine & Food Festival; Paraiso Miami Beach-Miami Swim Week, Aspen Institute Climate, the Miami Beach Classical Music Festival, and the Miami Beach Holiday Festival of Lights. These events, recruited and sustained by the MBVCA, are all marquee events and annually fill the City's hotel rooms.
- The Film Incentive category is budgeted at \$100,000 for FY 2024/2025 representing 3% of the budget.
- The Development Opportunities category is budgeted at \$120,000 for FY 2024/2025, representing 3% of the budget; in anticipation of four applicants at the maximum request of \$30,000 each.

Partnerships

Tourism Enrichment

The Miami Beach Visitor and Convention Authority (MBVCA) has budgeted \$220,000 for FY 2024/2025, representing 6% of the total budget, for tourism enrichment initiatives. This includes partnerships with the Miami Beach Cultural Arts Council for No Vacancy, Miami Beach, and citywide projects like Open House Miami.

The No Vacancy, Miami Beach project is a key initiative. In its inaugural year (FY 2020/2021), the project was postponed due to the pandemic and took place from December 2 - 12, 2020, featuring 10 artists in 10 hotels, attracting over 10,000 visitors. The project has continued to grow, with 10 artists and 10 hotels in FY 2021/2022 (November 18-December 9), 12 artists and 12 hotels in FY 2022/2023 (November 17-December 8), attracting over 50,000 visitors, and 12 hotels and 12 artists in FY 2023/2024 (November 16-December 14), with \$35,000 in prizes.

Public Relations

Hill & Knowlton/SAMCOR (H+K) served as the PR agency of record from 2011/2012 to 2021/2022. During their 11-year tenure, H+K generated significant media impressions (ranging from 3.4 billion to 14.1 billion) and values (\$14.3 million to \$3.9 billion). Private Label Marketing, LLC took over as PR agency in FY 2021/2022. In the first year, they generated 2.7 billion impressions, valued at \$24.9 million. In FY 2022/2023, they generated 2.5 billion impressions, valued at \$532.6 million. As of September 2024, FY 2023/2024 has seen 2.3 billion impressions, valued at \$21.1 million. For FY 2024/2025, the MBVCA has allocated \$200,000, representing 5% of the total budget, for public relations efforts. The MBVCA's initiatives aim to promote Miami Beach as a cultural and tourist destination, enhance its image, and increase brand awareness through strategic media outreach and public relations efforts.

Destination Marketing

The Destination Marketing allocation for FY 2024/2025 represents 13% of the total budget. This allocation will fund various initiatives to promote Miami Beach, including additional placement of stories and press releases on PR Newswire, continuation of the Blogger Program, FAM trips, online sweepstakes to boost social media engagement, and ticket giveaway promotions/sweepstakes for MBVCA-funded events.

A key project for the upcoming fiscal year is the continuation of the Forbes Travel Guide Hospitality Training Webinars, that provides free hospitality training to Miami Beach-based employees. Introduced during the pandemic when live training was not possible, these webinars have proven popular and will again be offered in the upcoming fiscal year. They will cover various topics and be available to both frontline and leadership-level employees, with sessions held throughout the fiscal year.

Overall, these initiatives aim to enhance Miami Beach's visibility, drive tourism, and support the local hospitality industry through training and outreach programs.

App Marketing

The Miami Beach Visitor and Convention Authority (MBVCA) aims to provide visitors with timely and relevant information about Miami Beach's attractions, services, hotels, businesses, and events through digital platforms. Recognizing the increasing reliance on technology among visitors worldwide, the MBVCA has developed and continues to enhance its digital offerings.

The Experience Miami Beach (EMB) App, formerly the Miami Beach Information App, has undergone significant updates since its rebranding in FY 2021/2022. The app now features an A-Z listing format, additional categories such as Shopping, Nightlife, Art & Culture, and Restaurants, a "My Miami Beach" section for personalized itineraries and photos, and a "Deals" section with special promotional offers.

In FY 2022/2023, the MBVCA launched EXPMiamiBeach.Tours, a separate app focused on guided tours, including collaborations with the City of Miami Beach, The Bass Museum, and other cultural institutions. Tours include Art in Public Places, No Vacancy Miami Beach, Art Outside, Cultural Institutions, LGBTQ Sites and Nightlife, and Hidden Art and Iconic History.

During FY 2023/2024, the MBVCA promoted both apps through social media, its website, targeted ads, and grantee partnerships, allocating 1% of its budget. As of September 2024, the Experience Miami Beach App has been downloaded 34,038 times, with approximately half of downloads coming from European users. For FY 2024/2025, the MBVCA plans to refresh the Experience Miami Beach app with enhanced visuals for deals, featured event options, updated libraries and security features, and potential integration of Apple Ads.

Additionally, the EXPMiamiBeach.Tours app will integrate existing tours and create new ones to appeal to Miami Beach visitors, further enhancing the digital experience for visitors and providing valuable information about Miami Beach.

IT Development

The Miami Beach Visitor and Convention Authority (MBVCA) initiated a preliminary review of opportunities and needs in spring 2011, culminating in a situational analysis and the release of a Request for Proposal (RFP) in January 2012. This RFP aimed 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)..

The MBVCA awarded a one-year contract to Just Program LLC dba Solodev in May 2012 to develop the API. Today, the API is fully functional with 44 distinct categories of businesses, each averaging 90 different services and amenities.

In FY 2020/2021, the API underwent significant upgrades, including the addition of event space sizes, executive chef information, expanded cuisine types, and health and safety measures across various business categories. The following year, in FY 2022/2023, the Experience Miami Beach App was updated with a revamped list of businesses and condensed categories, making it easier for tourists to search for information. The app continued to promote grantee deals and highlight various promotions available.

In FY 2023/2024, the MBVCA collaborated with City personnel to ensure the API's business information remained up to date. The API's continued development enables web and app developers to create innovative experiences for users, providing valuable information about Miami Beach's businesses, services, and attractions.

In 2024/2025, the MBVCA plans to continue collaborating with the City to ensure all Miami Beach business information is updated.

Research and Development

The MBVCA will develop a strategic list of major events worldwide as the result of ongoing communications and consulting with all partners. We expect to investigate some of these events with the goal of the development of a new major event for the destination. The MBVCA 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 continue to collaborate with local partners. A total of \$244,700 has been allotted for Research and Development in FY 2024/2025.

Projected Cash Flow Reserve

The MBVCA has budgeted \$5,000 of the total budget, for cash flow reserve in FY 2024/2025. 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 \$569,800 for FY 2024/2025. This figure represents 14% of the total budget. The overhead allocation is budgeted at \$150,000, which reflects 4% of the overall budget, with \$5,000 allocated for capital expenses. The increase from FY 2024/2025 is attributed to the purchase of updated office equipment, technology, and the reconfiguration of the conference room utilized by the Board for their monthly meetings, along with a 2.7% COLA increase for all employees. The total administration and overhead costs are 18% of the total budget.

Reserves

A total of \$410,000 is being transferred from reserves to supplement the FY 2024/2025 budget.

MIAMI BEACH VISITOR AND CONVENTION AUTHORITY

FY 2024/2025

	APPROVED FY 2023.2024	APPROVED FY 2024.2025	VARIANCE	APPROVED FY 2024.2025 BUDGET
REVENUES				
Unrestricted				
Rollover	\$ -	\$ -	\$ -	
Reserves	\$ 200,000	\$ 410,000	\$ 210,000	105%
Projected Resort Tax	\$ 3,727,000	\$ 3,526,000	\$ (201,000)	-5%
TOTAL REVENUES	\$ 3,927,000	\$ 3,936,000	\$ 9,000	0%
EXPENDITURES				
Administration & Benefits	\$ 518,000	\$ 569,800	\$ 51,800	14%
Operating Expenses	\$ 190,000	\$ 150,000	\$ (40,000)	4%
Capital	\$ 15,000	\$ 2,000	\$ (13,000)	0%
Total Administration	\$ 723,000	\$ 721,800	\$ (1,200)	18%
GRANTS - Tourism Advancement Program				
Tourism Partnerships	\$ 90,000	\$ 90,000	\$ -	2%
Major One Time Special Event	\$ 225,000	\$ 150,000	\$ (75,000)	4%
Special Events Recurring	\$ 588,000	\$ 508,500	\$ (79,500)	13%
Special Projects	\$ 180,000	\$ 200,000	\$ 20,000	5%
Special Projects Recurring	\$ 476,000	\$ 646,000	\$ 170,000	16%
Film Incentive	\$ 100,000	\$ 100,000	\$ -	3%
Development Opportunities	\$ 120,000	\$ 120,000	\$ -	3%
Total Tourism Adv. Program	\$ 1,779,000	\$ 1,814,500	\$ 34,500	46%
PARTNERSHIPS				
Tourism Enrichment	\$ 220,000	\$ 220,000	\$ -	6%
Total	\$ 220,000	\$ 220,000	\$ -	6%
MARKETING/PR/TECHNOLOGY				
Marketing/Communications & PR	\$ 200,000	\$ 200,000	\$ -	5%
Destination Marketing	\$ 500,000	\$ 500,000	\$ -	13%
APP Marketing	\$ 50,000	\$ 30,000	\$ (20,000)	1%
IT Development	\$ 100,000	\$ 50,000	\$ (50,000)	1%
Total	\$ 850,000	\$ 780,000	\$ (70,000)	20%
OTHER				
Initiatives	\$ 150,000	\$ 150,000	\$ -	4%
R&D	\$ 200,000	\$ 244,700	\$ 44,700	6%
Projected Cash Flow Reserve	\$ 5,000	\$ 5,000	\$ -	0%
Total Other	\$ 355,000	\$ 399,700	\$ 44,700	10%
TOTAL	\$ 3,927,000	\$ 3,936,000	\$ 9,000	0%

The MBVCA strategically focuses its funding opportunities 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 details 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 2023/2024, the MBVCA will continue to review grant applicants' concerns and try to address them within the MBVCA's published guidelines, as best as possible; particularly those noted in the prior year's exit interview form submitted as part of their final report documentation. Any other concerns that may have been expressed throughout the application submission process will also be reviewed and addressed.

The MBVCA guidelines and application process were updated in FY 2015/2016 becoming both more concise and easier to comprehend. In 2022/2023, 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 submitted as part of the first step of the application submission process. 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. Social media analytics showing key metrics from @ExperienceMiamiBeach tagged posts will continue to be required as part of the final report support documents with increased post requirements both pre- and -post event, as well as live stories during the event itself.

In FY 2022/2023, the MBVCA continued to solely accept applications electronically through its Application Portal. All applications are required to be submitted through the Portal, with the exception of the organization's reviewed or audited financials that must be sent to the MBVCA Administration directly by the organization's CPA. The Application Portal enables applicants to complete their application completely online. In addition, the Application Portal will continue to allow for all communications between MBVCA staff and grant applicants to take place electronically, including application status updates; informational items, and the corrections required of the application during the draft submission period. This allows applicants to receive information in real time, allowing for a better overall communication process. In 2020/2021, the Application Portal was revamped to include updates to be more aligned with anticipated expenses from grant applicants and for additional ease of use. The Project Budget page also added line items for social media and digital expenses, as more events steer toward electronic means of promotion, from the traditional print ads and promotional material. In addition, the breakdown of how the requested funds will be sent will include an auto-sum feature to ensure the totals match up to the grant request amount. Additional checks and balances will also ensure the Project Budget is balanced prior to allowing applicants to move forward to the next section of the application, within the Portal.

In 2022/2023, a question about the event/organizational involvement with the community, including local schools and organizations, was added to the grant application. In addition, the MBVCA application submission process continued to be streamlined into a multi-step system in fiscal year 2022/2023, where grant criteria must be submitted first, to determine eligibility. The required pre-proposal conference continued to allow for the flexibility of zoom meetings. In 2023/2024 the Application Portal was further automated to allow the posting of the grantee contracts for each individual grantee. In addition, the lobbyist registration language was updated to be aligned with the City's new requirements. The grantee's cross-promotional requirements were also revamped to require additional postings that would therefore increase traffic to the @ExperienceMiamiBeach handles.

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 within the declining scale. This policy continued in fiscal year 2022/2023 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, remained retired due to a small number of applicants in the past. It has since been rolled into the Development Opportunities grant category. Development Opportunities was revived in 2019/2020 and will continue to be made available in 2023/2024 as a one-time grant with lower qualifying criteria as compared to our other grant categories. This will help attract smaller event producers to the destination and possibly grow their event through the MBVCA's seed money.

The Cultural Tourism Grant Program remained retired and evolved into a new partnership program, the Tourism Enrichment Program. This 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 2024/2025.

The Film Incentive Grant Program will continue to be updated to be better aligned with the film industry and will be offered to scripted feature films and television shows, documentaries (non-political and non-sports only), and short films, in fiscal year 2024/2025. Further, the minimum hotel room requirement will remain at 200 hotel room nights, for the upcoming fiscal year. The Program will be also promoted through the City of Miami Beach's Film Office as an additional incentive to the City's Film Grant; the Miami Dade County's Film Office; Film Florida; through film festival grantee organizations, and through publications such as Cast & Crew to assist with the promotion of the program to possibly attract new productions to the destination.

In 2024/2025, the minimum hotel room night criteria for the Major Events and Special Events Recurring grant categories will increase from 200 to 250 hotel room nights. In addition, the media impressions and viewership requirements were increased from 1,000,000 to 1,500,000 for both criteria. The Special Projects and Special Projects Recurring minimum grant criteria will also increase in fiscal year 2024/2025, with the hotel room night requirement increasing from 1,000 to 1,500 hotel room nights; the contracted media impressions requirement will increase from 100,000,000 to 150,000,000 media impressions, while the viewership requirement will increase from 10,000,000 to 15,000,000.

The Tourism Partnerships hotel room night requirement will remain at the minimum of 175 hotel room nights, with “Engagement” remaining as part of the grant criteria within the Tourism Partnerships grant category at 1,500, with the media impression requirement remaining at 500,000. This allows for proof of visitors/walk-ins/attendees; website hits; telephone calls; emails, App downloads; webpage engagement via the website through “Contact Us Form” or Live Chat, by the various Visitor Centers and other Centers that offer year-long programming.

Hotel agreements will continue to be accepted, in addition to hotel contracts, to meet the minimum criteria in place for each grant category. The revision to the language will continue to encourage a broader number of organizations to be able to meet the MBVCA’s minimum criteria in place.

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

In the upcoming fiscal year, these measures will remain in place through internal auditing processes. The additional restrictions imposed in fiscal year 2019/2020 will remain in place in fiscal year 2024/2025 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 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.

2023/2024 General Tourism Highlights

- Hotel rooms (as of September 2024) – 20,868
- Overnight Visitors (2023-Miami Beach) – 11,968,000 (of 27.2 million visitors to Miami Dade County)
- Average Room Rate (as of September 2024) - \$280.72
- Average RevPar (January to September 2024) – \$205.48
- Average Occupancy (as of September 2024) – 72.1%

Total Attendance of MBVCA Sponsored Events – 1,555,174

○ Resident	29%
○ Regional	26%
○ Tourist	45%

- Number of Events in Miami Beach – 772
- Job Creation – 4,717
- Average Organizational Budgets of MBVCA sponsored events – \$123,528,810.50
- Annual Income of Attendees
 - Under \$35,000 – 0%
 - \$35,000 - \$50,000 – 17%
 - \$51,000 - \$70,000 – 17%
 - \$71,000 - \$100,000 – 27%
 - Over \$100,000 – 39%

GRANT BY CATEGORY

Category	Recipient	Event/Project	Grant Request	Amount Awarded
Development Opportunities	InsideOut Sports and Entertainment	Amateur Slam	\$30,000	\$30,000
Film Incentive				
Applications were not received in FY 2023/2024				
Major One Time Special Event	Fish Hard Events	Miami Billfish Tournament of Champions	\$45,000	\$45,000
	Taste the Race Events, Inc.	Miami Vice 40 th Anniversary Reunion	\$45,000	\$45,000
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival	\$24,000	\$24,000
	GMP Live	North Beach Music Festival	\$32,000	\$32,000
	LTF Operations Holdings, LLC	Life Time Miami Marathon & Half	\$32,000	\$32,000
	Model Volleyball	Model Volleyball	\$24,000	\$24,000
	National LGBTQ Task Force	31 st Annual Winter Party Festival	\$32,000	\$32,000
	SCOPE Art Fair, Inc	SCOPE Miami Beach 2023	\$40,000	\$40,000
	South Beach Seafood Festival	South Beach Seafood Festival	\$32,000	\$32,000
	The Miami Takeover	16th Annual Miami Takeover	\$32,000	\$32,000
	Urge Miami LLC	2023 Urge Miami Thanksgiving Festival	\$40,000	\$40,000
Special Projects	A National Salute to America's Heroes	National Salute to America's Heroes	\$90,000	\$90,000
	Art Fairs Unlimited, LLC	Untitled Art, Miami Beach	\$90,000	\$90,000
	GroundUp Music Foundation	GroundUP Music Festival	\$90,000	\$90,000
	Miami Music Festival, Inc.	Miami Beach Holiday Festival of Lights	\$90,000	\$90,000
Special Projects Recurring	Climate Summit Miami Beach Host Committee	Aspen Ideas: Climate	\$68,000	\$68,000
	Florida International University-SOBEWFF	Food Network South Beach Wine & Food Festival presented by Capital One	\$85,000	\$85,000
	FUNKSHION Productions	Miami Swim Week -Paraiso Miami Beach	\$59,500	\$59,500
	Miami Music Festival, Inc.	Miami Beach Classical Music Festival 2024	\$59,500	\$59,500
	Orange Bowl Committee	Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	\$51,000	\$51,000
Tourism Enrichment	City of Miami Beach	No Vacancy, Miami Beach	\$100,000	\$100,000
	City of Miami Beach	South Beach Slam Pickleball Tournament	\$75,000	\$75,000
	GMCVB F/A for Miami Center for Architecture & Design, Inc.	Open House Miami	\$90,000	\$90,000
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBTQ Visitor Center	\$30,000	\$30,000
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	\$30,000	\$30,000

IMPACT OVERALL

Category	Recipient	Event/Project	Hotel Room Nights	Viewership	Impressions
Development Opportunities	InsideOut Sports and Entertainment	Amateur Slam	71	0	8,509,936,725
Film Incentive	Applications were not received for this category in 2023/2024				
Major One Time Special Event	Fish Hard Events	Miami Billfish Tournament of Champions	201	0	1,073,012
	Taste the Race Events, Inc.	Miami Vice 40 th Anniversary Reunion	234	0	42,874,789
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival	662	0	8,746,817,432
	GMP Live	North Beach Music Festival	216	0	4,707,260
	LTF Operations Holdings, LLC	Life Time Miami Marathon and Half	206	0	4,509,169,136
	Model Volleyball	Model Volleyball	205	0	487,361,440
	National LGBTQ Task Force	31 st Annual Winter Party Festival	375	0	452,913,722
	SCOPE Art Fair	SCOPE Miami Beach 2023	906	0	802,136,461
	South Beach Seafood Festival	South Beach Seafood Festival	204	0	159,763,299
	The Miami Takeover	16 th Annual Miami Takeover	221	0	9,300,000
	Urge Miami LLC	2023 Urge Miami Thanksgiving Festival	251	0	28,028,967
Special Projects	A National Salute to America's Heroes	National Salute to America's Heroes	1,403	0	938,000,000
	Art Fairs Unlimited, LLC	Untitled Art, Miami Beach	1,123	0	2,211,787,194
	GroundUp Music Foundation	GroundUP Music Festival	1,002	0	507,976,250
	Miami Music Festival, Inc.	Miami Beach Holiday Festival of Lights	1,042	0	112,595,704
Special Projects Recurring	Climate Summit Miami Beach Host Committee	Aspen Ideas: Climate	1,377	0	172,000,000
	Florida International University-SOBWFF	Food Network South Beach Wine & Food Festival presented by Capital One	2,306	0	10,700,000,000
	FUNKSHION Productions	Miami Swim Week – Paraiso Miami Beach	560	83,770,567	13,982,523,952
	Miami Music Festival, Inc.	Miami Beach Classical Music Festival 2024	1,078	0	1,585,312,105
	Orange Bowl Committee	Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	0	20,769,489	5,146,508,649
Tourism Enrichment	City of Miami Beach	No Vacancy, Miami Beach	0	0	1,900,000,000
	City of Miami Beach	South Beach Slam Pickleball Tournament	7	0	9,804,002
	GMCVB F/A for Miami Center for Architecture & Design, Inc.	Open House Miami	0	0	81,912,994
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBTQ Visitor Center	0	0	2,111,429
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	0	0	586,485

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	Amateur Slam	71	\$344.24	82.6%	\$24,441.02	\$488.82	\$24.44
Film Incentive Applications were not received for this category in 2023/2024							
Major One Time Special Event	Miami Billfish Tournament of Champions	201	\$344.24	82.6%	\$69,129.22	\$1,383.84	\$69.19
	Miami Vice 40 th Anniversary Reunion	234	\$186.09	57.0%	\$43,545.04	\$870.90	\$43.55
Special Events Recurring	16 th Annual Miami Takeover	221	\$220.68	74.0%	\$48,770.26	\$975.41	\$48.77
	31 st Annual Winter Party Festival	375	\$344.24	82.6%	\$129,089.98	\$2,581.80	\$129.09
	American Black Film Festival	662	\$212.31	67.3%	\$140,549.20	\$2,810.98	\$140.55
	Life Time Miami Marathon & Half	206	\$320.09	81.6%	\$65,938.52	\$1,318.77	\$65.94
	Model Volleyball	205	\$380.31	86.1%	\$77,963.53	\$1,559.27	\$77.96
	North Beach Music Festival	216	\$238.47	63.3%	\$51,509.50	\$1,030.19	\$51.51
	SCOPE Miami Beach 2023	906	\$500.98	80.5%	\$453,887.86	\$9,077.76	\$453.89
	South Beach Seafood Festival	204	\$235.39	64.5%	\$48,019.54	\$960.39	\$48.02
	Urge Miami Thanksgiving Festival	251	\$233.28	67.5%	\$58,553.26	\$1,171.07	\$58.55
Special Projects	A National Salute to America's Heroes	1,403	\$259.69	73.0%	\$364,345.05	\$7,286.90	\$364.35
	GroundUP Music Festival	1,002	\$344.24	82.6%	\$344,928.46	\$6,898.57	\$344.93
	Miami Beach Holiday Festival of Lights	1,042	\$428.93	77.9%	\$446,945.04	\$8,938.90	\$446.95
	Untitled Art, Miami Beach	1,123	\$500.98	80.5%	\$562,600.52	\$11,252.01	\$562.50
Special Projects Recurring	Aspen Institute: Climate	1,377	\$345.30	84.1%	\$475,478.08	\$9,509.56	\$475.48
	Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	0	\$468.95	78.8%	\$0.00	\$0.00	\$0.00
	Food Network South Beach Wine & Food Festival presented by Capital One	2,306	\$422.96	87.2%	\$973,345.74	\$19,506.91	\$975.35
	Miami Beach Classical Music Festival 2024	1,078	\$218.39	69.6%	\$235,424.40	\$4,708.49	\$235.42
	Miami Swim Week - Paraiso Miami Beach	560	\$242.92	74.0%	\$136,035.18	\$2,720.70	\$136.04
Tourism Enrichment	No Vacancy, Miami Beach	0	\$292.48	68.5%	\$0.00	\$0.00	\$0.00
	Open House Miami	0	\$368.34	82.5%	\$0.00	\$0.00	\$0.00
	South Beach Slam Pickleball Tournament	7	\$248.31	70.0%	1,738.15	\$34.76	\$1.74
Tourism Partnerships	LGBTQ Visitor Center	0	\$280.72	72.1%	\$0.00	\$0.00	\$0.00
	Miami Beach Visitor Center	0	\$280.72	72.1%	\$0.00	\$0.00	\$0.00

Category	Organization	Event	Total Dollar Value Spent on Advertising ¹	Domestic Advertising	International Advertising	Total Dollar Value Spent on Television
Development Opportunities	InsideOut Sports and Entertainment	Amateur Slam	\$5,000	\$5,000	\$0	\$0
Film Incentive	Applications were not received for this category in 2023/2024					
Major One Time Special Event	Fish Hard Events	Miami Billfish Tournament of Champions	\$20,000	\$20,000	\$0	\$0
	Taste the Race Events, Inc.	Miami Vice 40 th Anniversary Reunion	\$7,456	5,219.20	\$2,236.80	\$0
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival	\$49,000	\$49,000	\$0	\$0
	GMP Live	North Beach Music Festival	\$19,462	\$19,462	\$0	\$0
	LTF Operations Holdings, LLC	Life Time Miami Marathon and Half	\$87,590	\$78,831	\$8,759	\$0
	Model Volleyball	Model Volleyball	\$205,500	\$154,125	\$51,375	\$0
	National LGBTQ Task Force	31 st Annual Winter Party Festival	\$16,810	\$15,970	\$841	\$0
	SCOPE Art Fair, Inc.	SCOPE Miami Beach 2023	\$605,000	\$332,750	\$272,250	\$0
	South Beach Seafood Festival	South Beach Seafood Festival	\$193,000	\$193,000	\$0	\$0
	The Miami Takeover	16 th Annual Miami Takeover	\$8,457	\$8,457	\$0	\$0
	Urge Miami LLC	Urge Miami Thanksgiving Festival	\$17,460	\$16,587	\$873	\$0
Special Projects	A National Salute to America's Heroes	National Salute to America's Heroes	\$109,210	\$109,210	\$0	\$0
	Art Fairs Unlimited, LLC	Untitled Art, Miami Beach	\$167,125	\$125,344	\$41,781	\$0
	GroundUP Music Foundation, Inc.	GroundUP Music Festival	\$41,325	\$20,663	\$20,663	\$0
	Miami Music Festival, Inc.	Miami Beach Holiday Festival of Lights	\$2,320	\$2,088	\$232	\$0
Special Projects Recurring	Climate Summit Miami Beach Host Committee	Aspen Institute: Climate	\$496,766	\$496,766	\$0	\$0
	Florida International University-SOBEWFF	Food Network South Beach Wine & Food Festival presented by Capital One	\$179,000	\$173,630	\$5,370	\$0
	FUNKSHION Productions	Miami Swim Week-Paraiso Miami Beach	\$55,000	\$16,500	\$38,500	\$2,000,000
	Miami Music Festival, Inc.	Miami Beach Classical Music Festival 2024	\$7,981	\$7,183	\$798	\$0
	Orange Bowl Committee	Capital One Orange Bowl Game Marketing Campaign & Ancillary Events	\$498,000	\$498,000	\$0	\$0
Tourism Enrichment	City of Miami Beach	No Vacancy, Miami Beach	\$35,000	\$31,500	\$3,500	\$0
	City of Miami Beach	South Beach Slam Pickleball Tournament	\$60,377	\$60,377	\$0	\$0
	GMCVB F/A for Miami Center for Architecture & Design, Inc.	Open House Miami	\$108,425	\$108,425	\$0	\$0
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBTQ Visitor Center	\$31,625	\$31,625	\$0	\$0
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	\$26,000	\$26,000	\$0	\$0

¹ Includes actual, in-kind, and barter
 ** Estimated

HOTEL PICK – UP STATISTICS

Category	Recipient	Event/Project	Funding	HRN Contracted	HRN Generated	Variance
Development Opportunities	InsideOut Sports and Entertainment	Amateur Slam	\$30,000	88	71	-19.32%
Film Incentive						
Applications were not received for this category in 2023/2024						
Major One Time Special Event	Fish Hard Events	Miami Billfish Tournament of Champions	\$45,000	200	201	-5.5%
	Taste the Race Events, Inc.	Miami Vice 40 th Anniversary Reunion	\$45,000	209	234	11.96%
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival	\$24,000	647	662	2.32%
	GMP Live	North Beach Music Festival	\$32,000	485	216	-55.46%
	LTF Operations Holdings, LLC	Life Time Miami Marathon & Half	\$32,000	275	206	-25.09%
	Model Volleyball	Model Volleyball	\$24,000	200	205	2.5%
	National LGBTQ Task Force	31 st Annual Winter Party Festival	\$32,000	444	375	-15.54%
	SCOPE Art Fair, Inc.	SCOPE Art Miami Beach 2023	\$40,000	1,256	906	-27.87%
	South Beach Seafood Festival	South Beach Seafood Festival	\$32,000	310	204	34.2%
	The Miami Takeover	16 th Annual Miami Takeover	\$32,000	210	221	5.24%
	Urge Miami LLC	2023 Urge Miami Thanksgiving Festival	\$40,000	240	251	4.58%
Special Projects	A National Salute to America's Heroes	National Salute to America's Heroes	\$90,000	1,038	1,403	35.16%
	Art Fairs Unlimited, LLC	Untitled Art, Miami Beach	\$90,000	1,032	1,123	8.82%
	GroundUp Music Foundation, Inc.	GroundUP Music Festival	\$90,000	1,000	1,002	0.2%
	Miami Music Festival, Inc.	Miami Beach Holiday Festival of Lights	\$90,000	1,042	1,042	4.2%
Special Projects Recurring	Climate Summit Miami Beach Host Committee	Aspen Institute: Climate	\$68,000	1,191	1,377	15.62%
	Florida International University-SOBEWFF	2024 Food Network South Beach Wine & Food Festival	\$85,000	1,561	2,306	47.73%
	FUNKSHION Productions	Miami Swim Week - Paraiso Miami Beach	\$59,500	0	560	N/A
	Miami Music Festival, Inc	Miami Beach Classical Music Festival 2024	\$59,500	1,015	1,078	6.21%
	Orange Bowl Committee	Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	\$51,000	0	N/A	0.00%
Tourism Enrichment	City of Miami Beach	No Vacancy, Miami Beach	\$100,000	0	0	0.00%
	City of Miami Beach	South Beach Slam Pickleball Tournament	\$ 75,000	0	7	0.00%
	GMCVB F/A for Miami Center for Architecture & Design, Inc.	Open House Miami	\$ 90,000	0	0	0.00%
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$30,000	0	0	0.00%
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	\$30,000	0	0	0.00%

Yearlong

Forbes Travel Guide Online Hospitality Training– Forbes Travel Guide

FY 2023/2024	\$10,600
FY 2022/2023	\$9,750
FY 2021/2022	\$22,500
FY 2020/2021	\$22,500
FY 2019/2020	\$38,943.75
FY 2018/2019	\$50,025
FY 2017/2018	\$42,000
FY 2016/2017	\$14,000

Through a partnership with Forbes Travel Guide and support from the Greater Miami and The Beaches Hotel Association (GMBHA), the MBVCA hosted several online training events for Miami Beach based employees. Due to the successful implementation of the online webinars during the pandemic, the MBVCA has continued to offer online webinars throughout the year for a total of 8 during FY 2023/2024. Each webinar included different topics while providing the fundamentals of customer service, as offered worldwide by Forbes Travel Guide. The online training sessions remained free of charge to anyone who resides and/or works within the City of Miami Beach as well as to those in the hospitality industry. A total of **882 learners** participated in the Leadership webinars, with **607 learners** participating in the 4 Frontline webinars offered. In total, **1,489 hospitality employees** received training throughout the fiscal year. This was a **34% increase** in participation Year over Year.

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

www.forbestravelguide.com and www.miamibeachvca.com/training

LGBTQ Visitor Center - MDGLCC Foundation, Inc.

FY 2023/2024	\$30,000
FY 2022/2023	\$30,000
FY 2021/2022	\$22,329
FY 2020/2021	\$12,000
FY 2019/2020	\$19,530
FY 2018/2019	\$28,300
FY 2017/2018	\$30,000
FY 2016/2017	\$30,000
FY 2015/2016	\$30,000
FY 2014/2015	\$30,000
FY 2013/2014	\$30,000
FY 2012/2013	\$30,000
FY 2010/2011	\$30,000

The LGBTQ 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 2023/2024, the Center received **10,029 total walk-in visitors, 1,300 phone calls, and 4,366 emails**. It also maintained its online presence generating **2,111,429 media impressions** through its partnership with HotSpots magazine and Q Digital, as well as through its social media channels to include Facebook, Instagram, and X. The Center received additional promotional support through the GMCVB, social media, flyers, and the LGBT Weekly E-Blast Newsletter. A total of **2,299 hits** were generated by the Center's website over the course of the year.

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

www.gogaymiami.com

Miami Beach Visitor Center – Miami Beach Chamber of Commerce

FY 2023/2024	\$30,000
FY 2022/2023	\$30,000
FY 2021/2022	\$30,000
FY 2020/2021	\$30,000
FY 2019/2020	\$19,530
FY 2018/2019	\$30,000
FY 2017/2018	\$30,000
FY 2016/2017	\$30,000
FY 2015/2016	\$30,000
FY 2014/2015	\$30,000
FY 2013/2014	\$30,000
FY 2012/2013	\$30,000
FY 2011/2012	\$30,000
FY 2010/2011	\$30,000
FY 2009/2010	\$30,000
FY 2008/2009	\$30,000
FY 2007/2008	\$30,000
FY 2006/2007	\$30,000
FY 2005/2006	\$30,000
FY 2004/2005	\$40,000
FY 2003/2004	\$40,000
FY 2002/2003	\$20,000
FY 2001/2002	\$75,000
FY 2000/2001	\$26,000
FY 1999/2000	\$26,000
FY 1998/1999	\$25,000
FY 1997/1998	\$25,000
FY 1996/1997	\$25,000

Miami Beach Visitor Center is located at 100 16th Street, Suite 6, and has been operating from its new location since they re-opened their doors to the public post-pandemic. The Center's main objective is to promote the City of Miami Beach as the ultimate tourist destination. Their friendly staff assists locals as well as tourists with a multitude of needs such as hotel and restaurant reservations, tours, attractions bookings and much more. The Miami Go Card and Explorer pass are also sold at the Visitors Center. In addition, their updated website, MiamiBeachGuest.com, attracts visitors from international, regional, and local destinations and promotes a variety of local businesses. The Center works closely with the City of Miami Beach, the GMCVB, and other tourist related entities to ensure that their resources on promoting the destination are coordinated and maximized. During FY 2023/2024 the Center welcomed **5,353 walk-ins; received 1,133 telephone calls, and 3,417 faxes/emails/web mails**. The Center continued to focus its efforts on promoting the destination and getting back to normal operations and generated **586,485 media impressions** last fiscal year. In addition, the Center's website generated **15,106 hits** throughout the fiscal year. The Center's combined engagement totaled **25,009**.

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

www.miamibeachvisitorcenter.com

October 2023

South Beach Seafood Festival – South Beach Seafood Festival

FY 2023/2024	\$28,000
FY 2022/2023	\$32,000
FY 2021/2022	\$40,000
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 18 – 21, 2023**. 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 **16,221 attendees** to its 3 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. The Festival delivered **204 hotel nights** and generated **159,763,299 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.

www.sobeseafoodfest.com

November 2023

No Vacancy, Miami Beach – City of Miami Beach

FY 2023/2024	\$100,000
FY 2022/2023	\$100,000
FY 2021/2022	\$75,000
FY 2020/2021	\$75,000

No Vacancy, Miami Beach, took place **November 14 – December 16, 2023**, as a contemporary art experience that celebrated artists, provokes critical discourse, and invited the public to experience Miami Beach’s famed hotels as destination art spaces by turning hotels into temporary cultural institutions – the very definition of Cultural Tourism. Like last year, the art exhibition was held at 12 hotels in Miami Beach, where lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools served as a canvas. Public voting took place through an online social media campaign for the Public Prize Award. In addition, to the online votes it is estimated that over **50,000 persons** experienced at least one of the art projects in person. The selected hotels included the Avalon Hotel, The Betsy Hotel South Beach; Cadillac Hotel & Beach Club; Catalina Hotel, Hotel Croydon, Miami Beach, Esme Miami Beach, Faena Hotel Miami Beach, International Inn by the Bay, Kimpton Hotel Palomar, South Beach, Riviera South Beach, The Royal Palm South Beach and Kimpton Surfcomber, Hotel. A total of **1,900,000,000 social media impressions** were generated this year.

This event satisfied the City’s efforts to promote Cultural Tourism to the destination.

www.mbartandculture.org/no-vacancy

South Beach Slam Pickleball Tournament – City of Miami Beach

FY 2023/2024	\$75,000
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Miami Beach’s first doubles amateur Pickleball tournament took place **November 17 – November 19, 2023**. This event consisted of free clinics, community play, an opening match and two full days of tournament play. The event attracted **633 attendees** overall; of which 70% were regional visitors. The event generated **7 hotel room nights** and **9,804,002 media impressions**. This project satisfied the MBVCA’s core initiative of attracting Sports, Fitness and created tourism enrichment to the destination.

This event satisfied the MBVCA’s core initiatives of Health & Fitness to the destination.

www.southbeachslam.com

2023 Urge Miami Thanksgiving Festival – URGE Miami LLC

FY 2023/2024	\$40,000
FY 2022/2023	\$45,000
FY 2019/2020	\$30,000

One of the biggest LGBTQ events on Miami Beach returned on **November 24 – November 27, 2023**. This event took place during the Thanksgiving holiday weekend and offered a fun, gay dance festival getaway. Urge Miami activated 3 events in Miami Beach out of a total of 5 events and attracted **11,750 attendees** overall; 44% of which were out of town visitors. The event generated **251 hotel room nights** and **28,028,967 media impressions**. This project satisfied the MBVCA’s core initiative of attracting LGBT tourism to the destination.

This event satisfied the MBVCA’s core initiatives of attracting LGBT tourism to the destination.

www.urgemiamifestival.com

December 2023

North Beach Music Festival – GMP Live

FY 2023/2024	\$32,000
FY 2022/2023	\$40,000
FY 2021/2022	\$45,000

This music festival took place over a two period at the North Beach Bandshell **December 1 – 3, 2023**. The festival featured live music in the Jam Band, Funk, Rock and Jazz genres and attracted **2,525 attendees**. The “jam band” music scene encompasses rock, jazz, funk, and electronica all united by a love of improvisation and musicianship. A total of **216 hotel room nights** were generated along with **4,707,260 media impressions** through a combination of digital marketing, social media, and promotions through national media companies specializing in the genre of music featured at the Festival.

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

www.northbeachmusicfestival.com

SCOPE Miami Beach 2023 – SCOPE Art Fair Inc.

FY 2023/2024	\$40,000
FY 2022/2023	\$24,000
FY 2021/2022	\$28,000
FY 2019/2020	\$32,000
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

SCOPE Miami Beach took place **December 5 - December 10, 2023** and welcomed **122,000 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 **906 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 **802,136,461 media impressions**.

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

www.scope-art.com

UNTITLED Art, Miami Beach – Art Fairs Unlimited, LLC

FY 2023/2024	\$90,000
FY 2022/2023	\$40,000
FY 2021/2022	\$28,000
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

Celebrating its ninth year, this international art fair took place **December 6 - December 10, 2023** and attracted over **55,000 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 150 exhibitors/galleries from 32 countries. 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 **1,123 hotel room nights** in Miami Beach were generated as a result of the fair’s success. In addition, **2,211,787,194 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

Miami Beach Holiday Festival of Lights – Miami Music Festival, Inc.

FY 2023/2024	\$90,000
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The Miami Beach Holiday Festival of Lights made the holiday season a bit brighter with a blend of music, lights, and projection mapping displays that celebrated the rich tapestry of international holiday traditions intended to captivate audiences of all ages. Taking place from **Thursday, December 21, 2023 – Monday, January 8, 2024** and presented by the Miami Music Festival, the event attracted an estimated **20,000 attendees**, of which 90% (18,000) were anticipated to be tourists. A total of **1,042 hotel room nights** were generated at The Betsy Hotel and **112,595,704 media impressions**. The festival featured a series of live performances spanning a variety of genres and will include appearances by holiday characters such as Santa Claus, Elsa (Frozen) and the Grinch. Cutting edge projection displays were combined with the music to create exciting and memorable experiences for all to enjoy. The use of projection mapping technology created vibrant imagery onto some of Ocean Drive’s many façades. There are 24 events that took place over the three-week period of the festival.

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

<https://miamimusicfestival.com>

Capital One Orange Bowl Game Marketing Campaign and Ancillary Events – Orange Bowl Committee

FY 2023/2024	\$51,000
FY 2022/2023	\$59,500
FY 2021/2022	\$68,000
FY 2019/2020	\$85,000
FY 2018/2019	\$51,000
FY 2017/2018	\$59,500
FY 2016/2017	\$68,000
FY 2015/2016	\$85,000
FY 2014/2015	\$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 Capital One Orange Bowl Game took place at the Hard Rock Stadium on **December 30, 2023**, surrounded by a series of events that took place from **December 26, 2023 through December 30, 2023**. The events welcomed members of the community along with college football fans from around the country to the destination, for a total of **63,912 fans**. Aside from the game itself, events such as the team beach outings at the Fontainebleau hotel; special dinners at Fogo de Chao; Joe’s Stone Crab and Smith and Wollensky; Coaches Luncheon at Jungle Island and others. A total of **4,041,847,851 media impressions** were generated as a result of promotional efforts and press coverage, while the event was televised on ESPN, generating **18,271,616 in viewership**.

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

www.orangebowl.org

January 2024

Life Time Miami Marathon and Half– LTF Operations Holdings, LLC

FY 2023/2024	\$32,000
FY 2022/2023	\$40,000
FY 2021/2022	\$24,000
FY 2019/2020	\$28,000
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 **January 27 – 29, 2024**. 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 the Miami Beach Convention Center, kicked off and was attended by **23,079 people** over the three days. The Tropical 5K attracted **3,000 participants**, with the Half Marathon and Full Marathon attracting **18,569 runners**. The events generated **200 hotel room nights** in Miami Beach and received **4,321,909,598 in media and marketing impressions** through Yahoo! Sports, Despierta America!, CNN en Espanol, BBC Mundo, Local News 7, NBC6 News and Six in the Mix, CBS 4, Telemundo, Univision, ESPN Run, and many more.

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

www.themiamimarathon.com

February 2024

Miami Billfish Tournament of Champions – Fish Hard Events

FY 2023/2024	\$45,000
FY 2022/2023	\$30,000

This event took place on the waters off Miami Beach and at the Miami Beach Marina **February 1 – 3, 2024**. The competition for a substantial \$400,000 purse by **30 separate teams** was cheered on by crowds at the Marina over the course of the two days. Spectators were also invited to come out prior to the start of the tournament. Dinners from local eateries including Joe’s Stone Crab, Rusty Pelican, Lobster Shack, and others were held as well as an awards ceremony at the conclusion of the tournament to celebrate the winners. A total of **221 hotel room nights** were generated as were **884,012 media impressions** through a combination of digital marketing, direct mail, sport fishing publications, and social media.

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

questfortheringfl.com/tournament-of-champions/

Amateur Slam – InsideOut Sports and Entertainment

FY 2023/2024 \$30,000

Following the success of the South Beach Slam last November, 2023, the Amateur Slam featured 64 teams (single gender and mixed gender teams) with a combined DUPR doubles rating of 8.5 and less. This event took place over two days, **February 2 through February 3, 2024**, and was situated just off Lincoln Road at 1665 Lenox Avenue, between Michigan and Lenox Avenues. The tournament’s structure had 16 groupings of 4 teams each with the top team advancing to a single elimination bracket. The team that finished second in group play advanced to a single-elimination consolation bracket. The winner of the main draw and the consolation draw faced off against two of the legends in a game to 11. A total of **2,500 attendees** came out to see tournament play of which 15% or 375 were tourists. A total of **71 hotel room nights** were generated at the Courtyard by Marriott, South Beach with an impressive **8,509,936,725 impressions** generated.

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

<https://thepickleballslam.com/amateur-slam/>

GroundUP Music Festival – GroundUp Music Foundation

FY 2023/2024 \$90,000
 FY 2022/2023 \$40,000
 FY 2021/2022 \$24,000
 FY 2019/2020 \$28,000
 FY 2018/2019 \$32,000
 FY 2017/2018 \$40,000
 FY 2016/2017 \$45,000

This Festival, that took place **February 2 – 4, 2024** in the North Beach area of Miami Beach, created an immersive experience where attendees could enjoy the music up close and interact. Through this endeavor a total of approximately **4,211 persons** attended the 3-day event, generating **1,002 hotel room nights** in Miami Beach. The event included 27 performances, in which many featured multiple artists. In addition, 3 VIP events took place at The Faena. The event generated an estimated **507,976,250 media impressions** through ad placement and promotion on media such as the Miami New Times, WLRN, WDNA, NPR, NBC6 South Florida Live, Telemundo Acceso Total, and many more.

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

festival.groundupmusic.net

Food Network South Beach Wine & Food Festival presented by Capital One – Florida International University-SOBEWFF

FY 2023/2024 \$85,000
 FY 2022/2023 \$51,000
 FY 2021/2022 \$59,500
 FY 2020/2021 \$68,000
 FY 2019/2020 \$85,000
 FY 2018/2019 \$51,000
 FY 2017/2018 \$59,500
 FY 2016/2017 \$68,000
 FY 2015/2016 \$85,000
 FY 2014/2015 \$50,000
 FY 2013/2014 \$59,500
 FY 2012/2013 \$68,000
 FY 2011/2012 \$90,000
 FY 2010/2011 \$100,000
 FY 2009/2010 \$70,000
 FY 2008/2009 \$75,000
 FY 2007/2008 \$89,416
 FY 2006/2007 \$100,000
 FY 2005/2006 \$30,000
 FY 2004/2005 \$12,757
 FY 2003/2004 \$14,175
 FY 2002/2003 \$15,750
 FY 2001/2002 \$15,000

This 4-day wine, spirits and culinary celebration took place **February 22 – 25 2024**. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately **65,000 people** attended the various events and generated **2,306 hotel room nights** in Miami Beach alone. The Festival received both national and international coverage, generating **10,700,000,000 media impressions**. A total of 113 events took place, of which 61 were held on Miami Beach. They included a host of participating chefs, the return of Bubble Q, a Tribute dinner for Massimo Bottura and Luca Graviglia, the second iteration of a new event, FoodieCon described as the first of its kind celebration of the most influential digital content creators in food and beverage, on the annual Burger Bash and many more.

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

www.sobewff.org

FY 2023/2024	\$32,000
FY 2022/2023	\$40,000
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

31st Annual Winter Party Festival - National LGBTQ Task Force

This festival celebrated its 31st year and was a week-long celebration of social and cultural events for the LGBTQ community that took place **February 28 – March 5, 2024**, and included The Welcome Center Reception, Localize, Elevate Pool Party, VIP Cocktail Reception, Fire & Ice, The Beach Party, Fantasy Island and others. A total of **375 hotel room nights** were generated in Miami Beach as a result of the Festival’s estimated **4,500 attendees**. In addition, a total of **452,913,722 media impressions** were generated as a result of print and digital outlets from Edge Media Network, Time Out Worldwide, EDM Tunes, Out Voices, OutCoast, Queer Guru, Y100, *Sun-Sentinel*, Happening Out TV Network and others.

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

March 2024

Open House Miami – Greater Miami Convention & Visitors Bureau (GMCVB) F/A for the Miami Center of Architecture & Design, Inc. (MCAD)

FY 2023/2024	\$90,000
FY 2022/2023	\$15,000

Open House Miami, that took place **March 1 - 2, 2024**, is part of a global network of nearly 60 nonprofit organizations that have created a worldwide movement to open cities and engage citizens in conversations about how to shape the future of where they live. The event provided attendees with behind-the-scenes tours of individual cultural facilities including various museums throughout the Greater Miami area and in Miami Beach, specifically, the Art Deco District. In the US, Miami is now only the fourth city following New York City, San Diego, and Chicago to hold this event. This event is supported by organizations such as the GMCVB, Miami Design Preservation League, Dade Heritage Trust, The Miami Chapter of the American Institute of Architects as well as University of Miami and FIU’s School of Architecture among others. Over **70 individual tours** of buildings, of which 16 took place on Miami Beach, were held, drawing an overall attendance of approximately **3,000 people, across 15 distinct neighborhoods**. A total of **81,912,994 media impressions** were generated as a result of coverage from Miami Guide, Dezeen, Vacationer Magazine, Azure Magazine, Architectural Record, and many more.

This project satisfied the MBVCA’s core initiatives of developing promotional campaigns surrounding design and architecture.

www.openhousemia.org

Aspen Institute: Climate – Climate Summit Miami Beach Host Committee

FY 2023/2024	\$68,000
FY 2022/2023	\$85,000
FY 2021/2022	\$90,000

This annual summit that focused on education and policy discussions concerning climate change was held **March 12 – 13, 2024** throughout the City of Miami Beach. Through a collaboration with the City of Miami Beach and a diverse group of partner institutions in and beyond South Florida, the 2024 Program featured 6 main stage events, 35 breakout sessions, 24 roundtable discussions, and 16 excursions focused on mitigating and adapting to climate change. The Technology Expo and Career Fair begun last year was repeated. The event drew a total of **2,272 attendees**. A total of **1,377 hotel room nights** were generated throughout Miami Beach, along with **7,417,628,696 media impressions**.

This event satisfied the MBVCA’s core initiatives of generating group stimulus, health, wellness, culture, and educational events.

www.aspeninstitute.org/events/aspens-ideas-climate

Model Volleyball – Model Volleyball

FY 2023/2024	\$24,000
FY 2022/2023	\$28,000
FY 2021/2022	\$32,000
FY 2019/2020	\$40,000
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 **March 30 – 31, 2024**, 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. Events kicked off at MAD Wynwood on Thursday prior to the tournament with the remaining events taking place on Miami Beach including a Model Fitting Party at the Shelborne Hotel as well as a post event party at Bodega Miami Beach on Sunday. As a result, a total of **205 hotel room nights** were generated in Miami Beach. Through a combination of promotional efforts and media coverage, the event generated **487,361,440 media impressions**. Media promotion and coverage included a partnership with iHeart Media, promotion through various social media outlets, and coverage by the 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

April 2024

The MBVCA did not receive any applications for this month

May 2024

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

FY 2023/2024	\$90,000
FY 2022/2023	\$40,000
FY 2021/2022	\$24,000
FY 2020/2021	\$28,000
FY 2018/2019	\$32,000
FY 2017/2018	\$40,000
FY 2016/2017	\$45,000

This event, that took place **May 23 – 26, 2024**, is a year-round initiative anchored by what has become the largest Air & Sea Show and 2-day Beachside concert in the U.S. This year’s entertainment included 3D mapping projection and was hosted by Music Explosion along Ocean Drive followed by the fireworks Extravaganza sponsored by the Florida Restaurant and Lodging Association on Sunday. Other events included performers parties, a media day, and dignitary dinners. The events attracted over **1 million spectators** and generated **1,403 hotel room nights** on Miami Beach. An estimated **30,000 people** visited the Display Village in Lummus Park each day of the weekend to view the military equipment on display. The event attracted local, national, and international media such as Audacy, Miami Herald and local television media outlets among many others, generating **938,000,000 media impressions**.

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

www.usasalute.com

Miami Swim Week - Paraiso Miami Beach - FUNKSHION Productions

FY 2023/2024	\$59,500
FY 2022/2023	\$68,000
FY 2021/2022	\$85,000
FY 2020/2021	\$51,000
FY 2019/2020	\$30,000
FY 2018/2019	\$59,500
FY 2017/2018	\$68,000
FY 2016/2017	\$76,500
FY 2015/2016	\$51,000
FY 2014/2015	\$58,310
FY 2013/2014	\$68,000
FY 2012/2013	\$85,000
FY 2011/2012	\$90,000
FY 2010/2011	\$62,500
FY 2009/2010	\$45,000
FY 2008/2009	\$70,000
FY 2007/2008	\$50,000
FY 2006/2007	\$15,000
FY 2005/2006	\$15,000
FY 2004/2005	\$20,000

This 5-day event took place **May 29 – June 2, 2024**, and presented a total of 52 events that brought the best designers from all around the world to showcase their newest collections in Miami Beach. The event attracted over **10,000 attendees** and took place at numerous Miami Beach venues. A total of **95% or 49 events** were held in Miami Beach. The event generated **560 hotel room nights** in Miami Beach and received national and international coverage from media outlets such as Yahoo! Entertainment/Finance, Daily Mail UK, Marca.com, Hollywood Life, Hola Magazine, Fashion Week Online, Parade.com, Bustle, Ocean Drive, Byrdie, FOX, and many others, generating **13,982,523,952 media impressions**. The fashion shows were featured on Fashion TV, Deco Drive and other international media outlets throughout the world, generating **83,770,567 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

June 2024

Miami Beach Classical Music Festival 2024 – Miami Music Festival, Inc.

FY 2023/2024	\$59,500
FY 2022/2023	\$68,000
FY 2021/2022	\$85,000
FY 2020/2021	\$90,000

The Miami Beach Classical Music Festival brought over 150 talented pre-professional and emerging classical music artists ranging in age from 16-30 from 25 different countries to study and perform public concerts and operatic performances throughout Miami Beach, between **June 10 and July 28, 2024**. Performances included symphonic concerts, chamber music, and masterclasses culminating with 6 sold-out performances at the Faena Forum. A total of 26 performances took place in various venues throughout Miami Beach. All were free but a select few offered upgraded seating. The festival attracted an estimated **40,000 attendees**, including the July 4th concert. As a result, a total of **1,078 hotel room nights** were generated in Miami Beach. Public concerts were held in local venues such as Faena Forum, Temple Beth Emanu-El, Ocen Drive Promenade, and the Betsy Hotel. Through a combination of promotional efforts and coverage, the festival generated **1,585,312,105 media impressions**.

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

www.miamimusicfestival.com

American Black Film Festival - ABFF Ventures LLC

FY 2023/2024	\$24,000
FY 2022/2023	\$28,000
FY 2021/2022	\$32,000
FY 2017/2018	\$24,000
FY 2016/2017	\$25,200
FY 2015/2016	\$32,000
FY 2012/2013	\$40,000
FY 2011/2012	\$50,000
FY 2010/2011	\$35,000
FY 2009/2010	\$37,000
FY 2008/2009	\$35,000
FY 2003/2004	\$20,000

The American Black Film Festival (ABFF) is an annual event dedicated to showcasing quality film and television content by and about people of African descent. It celebrated its 28th anniversary in 2024. This year's events included a retrospective of Denzel Washington who was in attendance and along with the 2nd annual content creator's competition in partnership with Walmart's Black and Unlimited initiative. The festival events, that took place **June 12 –16, 2024**, included educational workshops, informative panel discussions, celebrity conversations, as well as networking receptions. In addition, independent features, documentaries, shorts, and world premieres of several films. The festival's 90+ events, all took place in Miami Beach, attracted **4,500 attendees** and generated **662 hotel room nights** in Miami Beach. The festival also received local, national, and international coverage from media such as Empower Magazine, The Root, IMDb, JetMag.com, Miami New Times, and many more, generating **8,746,817,432 media impressions**.

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

www.abff.com

July 2024

16th Annual Miami Takeover – The Miami Takeover

FY 2023/2024	\$32,000
FY 2022/2023	\$40,000
FY 2021/2022	\$45,000
FY 2020/2021	\$30,000

This signature event for the mature urban traveler (ages 28-45), took place **July 26 - 29, 2024**. The aim of the event was to bring together like-minded individuals looking for a stress-free getaway and participate in several social events that included peer networking, an All-White Welcome to Miami event, an Art of Go-Go Music and Culture Exchange, and an HBCU pool party at the Marseilles Host Hotel. The event attracted **110 event participants** to the area, of which 88% were tourists. A total of approximately **221 hotel room nights** were generated as well as an estimated **9.3 million media impressions** through a combination of media partnerships and event coverage.

This event satisfied the MBVCA's core initiative of attracting events that generate group stimulus to the destination.

www.themiamitakeover.com

August 2024

The MBVCA did not receive any applications for this month

September 2024

Miami Vice 40th Anniversary Reunion – Taste the Race Events, Inc.

FY 2023/2024	\$45,000
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The Miami Vice 40th Anniversary Reunion Weekend took place **September 12 – 15, 2024** and attracted approximately 3,500 attendees. The event was significant for Miami Beach in that it attracted local, national, and international fans of Miami Vice, in addition to some members of the original cast and A-list guest stars whose careers began on the show. A total of 28 events took place over the 4-day event and included screenings, panel discussions, autograph signings, a fashion show, dinners, brunches, receptions, a museum opening that contained original memorabilia, a closing night party and screening, and a vehicle display. A total of **234 hotel room nights** were generated as a result of the event with a total of **42,874,789 media impressions** generated as a result of ad placement and coverage received.

This event satisfied the MBVCA's core initiative of attracting events in the fashion, entertainment, and nightlife industries.

www.MiamiViceEvents.com

Peggy Benua, Chair



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

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

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

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

Peggy is the recipient of the 2022 Miami Beach Chamber's "Excellence in Tourism" award, 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.

George Neary, Vice Chair



George Neary was appointed to the MBVCA in January 2020. He is currently the President & CEO of Tours "r" Us, a tour company that curates tours concentrated 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 and worldwide Gay Marketing 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 which 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 of 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 former Chair/Member of the Board of Advisors at the Design and Architecture Senior High School (DASH). He is also on the Board of Directors and Fundraising Chair for the MDCPS Academy of Hospitality and Tourism (AOHT). George is also a Board member of the Ancient Spanish Monastery; Vice President of the Flamingo Terrace Enterprise; Vestry Board member of All Souls Episcopal Church in Miami Beach, and Board Member for the Miami Beach Visitor and Convention Authority. 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.

Faye Goldin, Board Member



Faye Goldin was appointed to the MBVCA in February 2024. Faye was born in Brooklyn, New York and has been a resident of the City of Miami Beach since 1976. She currently works at the Nike Store on Lincoln Road where she assists residents and tourists alike daily, with their needs and purchases. Faye has dedicated her time to various Boards in Miami Beach to include the Fine Arts Board; Beautification Committee; Police Citizens Relations Committee; Miami Beach Sister Cities Committee; and most recently on the Miami Beach Commission for Women. She was also previously an active member of the Mount Sinai Young Presidents Club and the Mount Sinai Founders Club. She currently resides in the Mid-Beach area of Miami Beach.

Mohan Koka, Board Member



Mohan Koka was appointed to the MBVCA in May 2024 and is currently the General Manager at the Kimpton Surfcomber Hotel, Miami Beach. With over 24 years of experience in the hospitality industry, Mohan has held numerous department head and executive leadership positions. Prior to joining Kimpton, Mohan had an extensive career with Loews Hotels & Resorts, starting at the dynamic Loews Miami Beach Hotel, followed by the market-leading Loews Atlanta Hotel, and the charming Loews New Orleans Hotel.

While in Miami, Mohan began in a sales role and quickly made a mark with his dedication and skill. Advancing through the sales organization, he embraced opportunities to understand various market segments deeply. Selected for the prestigious Loews Leadership Development Program, Mohan transitioned into roles in Housekeeping and Front Office, where he played a key role in supporting a significant room renovation project and enhancing guest experiences.

In Atlanta, Mohan worked closely with the GM, taking on responsibilities during a transitional period. He focused on improving the hotel's online reputation, fostering a culture of excellence, and driving initiatives that enhanced guest satisfaction. His leadership contributed to the hotel's recognition and numerous accolades.

As General Manager at Loews New Orleans Hotel, Mohan led efforts to transform the employee culture, resulting in more engaged and motivated staff. He collaborated with Sales, Marketing, and Revenue teams to boost the hotel's performance and online presence. Mohan's involvement in the community included serving on several boards, where he contributed to the local tourism and hospitality landscape.

Returning to Miami in 2018, Mohan found a perfect fit with Kimpton Hotels. He built a strong leadership team, focusing on improving hotel performance and guest experiences. Under his guidance, the hotel navigated through the challenges of the pandemic and emerged stronger, continuing on a trajectory of excellence. Mohan currently serves on the board of the FRLA's Miami chapter.

Fluent in six languages, Mohan enjoys yoga, biking, cooking, and spending time with his family. His leadership style is characterized by motivation, results-driven accountability, and a deep commitment to enhancing the guest experience.

Adrian Gonzalez, Board Member



Adrian Gonzalez was re-appointed to the MBVCA in January 2023. He is currently the President of AG305 Group, Cafecito Pop-Up, and AG Ventures and Productions where he oversees operations, growth, and rebranding. He also works with the Florida House of Representatives as Chief of Staff to Rep. Fabian Basabe. Previously, Mr. Gonzalez was the President of David's Café Cafecito and Vice President of David's Café where he oversaw restaurant operations and spearheaded company-wide public relations and marketing. He was appointed to the Academy of Hospitality & Tourism Advisory Board in August 2016. In October 2015, Adrian created and founded the non-profit, AG Youth Hospitality Project, which is the driving force in creating the Miami Beach Senior High School culinary classroom project that commenced in the fall term of 2016.

Adrian currently sits on numerous Boards including the Miami Beach Senior High School alumni, Miami Beach Senior High School ESSAC, and President of Lakeview HOA. Adrian has also sat on various Miami Beach Boards and Committees to include the Marine Animal Rescue Society, Transportation, and Parking Board, and was

President of the Lincoln Road Mercantile Association.

When not involved with his community, Adrian enjoys boating, playing tennis, traveling, and attending Miami Heat games. Adrian attended Tallahassee Community College and is also a proud graduate of Miami Beach Senior High School class of 92. He resides in Miami Beach with his wife Laura and their sons Dylan and Theo.

Steven Haas, Board Member



Steven Haas was appointed to the MBVCA in January of 2020, while previously serving on the Board as Chair from 2004 to 2008 and as a Board member from 2002 to 2004. Miami's born and bred tastemaker, is the former Executive Director for Centerplate at the Miami Beach Convention Center.

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. Steve created one of the organization's premier programs, Miami Spice. 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 running the world famous The Forge, and positions at Joe's Stone Crab and Monty's Stone Crab.

Steve Haas is now seeking his next adventure back in the restaurant business!

Cori Rice, Board Member



Cori Rice was appointed to the MBVCA in January 2022 and is currently the President of SAMCOR Communications LLC. Prior, Cori was the founder of Hill + Knowlton/SAMCOR, Miami. With more than 25 years of global communications experience, Cori offers clients senior-level communications counseling with a keen understanding of business objectives and strategies. Cori has extensive consumer, corporate, travel and tourism and crisis experience and has managed many large accounts including Red Roof, DHL, Diageo, Denny's, Jarden Consumer Solutions, P&G Beauty, and the Miami Beach Visitor and Convention Authority.

Before launching the company in 1996, Cori held the position of head of worldwide communications for Burger King Corporation. She was directly involved with every aspect of international communications for the fast-food industry giant. Her expertise in reputation management and crisis communications was critical to protecting and building the BK brand and have proven invaluable to H+K clients. Cori began her career as an anchor and field reporter for WNWS All-News Radio in Miami. She served as the first female civilian spokeswoman for the City of Miami Police Department and managed the public face of Eastern Airlines.

Public Relations Total Placement and Pick Up Data

Year 14

Running Total

Total Pick-Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
October 2023	10/2/2023	Miami Beach Recognized by World Travel Awards as “North America’s Leading Beach Destination” and “North America’s Leading City Destination” 2023	241,867,387	\$2,237,059.57	241,867,387	\$2,237,059.57	241,867,387	\$2,237,059.57
November 2023	11/6/2023	Miami Beach Earns Five Travel Weekly Magellan Awards in 2023 Including Gold Wins in the LGBTQ+ Destination and Destination App Categories	264,919,577	\$2,450,290.28	264,919,577	\$2,450,290.28	506,786,964	\$4,687,349.85
December 2023	12/1/2023	Art, Design and Creativity Take Over Miami Beach in December, Providing Visitors and Locals with a Curated Selection of Exhibitions and Experiences	269,351,430	\$2,491,500.73	269,351,430	\$2,491,500.73	776,138,394	\$7,178,850.58
January 2024	1/2/2024	The World Travel Awards Recognizes Miami Beach as World’s Leading Lifestyle Destination 2023	152,697,841	\$1,412,083.06	152,697,841	\$1,412,083.06	928,836,235	\$8,590,933.64
February 2024	2/26/2024	Inaugural Open House Miami Festival will Showcase Miami Beach’s Iconic Architecture and Design	163,295,950	\$1,510,487.54	163,295,950	\$1,510,487.54	1,092,132,185	\$10,101,421.18
April 2024	4/2/2024	Miami Beach Visitor and Convention Authority Offers Film Incentive Grant Program to Support the Film and Cinema Community and Showcase Miami Beach as an Advantageous Location	200,729,719	\$1,852,652.54	200,729,719	\$1,852,652.54	1,292,861,904	\$11,954,073.72
May 2024	5/3/2024	Miami Beach Prepares to Welcome Returning Events and Debut Experiences in May	210,748,402	\$1,941,505.86	210,748,402	\$1,941,505.86	1,503,610,306	\$13,895,579.58
June 2024	6/1/2024	Miami Beach Inspires this Summer with Film, Fashion and Music Experiences	205,696,967	\$1,895,443.84	205,696,967	\$1,895,443.84	1,709,307,273	\$15,791,023.42
July 2024	7/10/2024	Miami Beach Visitor and Convention Authority Takes Travelers Beyond the Beach This Season with Experiential App Featuring Locally-Curated Itineraries	138,565,622	\$1,273,164.00	138,565,622	\$1,273,164.00	1,847,872,895	\$17,064,187.42
August 2024	8/2/2024	Miami Beach Visitor and Convention Authority Invites Travelers to Savor Summer on Miami Beach with Special Savings on Hotel Stays, Culinary Experiences and Unique Performances	217,488,428	\$2,003,007.73	217,488,428	\$2,003,007.73	2,065,361,323	\$19,067,195.15
September 2024	9/30/2023	Indulge in the Summer Season’s Encore on Miami Beach with Exclusive Offers, Festive Events and Markets, and New Self-Guided Walking Tours and Itineraries	228,155,435	\$2,102,911.92	228,155,435	\$2,102,911.92	2,293,516,758	\$21,170,107.07
YTD TOTAL							2,293,516,758	\$21,170,107.07