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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.

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



As an international destination that is truly “Like No Other Place in the World,” it is my honor, for the fourth consecutive year, to share that the Miami Beach Visitor and Convention Authority is North America’s Leading Tourist Board as voted by the World Travel Awards. This recognition in the travel and hospitality industry further adds to our efforts to position Miami Beach as a top global destination through award-winning initiatives and programs.

In addition to prestigious awards including “North America’s Leading Honeymoon Destination” by World Travel Awards, and numerous, top-tier media placements in The New York Post, The New York Times, Condé Nast Traveler, Travel + Leisure, and AFAR, Miami Beach has become

a social influencer paradise. As we approach 2019/2020, we are putting the focus on Miami Beach through content-driven tactics and shareable news to directly connect with our visitors and our local community.

This year, we are committed to strengthening Miami Beach through the funding of awareness campaigns to help support CVB initiatives, including the Temptations program and Miami Spice, a program that drives covers to signature Miami Beach restaurants. The MBVCA is also distributing monthly press releases that tap into our core goals of reaching target audiences with useful and enticing information that makes our city stand apart from the competition, including continued execution of the complimentary Forbes Travel Guide Training, in partnership with The Greater Miami and the Beaches Hotel Association, and our Mayor, Dan Gelber.

Through an integrated strategy with a focus on social and digital tactics, we are leveraging our newly-established Experience Miami Beach handles on Facebook, Instagram and Twitter and activating, for the first time, ongoing digital distributions through marquee media partners including Ocean Drive and Miami Magazine.

As we eagerly await the full opening of the much-anticipated and reimagined Miami Beach Convention Center (MBCC), we are proud to have already hosted a number of marquee events in the space this year including Seatrade, Florida Supercon and SwimShow. And, we look forward to welcoming Art Basel for the 11th year in a row, showcasing our city’s international appeal and providing opportunities for area hotels and restaurants to drive tourism and revenue.

While areas off the beach like Wynwood, Design District, Downtown, Midtown and Brickell continue to grow with new developments that span hotels, restaurants, galleries and high-end shopping options, Miami Beach is home to 7 miles of unprecedented sandy beaches and we won’t shy away from reminding the world! We’ll continue to target domestic and international travelers and will work with our local community of associations, bureaus, boards and members to create a narrative around Miami Beach that appeals to solo travelers, couples, families and the LGBTQ+ community.

Miami Beach will continue to pursue new opportunities including festivals, seminars, concerts, large-scale art installations, and more to bring unique experiences to locals and visitors on a continuous basis. We look forward to growing our annual line up of travel-worthy activities and will continue to amplify our city’s many grant opportunities to support sectors including travel and tourism, culture, film and music.

The MBVCA is well positioned and poised to capture its share from competitive destinations and looks forward to another successful year of making Miami Beach “Like No Other Place in the World.”

Steve Adkins
Chair



As we look at the current landscape of Miami Beach in 2019, the Miami Beach Visitor and Convention Authority is proud to have already been named, for the fourth consistent year, North America’s Leading Tourist Board by the prestigious World Travel Awards and the destination continued to receive industry recognition by the World Travel Awards for the second time as “North America’s Leading Honeymoon Destination.”

In addition, Miami Beach has continued to be featured in top-tier media including the New York Post, New York Times, Condé Nast Traveler, Travel + Leisure, and AFAR, among many others. Miami Beach has also been visited by key social influencers, part of our ongoing strategy to create third-party content, allowing the destination to borrow brand equity from

known personalities and both macro and micro-influencers with appeal to the audiences that are important to us, from solo and couple travelers to the LGBTQ community, millennials, wellness-seekers and honeymooners.

We have a new, concentrated social campaign this year that includes partnerships with editorial entities that further enhance our connection with target audiences across the channels we know they turn to for lifestyle and travel recommendations. Our multi-pronged social approach includes visual and dynamic content as well as testimonials from social influencers who have the power to impact travel decisions. In addition, we are amplifying our ongoing offerings and key events, such as the Forbes Travel Guide Hospitality Training, through targeted ad sets to drive awareness and action.

With a focus on the new fiscal year, we are continuing to develop and execute an integrated strategy that has both social and digital impact, leveraging our newly-established Experience Miami Beach handles on Facebook, Instagram and Twitter, while still sustaining our reputation as “Like No Other Place in the World.” The much-anticipated and reimaged Miami Beach Convention Center (MBCC) will provide future opportunities for marquee events, internationally-recognized conferences and exhibitions and we are diligently working to support Miami Beach’s hotels, restaurants and venues through relevant awareness tactics to help drive interest and revenue.

In addition, healthy growth of areas “over the bridges” continues and neighborhoods such as Wynwood, Design District, Midtown and Downtown are luring guests with art, culture, cocktails and cuisine. Miami Beach will counterbalance this challenge by reminding target audiences, through a “tradigital” approach the benefits and draw of our 7 miles of sandy beaches. A specific influencer FAM program is in place and will be ongoing, creating user-generated content from experiences including hotel stays, restaurant dining, museum visits, spa days, cultural walks and more.

And, Miami Beach is a global destination. We have the opportunity to proactively explore new events, festivals, exhibitions, shows and more over key dates, such as spring break, that will provide positive, unique and travel-worthy experiences for our visitors.

Despite anticipated challenges both in the short and long term, the MBVCA and the City of Miami Beach are well positioned to increase our share of the travel and tourism market. We look forward to seeing results from our fresh strategy across traditional, social and digital platforms that will continue to validate and elevate our “Like No Other Place in the World” reputation, as well as drive results for the businesses that call Miami Beach home.

Grisette Roque Marcos
Executive Director

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

Fiscal Year 2019/2020 Key Initiatives

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

Core Initiative	Hotel Room Nights	Viewership	Impressions
Cultural Tourism	1,129	0	1,777,154,903
Customer Service	0	0	5,109,203
Design and Architecture	0	0	0
Entertainment and Nightlife	0	0	0
Festivals	2,471	33,678,249	3,545,704,348
Film and Fashion	4,047	80,088,121	4,804,297,291
Gay and Lesbian	990	0	1,193,851,658
Group Stimulus	7,316	0	545,535,146
Health and Wellness	5,319	0	1,085,727,051
Promotional Campaign	0	0	0
Television Origination	0	0	0
Wine and Food	2,533	1,131,000	1,648,270,841
TOTAL	23,805	114,897,370	14,605,650,441

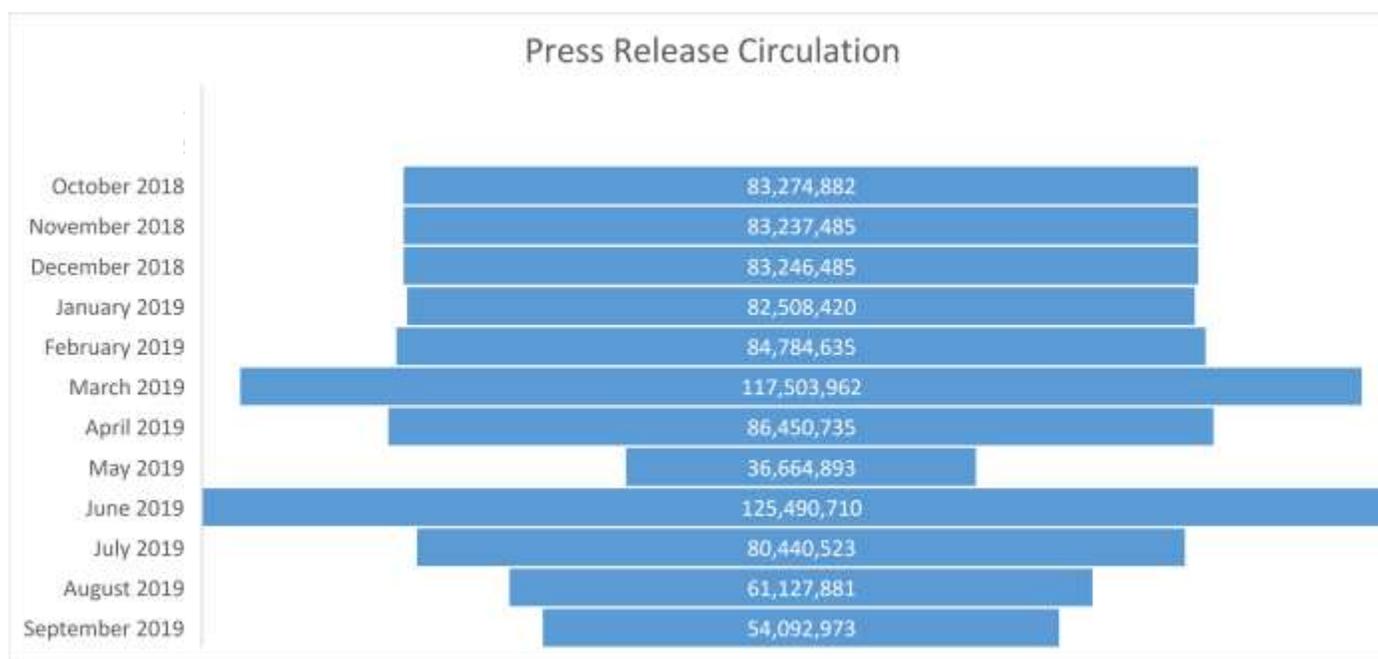
Destination Marketing 2018/2019

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

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

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

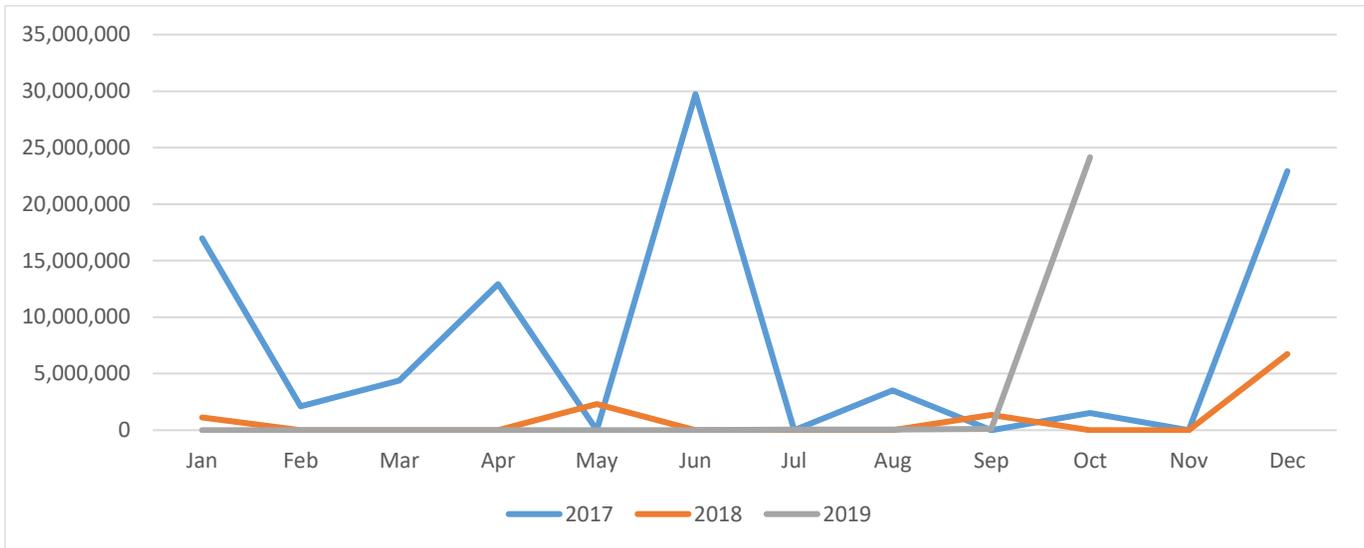
In the last fiscal year 2018/2019, H+K continued their focus on the Media Buckets: Arts & Culture/Culinary, Global LGBT, Leisure/Lifestyle, Sports/Celebrity/Entertainment, Shopping Tourism/Music Scene. They also continued to create and distribute monthly press releases. These releases were placed on the Wire.



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

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

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



H+K will continue to investigate industry awards and grants for the destination and MBVCA. In previous years, Miami Beach has won the coveted Magellan award in the Spa Destinations category in the USA/Canada. Travel Weekly’s Magellan Awards honor the best in travel and salutes the outstanding travel professionals behind it all. The City’s win was featured in Travel Weekly (UVM: 168,640) and included a section dedicated to the winners.

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

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

In fiscal year 2018/2019 H+K also submitted entries, and consequently secured nominations, for the World Travel Awards™ in the categories of North America’s Leading Beach Destination, Honeymoon Destination, and Leading Tourist Board. As a result, the City of Miami Beach was named Best Honeymoon Destination-North America in 2019, while the MBVCA was named Leading Tourist Board-North America, for the 4th consecutive year. In 2019, Miami Beach was named a Travvy Gold medalist award winner in the Best Honeymoon Destination – U.S. & Canada. In addition, the MBVCA was named a Silver medalist for Best Tourism Board – U.S. & Canada.

In fiscal year 2019/2020, the MBVCA plans to initiate an enhanced social media campaign to attract additional followers and increase online presence around the newly launched Experience Miami Beach social media sites including Facebook, Instagram, Twitter, and Pinterest. In addition, the MBVCA will be redesigning the current Miami Beach Information app in order to be better aligned with the new social media sites and messaging.

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

weak areas that may negatively affect tourism to the destination. In FY 2019/2020, H+K will continue to develop strategies to address the SWOT analysis.

Mobile API

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

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

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

In fiscal year 2019/2020, the MBVCA will continue to update the API platform for travel-related inventory to include updated business classifications to reflect ongoing changes within the City. These include the elimination of Dining Halls, and the addition of Bicycle Parking, Gender Neutral Bathrooms, Pet-Friendly programs, and many more. The ability for businesses to update their own information within the API, will be re-instated. The access will begin with hotel properties to ensure the most accurate information about each property is available within the API.

Mobile App

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

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

New ads were created for inclusion in grant recipients’ promotional material. The ads were also retrofitted to promote the download of the App through social media. The App was also promoted on the Lincoln Road poster designed and printed

quarterly and displayed along the world-renowned pedestrian mall. Each ad is designed to promote a different media bucket. To date the current app, has been downloaded 14,118 times.

In fiscal year 2019/2020, the MBVCA will discuss the possible re-launch of the MBI App. The App will be re-designed to customize a Miami Beach experience. Among the features being considered, the App would include the major tourist-related entries such as hotels, restaurants, bars, and nightlife as well as cultural experiences; deals, and a cultural calendar; a free individualized walking tour designed around our media buckets, and a series of free tour experiences for the Miami Beach guest.

Forbes Hospitality Training

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

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

In fiscal year 2017/2018, the MBVCA offered a second level or a “202” level for those hospitality employees who had participated in the basic sessions in the past. In addition, a webinar was developed from the 101 sessions and offered to anyone who was unable to attend one of the live sessions, offered 2-3 times a year, or for use as a refresher course.

In fiscal year 2018/2019, the MBVCA continued to partner with Forbes Travel Guide to offer live trainings to Miami Beach hospitality employees, free of charge. In addition, Forbes Travel Guide, in partnership with Lobster Ink, developed and implemented an online training module. The MBVCA offered a course entitled “Introduction to Forbes Travel Guide Luxury Hospitality Standards” to all Frontline 101 hospitality employees in Miami Beach. In addition, a new version of the webinar was developed to continue to increase its reach to Frontline 202 employees. The webinar was hosted through the GoToWebinar platform where registrations, reporting mechanisms, and communications with the registrants were managed. All of the available trainings were featured on the MBVCA website with registration links for each.

In fiscal year 2019/2020, the MBVCA will continue to offer live trainings twice a year, with both the Frontline 101 online and Frontline 202 webinar trainings offered year-round. In addition, the Frontline 101 online training will be enhanced to include an introductory video highlighting Miami Beach, as well as, offer 6 learning paths focusing on specific areas within the hospitality industry. They will include Concierge Service; Housekeeping; Arrival; Departure; Bar/Lounge Service, and Dining.

Visual Memoirs Project

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

To date the Visual Memoirs Project has included an exhibit that included composed of two main parts. The first part was a 6 - 8-minute documentary that compiled the first interview subjects in one narrative. The second part was a visual display that was intended to support the documentary and provide supplementary information to visitors. In the visual display, more information was provided on the interview subjects along with information about the project itself. The exhibit opened for its initial run from mid-October 2012 through late November 2012 and was open to the public free of charge daily from 10:00 am until 4:30 pm.

The documentary played on a loop in the lecture hall portion of the Art Deco Welcome Center. Seating accommodated approximately 25 people at a time with standing room in the back. The visual display consisted of 10 to 15 panels that emphasized the documentary narrative and supported the narrative through chosen themes. Each theme presented excerpts of a few interviews relating to the topic. Topics included: Beach Memories, Childhood in Paradise, Beach High, Social Struggles, Preservation of Miami Beach, Entrepreneurs, Development, and Political Life.

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

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

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

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

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

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

In fiscal year 2019/2020, additional interviews are expected to be conducted. In addition, the producers will be entering into an intensive phase of promoting the archive and video mini-features to a wider range of tourists, documentary-makers, journalists, scholars and history buffs. Additional partnerships will be explored with other institutions that share interest in Miami Beach history. In addition, work will continue with MBTV to carry newly produced videos. A partnership with Miami Beach Senior High School is expected and will include working with students to develop a monthly television report using archived materials from the Visual Memoirs Project. The event organizers will also work with the newly-created Wolfsonian Public Humanities Lab at FIU to develop student involvement and increase exposure among higher education institutions.

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:

2019 Food Network & Cooking Channel South Beach Wine & Food Festival - This 4-day wine, spirits and culinary celebration took place February 21 – 25, 2019. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately 65,082 people attended the various events and generated approximately 2,533 hotel room nights in Miami Beach alone. The Festival received both national and international coverage, generating 1,638,116,841 media impressions. A total of 118 events took place, of which 75 were held on Miami Beach. They included the Director's VIP Welcome Happy Hour, Tacos After Dark, 10 special dinners, History of American Jewish Culture, Yappie Happy Hour, Chicken Coupe, and many more.

2019 Fitbit Miami Marathon and Half Marathon, Tropical 5K, Health and Fitness Expo - This full marathon (26.2 miles), half marathon (13.1 miles), and Tropical 5K took place throughout Miami Beach January 25 – 27, 2019. The full and half marathons hosted participants from 48 states, and 50 countries, generating a total of 43,293 participants throughout the weekend's events. In addition, the Health and Fitness Expo, held at Mana Wynwood, kicked off and was attended by 30,000 people over the two days. The 5K attracted 2,816 participants, with the Half Marathon and Full Marathon attracting 20,871 participants, with a total of 10,000 spectators. The Kids Run Miami attracted 2,000 runners and chaperones and was offered free of charge. The events generated over 528 hotel room nights in Miami Beach. The event received 7,268,219 in media and marketing impressions through Fox Sports, The Olympian, The Charlotte Observer, Canadian Running Magazine, and many more.

NATPE Miami 2019 - The NATPE Miami-Global Content Market took place January 21 – 24, 2019 and attracted 4,500 attendees. This 4-day event is the largest US-based global content association that hosts their annual anchor marketplace and press conference, and awards shows attracting entertainment, content, talent, producers, buyers, distributors, brands, service providers, and press from every corner of the world. In addition to the marketplace and conference, events included an opening night party, the Unscripted Breakthrough Awards & Reception, the Brandon Tartifoff Legacy Award Ceremony and Reception, "Living the DREAM: A Career in Content," and the Miami Beach Opening Party hosted by the GMCVB. Events took place at the Fontainebleau and Eden Roc Hotels and generated 7,316 hotel room nights. The event received local, national, and international media coverage from outlets such as World Screen, San Diego Union Tribune, Cynopsis, Variety, Broadway World and many more. The event generated 545,535,146 media impressions as a result of paid advertisement and coverage.

Partnerships & Collaboration

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

About the MBVCA Grant Program

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

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

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

Annual Review and Analysis of Grant Structure

The MBVCA reviews strategy and funding priorities annually. After review and analysis of its funding strategies for fiscal year 2018/2019, the MBVCA:

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

Additional grant revisions included:

- Grant recipients were provided with additional promotional tools to cross-promote through social media, while tagging the ExperienceMiamiBeach social media handles
- Grant recipients created deals for their events to be featured on the MBVCA App “Miami Beach Information”
- Pre- and -Post performance report requirements for media and television/cable were updated to require additional analytical reporting from 3rd party sources

Professional Advancement

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

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

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

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

In fiscal year 2016/2017, the MBVCA launched their redesigned website. The goal of the new website was to engage visitors and also facilitate the end-user's navigation of the website. The redesign of the website incorporated a newly designed Newsroom inclusive of an event calendar, press releases, recent MBVCA news, and links to the MBVCA's social media pages. In addition, grant applicants have a direct link to the MBVCA's Application Portal and can also navigate easily through the list of existing grant recipients. In 2018/2019, the MBVCA website was updated to feature a page dedicated solely to the various Forbes Travel Guide hospitality training courses provided both live and online. This provided Miami Beach hospitality employees the opportunity to choose the training that would best suit them and also take them directly to the appropriate registration page for the respective training.

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

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

Key Intended Outcome	FY 2019/2020 Strategy	FY 2019/2020 Initiative	FY 2018/2019 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>Develop a new (grant) category entitled “Partnerships” under which two sub-categories will be included: Cultural Tourism and Tourism Enrichment</p> <p>Require grant recipients to develop a promotion or “deal” for inclusion in the Miami Beach Information App</p> <p>Encourage cross-promotion with grant recipients through the inclusion of social media handles</p> <p>Allow the submission of final grant documentation electronically</p> <p>Decrease minimum grant criteria on Major One Time Special Event, Special Events Recurring, Special Projects, and Special Projects Recurring grant categories</p> <p>Accept hotel agreements to meet grant criteria</p> <p>Develop Tourism Enrichment Program</p> <p>Continue to place emphasis on the MBVCA’s Core Initiatives: Cultural Tourism; Customer Service; Design and Architecture; Entertainment and Nightlife; Festivals; Film and Fashion; Gay/Lesbian; Group Stimulus; Health and Wellness; Promotional Campaigns; Technology; Television Origination; Wine and Food</p> <p>Continue to further define grant categories and eligibility criterion within said categories</p> <p>Continue to encourage grant applicants to seek support from other funding agencies to include Miami Dade County and the Miami Dade Sports Commission</p> <p>Continue to require additional information in the Hotel Pick Up Form; continue to internally verify data provided and require post-performance reports for media impressions and viewership, requiring specific reporting tools</p> <p>Continue to internally verify vendors submitted as part of grant eligibility criteria and reimbursement requests, to ensure legitimacy, pre- and post-event</p> <p>Continue to use objective point system to grade/evaluate and benchmark events</p> <p>Continue to evaluate success of grants awarded through data collection, media response, and exit interviews</p> <p>Continue to measure overall impact and success from grants awarded through the number of hotel room nights generated; the media response and exit interviews, as well as the overall economic impact to the destination</p> <p>Continue to work with the City to ensure an effective auditing process</p> <p>Continue to collaborate with the City of Miami Beach to identify and attract cultural programming to the destination</p> <p>Continue to sustain and retain successful events</p>	<p>Funded 30 projects in FY 2018/2019</p> <p>Continued to review/analyze funding strategies on an annual basis</p> <p>Updated Application Portal to include an auto-sum feature within the budget and the ability to navigate through the portal with additional ease</p> <p>Continued to require organizations’ financial statements as part of their application attachments</p> <p>Offered Development Opportunities grant as a one-time grant. Re-established the Cultural Tourism and Film Incentive grants</p> <p>Limited Fiscal Agency to first time applicants</p> <p>Required applicant organizations to have a minimum of one year of incorporation to be eligible to apply</p>

Key Intended Outcome	FY 2019/2020 Strategy	FY 2019/2020 Initiative	FY 2018/2019 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>Redesign Miami Beach Information App</p> <p>Continue to focus efforts on “Media Buckets” developed by PR firm of record: Arts & Culture/Culinary, Global LGBT, Leisure/Lifestyle, Sports/Entertainment, Shopping Tourism/Music Scene</p> <p>Continue to write wire press releases to be distributed through appropriate press/media outlets and continue to post press releases and stories to the MBVCA blog and website to enhance communication efforts with the community</p> <p>Continue FAM trips through Public Relations firm</p> <p>Continue Guest Blogger Program highlighting local business & industry leaders</p> <p>Continue to investigate/review professional publications for tourism-related news that may directly affect the destination or the industry with the assistance of Public Relations firm.</p> <p>Continue to work closely with the City of Miami Beach on various initiatives, and act as a liaison, as needed</p> <p>Continue to be alert to horizon issues including service and attitude, weather, economic changes, political issues, interceptor cities, air lift, etc., locally and national, that may affect tourism and the destination</p> <p>Continue to work with the Greater Miami and the Beaches Hotel Association (GMBHA) and other Business Improvement Districts (BIDs) to maximize outreach of the Forbes Travel Guide Hospitality Training Program</p> <p>Continue to include API contacts in Forbes distribution list to increase reach and participation and collaborate with local community agencies to increase program awareness</p> <p>Continue to work with GMBHA to disseminate information about the (new) App</p> <p>Continue to partner with Visit Florida to enhance the promotion of the Miami Beach Information App</p> <p>Continue to collaborate with H+K and GMCVB to develop promotional campaigns that promote the destination</p>	<p>H+K hosted 18 FAM Trips since April 2017, increasing media exposure to the destination</p> <p>Hosted 3 Forbes Travel Guide live training sessions for Miami Beach leadership and front-line hospitality employees</p> <p>Partnered with Forbes Travel Guide and Lobster Ink to offer an online interactive Frontline 101 hospitality training to all Miami Beach employees</p> <p>Developed and hosted a new Forbes Travel Guide Frontline 202 webinar, designed to be a refresher course, to increase reach through the GoToWebinar platform with a link to the MBVCA website</p> <p>Continued community outreach and collaboration with local businesses to increase participation in Forbes Travel Guide Hospitality live and web-based training</p> <p>Developed a campaign with the GMCVB, through H+K, to further enhance Miami Spice Restaurant Month and South Beach Family Fun</p>

Key Intended Outcome	FY 2019/2020 Strategy	FY 2019/2020 Initiative	FY 2018/2019 Accomplishments
<p>Improve and maintain communications strategies</p>	<p>Continue to develop enhanced, stronger collaborations in tourism locally and worldwide through the assistance of PR firm and other partners</p> <p>Increase organizational visibility through the MBVCA's PR firm</p> <p>Inform board members about grant recipient events' developments and successes highlighted within the media</p>	<p>Enhance social media strategy to gain followers and traction on all Experience Miami Beach handles</p> <p>Update API platform for travel-related inventory to include Homeowner's Associations (HOAs) and Short-Term Rentals</p> <p>Continue to update API platform for travel-related inventory to include Art in Public Places, ATMs, Cultural Organizations, Film Locations, Fire Stations, Museums, Public Restrooms, Police Stations, Lifeguard Stands, Short Term Rentals, Visitor Centers, and Youth Centers</p> <p>Continue to build improved global image through press strategy and social media</p> <p>Continue to investigate industry awards and grants for the destination and App</p> <p>Continue to develop enhanced public relations efforts and employ communications strategies effectively to publicize MBVCA efforts, goals and successes</p> <p>Continue to participate in industry shows</p> <p>Continue to report and analyze grant impact to present in annual Program of Work to the City Commission and other partners</p> <p>Continue to report to Board members in a timely manner and provide daily updates to Board members regarding PR efforts and overall media impact</p> <p>Continue to provide Board members with grant recipients' results through economic impact data compiled</p> <p>Continue to encourage Board members to attend MBVCA-funded events to ensure grant compliance and provide feedback on event</p> <p>Continue to participate on the LGBT Tourist Hospitality Council</p> <p>Continue to participate on the GMBHA Board</p> <p>Continue to partner with the Miami Beach Chamber of Commerce to submit articles for inclusion in their bi-weekly publication "Miami Beach News"</p> <p>Continue to work with MDPL to develop additional interviews for the Visual Memoirs Project and cross-promote through social media platforms</p>	<p>Developed an organizational LinkedIn account to encourage additional networking and outreach</p> <p>Developed App ads for various platforms focusing on core initiatives including Festivals, Health and Wellness, and Gay/Lesbian</p> <p>Distributed grant deadlines through Constant Contact, with a link shared to the MBVCA's Facebook and Twitter pages</p> <p>Distributed daily, weekly, and monthly PR reports to Board Members, via email</p> <p>Increased Social Media outreach developed through the MBVCA Facebook page, with links to the MBVCA Twitter account and added 4 additional hashtags including #ExperienceMiamiBeach, #MiamiBeachEats, #MiamiBeachNightlife #MiamiBeachHotels</p> <p>Posted all press releases and Miami Beach News articles written by H+K to the MBVCA website and blog</p> <p>Further defined the format of pre- and post- PR performance reports to include the requirement of analytics reports</p> <p>Created a Wikipedia listing for increased exposure</p> <p>Participated on the LGBT Tourist Hospitality Council</p> <p>Partnered with the Miami Beach Chamber of Commerce to submit articles for inclusion in their bi-weekly publication, "Miami Beach News"</p> <p>Worked with MDPL to develop additional interviews for the Visual Memoirs Project, and cross promote through social media outlets</p> <p>Advertised grant deadlines in English and Spanish, electronically and in print, through the Miami Herald and El Nuevo Herald</p> <p>Encouraged the inclusion of a promotion or "deal" within the Miami Beach Information App</p> <p>Formatted an App ad to be displayed in the Lincoln Road Directory</p>

Key Intended Outcome	FY 2019/2020 Strategy	FY 2019/2020 Initiative	FY 2018/2019 Accomplishments
<p>Empower professional staff</p>	<p>To support MBVCA Board initiatives and strategies</p>	<p>Update office entry and conference room doors to meet heightened security requirements</p> <p>Continue to professionally represent MBVCA by participating in community and industry boards such as the GMCVB Marketing Committee and various ad-hoc committees throughout the City of Miami Beach and other local partners</p> <p>Continue to participate in conferences that enhance tourism</p> <p>Continue to promote education through the continuance of a Tuition Reimbursement Program</p> <p>Continue to encourage attendance to industry trainings and conferences</p> <p>Continue to maintain technically updated office through digital automation</p>	<p>Redesigned and dedicated conference room to former MBVCA attorney Harold Rosen, Esq.</p> <p>Staff attended City Board and Committee, GMCVB, and Miami Beach Chamber of Commerce tourism-related meetings</p> <p>Increased web security measures on computer systems</p> <p>Purchased new equipment and software to maintain the MBVCA's level of technological advancement</p> <p>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>Continued Tuition Reimbursement Program</p> <p>Continued office digital automation</p>

Financial Profile

ADMINISTRATION RECOMMENDATION

Adopt the Budget

ANALYSIS

BACKGROUND

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

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

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

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

The MBVCA normally budgets funding below the City’s projection, as the collection of funds can differ substantially from projection, such as the result of unanticipated problems like an airline strike, terrorism, economic issues or storms. In 2008, revenue collections came in \$48,000 under estimated projection, and in 2001 the revenue collection was down approximately \$300,000 from projection. When and if there are unallocated funds remaining at the end of the budget year, those funds are either rolled over and allocated in the next budget year, or retained in MBVCA accounts for future reserves, endowment funding; to address any funding reductions in future years. In 2001, by statute, the MBVCA began investing 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 2018/2019 REVIEW/TOURISM ADVANCEMENT PROGRAM (TAP)

The MBVCA Tourism Advancement Program (TAP) was established to promote Miami Beach as a sophisticated tourist destination by increasing the number of visitors; through enhancement of visitors’ experiences; through the allocation of funds granted to events or programs that bring visitors to the CMB and strengthen the CMB brand. In fiscal year 2018/2019, the MBVCA funded the TAP in nine categories, including: Cultural Tourism, Development Opportunities, Film Incentive, Initiatives, Major One Time Special Event, Special Events Recurring, Special Projects, Special Projects Recurring, and Tourism Partnerships. In 2018, the MBVCA continued to fund projects, utilizing funds rolled over from several years past.

A total of \$1,028,575 was awarded in FY 2018/2019, compared to \$1,278,750 in FY 2017/2018. The decrease in awards reflects rescinded events, due to non-compliance or cancellation; repeat events that could not meet the grant application criteria; deadlines that could not be met, and large events that did not return to Miami Beach.

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

FY 2019/2020 TOURISM ADVANCEMENT PROGRAM

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

Review process:

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

Annually, the MBVCA Board reviews and refines grant guidelines with respect to efficacy and effectiveness. In FY 2012/2013, the MBVCA implemented changes to its funding caps and declining scale. The new declining scale and funding caps allowed the MBVCA to diversify their funding into other areas and initiatives as requested by the City administration and/or the Board. In FY 2019/2020 the MBVCA voted to lower the criteria for the Major One Time Special Event and Special Events Recurring grant categories requiring a total of 275 hotel room nights to be confirmed, along with the 1,000,000 contracted media impressions. The viewership criteria remained at 1,000,000. The Special Projects and Special Projects Recurring hotel room night requirement was lowered to 2,000 with the media impressions requirement decreased to 150,000,000. The grant criteria guidelines were reviewed for clarity and accuracy, requiring fully executed agreements and contracts to be submitted prior to proceeding with the next step in the application process. The application requires hotel room block agreements; media contracts, and/or broadcast/cable/TV contracts to in order to proceed with the grant submission. The criteria must be confirmed before and after funding is awarded. Grant applicants must meet two of the three criteria in place for each of the MBVCA grant categories. MBVCA grants are paid upon performance; therefore, grantees are required to provide post-performance reports in the form of reservation or pick-up reports from Miami Beach hotels; impressions reports garnered from the organization's PR Firm, or accompanied by third party confirmation from a media monitoring/press clipping service such as BurrellesLuce to prove media impressions, and a broadcast post-performance report from a third party reporting delivery of Adult 18+ and Households (HH) in Thousands (000) from Nielsen, Over The Top (OTT), or Comscore/Rentrak for viewership.

The MBVCA guidelines and application process place emphasis on defining and measuring the economic impact of each event, as well as considering the impact and value of marketing, publicity, and television origination/viewership. Questions concerning the economic impact of the program, including requiring an explanation of various aspects of the marketing plan, and how the numbers of hotel room nights are calculated and where they are contracted, are also required as part of the application. The event's or organization's publicity plan, community and residential involvement, and/or special residents' considerations must also be provided. Standardized recap sheets and point systems have been developed to give each applicant a score that rates potential success. In 2016/2017, a revamped point system was implemented to be more closely aligned with the MBVCA's grant criteria and will continue to be utilized in FY 2019/2020. Using this tool, the MBVCA can better evaluate

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

RECURRING PROJECTS:

The MBVCA has a current policy in place to fund recurring projects on a declining scale. The declining scale encourages recurring events to recruit corporate and private sponsorship and; therefore, not solely rely on MBVCA funds as a means of sustaining the event year after year. The award category establishes funding caps for recurring events, funding that can be reduced based on the maximum request for the specific grant category. Below is the current scale, implemented in FY 2012/2013; applicable to non and for-profit agencies. The declining scale will remain in place for FY 2019/2020.

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

CATEGORIES:

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

Grant Category	Contracted Hotel Room Nights	Contracted Media Impressions	Contracted Television and/or Cable Broadcast
Development Opportunities	75	200,000	500,000
Film Incentive*	250	N/A	N/A
Major One Time Special Event	275	1,000,000	1,000,000
Special Events Recurring	275	1,000,000	1,000,000
Special Projects	2,000	150,000,000	15,000,000
Special Projects Recurring	2,000	150,000,000	15,000,000
Tourism Partnerships	200	500,000	5,000 (visitors/attendees/participants)

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

Budget

Budget (TAP) FY 2019/2020:

The MBVCA has budgeted \$1,945,000 for FY 2019/2020 for its Tourism Advancement Program which reflects 60% of the total budget. This grant funding reflects an increase of \$211,500 from FY 2018/2019. This increase is due to an increase in the amount requested from some repeat applicants being moved to the top of declining scale as well as the introduction of the Partnerships program and the allocation for the Film Incentive Program.

- The Tourism Partnerships category is budgeted at \$90,000, reflecting 3% of the total budget for FY 2019/2020. The category currently includes applicants at the maximum request cap of \$30,000. Four applications are anticipated to be received.
- The Major One Time Special Event category, representing 9% of the total budget, is budgeted at \$295,000 in FY 2019/2020. The MBVCA expects six to seven new events to apply at a maximum request of \$45,000 each. The MBVCA works tirelessly to stimulate and recruit new events and is willing and prepared to fund valuable tourism and brand related events. In fact, the MBVCA works with all partners, city leadership and media to solicit appropriate new projects. New applicants are expected to include Celebrity Beach Soccer Match, FIBEGA, Slamdance Film Festival, and two to three additional projects.
- The Special Events Recurring category, reflecting 24% of the total budget, has been calculated at \$786,000 for FY 2019/2020 based on the established declining scale and the number of applicants anticipated to return.
- The Special Projects category is budgeted at \$90,000 with one applicant expected at the maximum request of \$90,000 representing 3% of the total budget.
- The Special Projects Recurring category is budgeted at \$374,000 and represents 11% of the total budget. Anticipated applicants include the Orange Bowl Marketing Campaign; Lifetime Miami Marathon, Half Marathon, and Tropical 5K; the Food Network & Cooking Channel South Beach Wine & Food Festival; Paraiso Miami Beach; and Winter Music Conference. These events, recruited and sustained by the MBVCA, are all marquee events and annually fill the City's hotel rooms.
- The Development Opportunities category is budgeted at \$60,000 for FY 2019/2020, representing 2% of the budget; in anticipation of 2 applicants at the maximum request of \$30,000 each.
- The Film Incentive category is budgeted at \$250,000 for FY 2019/2020 representing 8% of the budget

Partnerships

- *Cultural Tourism Program* is budgeted at \$165,000 for FY 2019/2020 representing 5% of the budget in anticipation of 2 new projects. This new and improved program is a partnership between the City of Miami Beach Cultural Arts Council and the MBVCA to attract between 1 -3 citywide projects that highlight the entire destination by adding a niche to the wide array of reasoning for visiting the destination.
- *Tourism Enrichment Program* include the continuation of the Forbes Travel Guide Hospitality Training, both live and online formats, offered free of charge to Miami Beach hospitality employees. The live training sessions will be offered 2 times a year with the webinar offered year-round to ensure all Miami Beach hospitality employees benefit from this valuable training.

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

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

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

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

Most recently, the project expanded its distribution on cable, social media, digital libraries, and their linked websites. A YouTube channel was also launched, and an additional 10 interviews were also conducted.

The Tourism Enrichment Program is budgeted at \$80,000 for FY 2019/2020, representing 4% of the total budget.

Initiatives

The MBVCA expects to support new initiatives in FY 2019/2020. Strategic plans, goals and initiatives are developed through consultation; the result of ongoing communications with the Mayor, Commission, and City Administration.

Public Relations Initiative

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

The current contract with H+K runs through September 30, 2020 in FY 2019/2020. Objectives include increased public relations or tourism related activities in CMB; recruitment of new events and meetings; improvement of CMB global reputation, and the activation and population of all the “Experience Miami Beach” social media handles. H+K has an extensive presence in the US and internationally. The agency's ability to network and leverage its global relationships is crucial to the growth of the 'Miami Beach' brand.

H+K created and distributed a total of 15 press releases and pitches during their first year as agency of record, garnering 3,416,581,560 media impressions and 12 press releases during their second year, generating 3,913,341,910 media impressions. In their third year, H+K generated 2,783,369,818 media impressions through the issuance of 12 press releases

and a Harris Poll Survey that was conducted to determine why people visit Miami Beach. During their fourth year, H+K developed and released a total of 12 press releases and 1 pitch, generating a total of 1,492,734,059 media impressions, valued at \$15,615,214.75. During its fifth year H+K wrote and released 12 press releases, generating 1,410,465,887 media impressions, valued at \$15,638,438.52. During its sixth year, a total of 15 press releases were written and distributed, generating 1,272,729,422 impressions valued at \$14,353,222.76. During their seventh year, a total of 15 press releases and 1 Audio News Release (ANR) were distributed generating 1,302,477,118 impressions valued at \$1,583,728.46. During their eighth, and most recent year, H+K has written and released a total of 13 press releases and generated a total of 1,042,610,221 impressions with a value of \$1,041,811.24.

Destination Marketing

The Destination Marketing allocation reflects a 3% of the total budget for FY 2019/2020. This allocation provides for the additional placement of stories and press releases on the PR Newswire as well as the continuation of our Blogger Program, FAM trips, and online sweepstakes to promote increased activity on our social media channels that will be implemented in FY 2019/2020.

App Marketing

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

Miami Beach visitors and residents are using smartphones and tablets to communicate and acquire information to make these kinds of decisions on-the-go. It is now critical for these visitors and residents to have access to mobile applications (Apps) that can help them obtain the information they need to make timely and informed decisions. A new version of the App, Miami Beach Information (MBI), was released in fiscal year 2015/2016 for both Android and iOS platforms. The latest version of MBI included new and exciting features for the end-user. The newest features included a side-swipe feature; listing the information in an A-Z format; the addition of new categories that included Shopping, Nightlife, Art & Culture, and Restaurants, and the creation of “My Miami Beach” section where users can add events, photos, and itineraries as they navigate the App. In addition, the App features a “Deals” section that has special promotional rates or offers developed by MBVCA grantees. This cross promotional effort increases the number of downloads the App receives, while also assisting with the promotion of MBVCA-funded events. The promotions in the “Deals” section were also posted to the various MBVCA social media pages such as Facebook, Twitter, and Instagram. The App has now been downloaded nearly 14,000 times since 2015, across both mobile platforms. Approximately half of all downloads come from European users seeking to learn about Miami Beach. The first version of the App was released in FY 2013/2014 and continues to be offered free of charge.

IT Development

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

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

A total of \$30,000 or 1% of the overall budget has been allocated in FY 2019/2020 towards IT development, to add additional categories to expand the API database to include local non-business information that can be useful in App development such as beach access roads, public restrooms, and lifeguard stands. A total of \$10,000 has been allotted to market and promote the API/App through ads for placement on MBVCA social media channels. in FY 2019/2020, representing less than 1% of the total budget.

Research and Development

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

Projected Cash Flow Reserve

The MBVCA has budgeted \$2,000 of the total budget, for cash flow reserve in FY 2019/2020. 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 \$449,500 for FY 2019/2020. This figure represents 14% of the total budget. The overhead allocation is budgeted at \$215,500 which reflects 7% of the overall budget. The increase from FY 2018/2019 is attributed to the cloud information hosting and redundancy, the addition of office security measures and staffing a full office. The total administration and overhead are 21% of the total budget.

Rollover

A total of \$375,000 will be rolled over from FY 2018/2019 into the FY 2019/2020 MBVCA budget to assist in funding special projects. This rollover of funds is primarily from the grants that were either not awarded and/or were rescinded for noncompliance.

MIAMI BEACH VISITOR AND CONVENTION AUTHORITY			
FY 2019/2020			
		ADOPTED BUDGET	PROPOSED
		FY 2018.2019	FY 2019.2020
REVENUES			
Unrestricted			
Rollover		\$ 200,000	\$ 375,000
Projected Resort Tax		\$ 2,862,000	\$ 2,940,000
	TOTAL REVENUES	\$ 3,062,000	\$ 3,315,000
EXPENDITURES			
Administration & Benefits		\$ 420,000	\$ 449,500
Operating Expenses		\$ 215,500	\$ 215,500
Capital		\$ 5,000	\$ 5,000
	Total Administration	\$ 640,500	\$ 670,000
GRANTS - Tourism Advancement Program			
Tourism Partnerships		\$ 120,000	\$ 90,000
Major One Time Special Event		\$ 135,000	\$ 295,000
Special Events Recurring		\$ 768,000	\$ 786,000
Special Projects		\$ 180,000	\$ 90,000
Special Projects Recurring		\$ 280,500	\$ 374,000
Film Incentive		\$ 250,000	\$ 250,000
Development Opportunities		\$ 60,000	\$ 60,000
	Total Tourism Adv. Program	\$ 1,793,500	\$ 1,945,000
PARTNERSHIPS			
Cultural Tourism		\$ 90,000	\$ 165,000
Tourism Enrichment		\$ 120,000	\$ 80,000
	Total	\$ 210,000	\$ 245,000
MARKETING/PR/TECHNOLOGY			
Marketing/Communications and PR		\$ 250,000	\$ 250,000
Destination Marketing		\$ -	\$ 108,000
APP Marketing		\$ 10,000	\$ 10,000
IT Development		\$ 30,000	\$ 30,000
	Total	\$ 290,000	\$ 398,000
OTHER			
Initiatives		\$ 121,000	\$ 50,000
R&D		\$ 5,000	\$ 5,000
Projected Cash Flow Reserve		\$ 2,000	\$ 2,000
	Total Other	\$ 128,000	\$ 57,000
	TOTAL	\$ 3,062,000	\$ 3,315,000

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

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

The MBVCA administration reviews any concerns the grant applicant may have expressed during the previous fiscal year during the required pre-proposal conference. These concerns may have been mentioned during the previous year's panel meeting and/or within their exit interview form submitted as part of their final report. In FY 2019/2020, the MBVCA will continue to review grant applicants' concerns and try to address them as best as possible; particularly those noted in the prior year's exit interview form submitted as part of their Final Report documentation.

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

In FY 2019/2020, the MBVCA will continue to solely accept applications electronically. All applications are required to be submitted through the MBVCA's Application Portal, with the exception of the organization's reviewed or audited financials that must be sent to the MBVCA Administration directly by the organization's CPA. The Application Portal enables applicants to complete their application completely online. In addition, the Application Portal will continue to allow for all communications between MBVCA staff and grant applicants to take place electronically, including application status updates; informational items, and the corrections required of the application during the draft submission period. This allows applicants to receive information in real time, allowing for a better overall communication process. The MBVCA application submission process will continue to be streamlined into a multi-step system in fiscal year 2019/2020, where grant criteria must be submitted first, in order to determine eligibility.

The MBVCA also has a policy in place to formally fund recurring projects on a declining scale. The scale encourages recurring events to recruit corporate and private sponsorship and therefore, not solely rely on MBVCA funds as a means of sustaining the event. The awards mandate funding caps for recurring events, that are diminished based on the maximum request for the specific grant category and the year in which the event is in within the declining scale. This policy continued in fiscal year 2018/2019 and will continue during the upcoming fiscal year within the Special Events Recurring and Special Projects Recurring grant categories. The MBVCA continues to encourage new events to the destination; therefore, they have maintained the percentage decrease in the funding amounts a recurring event may request.

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

revived and will be made available as a one-time grant with lower qualifying criteria to encourage smaller events to the destination and possible grow their event.

The Cultural Tourism Grant Program was retired and a new partnership program, Tourism Enrichment Program, was developed in cooperation with the City of Miami Beach Department of Tourism and Cultural Development, 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.

The Film Incentive Grant Program will continue to be updated to be better aligned with the film industry and will be offered to scripted feature films, scripted television shows, short films, and TV or streaming service pilots or series, in fiscal year 2019/2020. The program will be also promoted through Miami Dade County's Film Office, as well as, through Film Florida to attract new productions to the destination.

In fiscal year 2018/2019, the maximum grant requests for each of the MBVCA's grant categories remained the same. They will also remain the same in fiscal year 2019/2020.

To further attract new events to the destination, the minimum criteria for the Major One Time Special Event and Special Events Recurring grant categories will be decreased from 350 hotel room nights to 275 hotel room nights, in fiscal year 2019/2020. The Special Projects and Special Projects Recurring grant criteria will also be reduced in fiscal year 2019/2020, with the hotel room night requirement decreasing from 2,500 hotel room nights to 2,000 hotel room nights, and the contracted media impressions requirement reduced from 250,000,000 media impressions to 150,000,000 media impressions. In addition, hotel agreements, in addition to hotel contracts, will be accepted to meet the criteria in place. The revision to the language will allow for a broader number of organizations to be able to meet the MBVCA's minimum criteria in place.

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

In the upcoming fiscal year, the MBVCA's checks and balances will remain in place through internal auditing processes. The additional restrictions imposed in fiscal year 2018/2019 will remain in place in fiscal year 2019/2020 for those grant recipients who have not met their obligations for the prior fiscal year and/or have committed fraudulent activity.

Direct Impact

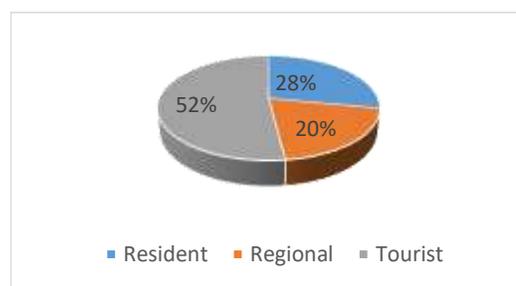
Direct impact of MBVCA sponsored events in Miami Beach is derived from the calculating the average of the projects' overall impacts to the City of Miami Beach. Grant recipients are asked for the hotel room nights and media impressions their events generated. The figures are determined by adding contracted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

2018/2019 General Tourism Highlights

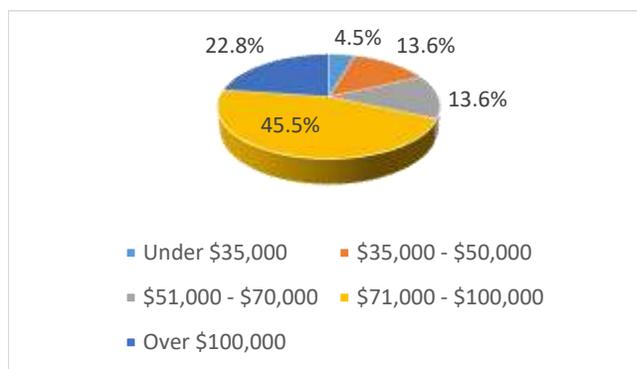
- Hotel rooms (as of October 2019) – 13,417
- Overnight Visitors (2018-Miami Beach) – 6,700,000 (of 16.5 million visitors to Miami Dade County)
- Average Room Rate (as of September 2019) - \$268.22
- Average RevPar (January to September 2019) – \$206.50
- Average Occupancy (as of September 2019) – 76.5%

Total Attendance of MBVCA Sponsored Events – 739,411

- Resident 28%
- Regional 20%
- Tourist 52%



- Number of Events in Miami Beach – 1,979
- Job Creation – 8,911
- Average Organizational Budgets of MBVCA sponsored events – \$3,002,914.78
- Annual Income of Attendees
 - Under \$35,000 – 4.5%
 - \$35,000 - \$50,000 – 13.6%
 - \$51,000 - \$70,000 – 13.6%
 - \$71,000 - \$100,000 – 45.5%
 - Over \$100,000 – 22.8%



GRANT BY CATEGORY

Category	Recipient	Event/Project	Grant Request	Actual Funding
Destination Marketing	Forbes Travel Guide	Forbes Travel Guide Customer Service Training	\$50,025	\$50,025
	Miami Design Preservation League	Miami Beach Visual Memoirs Project	\$30,000	\$30,000
Development Opportunities	The Miami Foundation F/A for IKT Miami	IKT Miami Congress	\$30,000	\$30,000
	Van Daalen Tennis, LLC	2019 ITF Miami Beach Tennis Cup	\$6,750	\$6,750
Film Incentive				
Applications were not received for this category in 2018/2019				
Initiatives				
Applications were not received for this category in 2018/2019				
Major One Time Special Event	Van Daalen Tennis, LLC	ITF World Senior Team and Individual Championships	\$45,000	\$45,000
	Sustainatopia/DVK, Inc.	Money4Good, powered by Sustainatopia	\$45,000	\$0
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival (ABFF)	\$40,000	\$40,000
	A National Salute to America's Heroes	National Salute to America's Heroes	\$32,000	\$32,000
	CI Foundation	South Beach Seafood Festival	\$28,000	\$28,000
	Exclusive Sports Marketing, Inc.	2018 Miami Beach Halloween Half Marathon and Freaky 4-Miler	\$24,000	\$0
	GroundUp Music Festival	GroundUP Music Festival	\$32,000	\$32,000
	Hialeah School of Self Defense	Pan American International Karate Tournament	\$32,000	\$32,000
	LTF Triathlon Series LLC	2019 Fitbit Miami Marathon and Half Marathon, Tropical 5K; Health & Fitness Expo	\$32,000	\$32,000
	LTF Triathlon Series LLC	South Beach Triathlon	\$28,000	\$28,000
	Miami Beach Gay Pride	11th Annual Miami Beach Pride 2019	\$40,000	\$40,000
	Miami Dade College	2019 Miami Film Festival	\$28,000	\$28,000
	Model Volleyball	10th Annual Hawkers Model Volleyball Tournament	\$24,000	\$24,000
	National LGBTQ Task Force	2019 Winter Party Festival	\$28,000	\$28,000
	NATPE	NATPE Miami 2019	\$32,000	\$32,000
	Salsa Dance International Inc, dba Salsa Lovers	Bachateando Dance Festival	\$32,000	\$32,000
	SCOPE Art Fair, Inc.	SCOPE Miami Beach 2018	\$40,000	\$40,000
	Swimwear Association of Florida	SwimShow	\$28,000	\$28,000
	UNTITLED, Art.	UNTITLED, Art in Miami Beach	\$32,000	\$32,000
Special Projects				
Applications were not received for this category in 2018/2019				
Special Projects Recurring	Florida International University-SOBWFF	2019 Food Network & Cooking Channel South Beach Wine & Food Festival	\$51,000	\$51,000
	FUNKSHION Productions, LLC	Paraiso Miami Beach	\$59,500	\$59,500
	Orange Bowl Committee	2018 College Football Playoff Semifinal at the Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	\$51,000	\$51,000
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$28,300	\$28,300
	Miami Beach Chamber of Commerce	Visit Miami Beach	\$30,000	\$30,000
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	\$30,000	\$30,000

IMPACT - OVERALL

Category	Recipient	Event/Project	Hotel Room Nights	Viewership	Impressions	
Destination Marketing	Forbes Travel Guide	Forbes Travel Guide Customer Service Training	0	0	112,661,732	
	Miami Design Preservation League	Miami Beach Visual Memoirs Project	0	0	1,669,307	
Development Opportunities	The Miami Foundation F/A for IKT Miami	IKT Miami Congress	196	0	97,426,040	
	Van Daalen Tennis, LLC	2019 ITF Miami Beach Tennis Cup	128	0	13,132,603	
Film Incentive						
Applications were not received for this category in 2018/2019						
Initiatives						
Applications were not received for this category in 2018/2019						
Major One Time Special Event	Van Daalen Tennis, LLC	ITF World Senior Team and Individual Championships	2,176	0	14,625,849	
	Sustainatopia/DVK, Inc.	Money4Good, powered by Sustainatopia	0	0	0	
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival (ABFF)	1,272	0	3,380,000	
	A National Salute to America's Heroes	National Salute to America's Heroes	1,426	0	59,919,009	
	CI Foundation	South Beach Seafood Festival	0	1,131,000	10,154,000	
	Exclusive Sports Marketing, Inc.	2018 Miami Beach Halloween Half	0	0	0	
	GroundUp Music Festival	Marathon and Freaky 4-Miler	546	0	2,285,785	
	Hialeah School of Self Defense	GroundUP Music Festival	503	0	3,110,369	
	LTF Triathlon Series LLC	Pan American International Karate Tournament	528	0	7,268,219	
	LTF Triathlon Series LLC	2019 Fitbit Miami Marathon and Half Marathon, Tropical 5K; Health & Fitness Expo	353	0	40,348,741	
	Miami Beach Gay Pride	South Beach Triathlon	558	0	117,494,962	
	Miami Dade College	11th Annual Miami Beach Pride 2019	418	0	705,148,691	
	Model Volleyball	2019 Miami Film Festival	357	0	1,003,000	
	National LGBTQ Task Force	10th Annual Hawkers Model Volleyball Tournament	432	0	1,072,824,696	
	NATPE	2019 Winter Party Festival	7,316	0	545,535,146	
	Salsa Dance International Inc, dba Salsa Lovers	NATPE Miami 2019	499	0	7,124,610	
	SCOPE Art Fair, Inc.	Bachateando Dance Festival	384	0	307,648,863	
	Swimwear Association of Florida	SCOPE Miami Beach 2018	1,401	0	236,635,272	
	UNTITLED, Art.	SwimShow	549	0	1,372,080,000	
	UNTITLED, Art.	UNTITLED, Art in Miami Beach				
	Special Projects					
	Applications were not received for this category in 2018/2019					
Special Projects Recurring	Florida International University-SOBWFF	2019 Food Network & Cooking Channel South Beach Wine & Food Festival	2,533	0	1,638,116,841	
	FUNKSHION Productions, LLC	Paraiso Miami Beach	956	80,088,121	482,513,328	
	Orange Bowl Committee	2018 College Football Playoff Semifinal at the Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	0	33,678,249	3,476,374,944	
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBT Visitor Center	0	0	3,532,000	
	Miami Beach Chamber of Commerce	Visit Miami Beach	0	0	5,109,203	
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	1,274	0	4,241,270	

Category	Event	Room	Average Daily Room Rate	Occupancy	Estimated Revenue to Hoteliers	Estimated Income to the City 2% Resort Tax	Estimated Income to MBVCA; 5% of 2% Resort Tax
Destination Marketing	Forbes Travel Guide Customer Service Training	N/A	\$0	0	\$0	\$0	\$0
	Miami Beach Visual Memoirs Project	N/A	\$0	0	\$0	\$0	\$0
Development Opportunities	2019 ITF Miami Beach Tennis Cup	128	\$336.62	87.3%	\$43,087.34	\$861.75	\$43.09
	IKT Miami Congress	196	\$312.13	85.7%	\$61,177.46	\$1,223.55	\$61.18
Film Incentive							
Applications were not received for this category in 2018/2019							
Initiatives							
Applications were not received for this category in 2018/2019							
Major One Time Special Event	ITF World Senior Team and Individual Championships	2,176	\$220.33	72.3%	\$479,438.06	\$9,588.76	\$479.44
	Money4Good, powered by Sustainatopia	0	\$0	0%	\$0	\$0	\$0
Special Events Recurring	10th Annual Hawkers Model Volleyball Tournament	357	\$378.16	84.9%	\$135,003.10	\$2,700.06	\$135.00
	11th Annual Miami Beach Pride 2019	558	\$309.17	81.6%	\$172,516.84	\$3,450.34	\$172.52
	2018 Miami Beach Halloween Half Marathon and Freaky 4-Miler	0	\$220.33	72.3%	\$0	\$0	\$0
	2019 Miami Film Festival	418	\$336.62	87.3%	\$140,707.14	\$2,814.14	\$140.71
	2019 Winter Party Festival	432	\$349.55	86.4%	\$151,005.58	\$3,020.11	\$151.01
	2019 Fitbit Miami Marathon and Half Marathon, Tropical 5K; Health & Fitness Expo	528	\$321.18	85.1%	\$169,583.02	\$3,391.66	\$169.58
	American Black Film Festival (ABFF)	1,272	\$214.58	76.7%	\$272,945.74	\$5,458.91	\$272.95
	Bachateando Dance Festival	499	\$309.17	81.6%	\$154,275.81	\$3,085.52	\$154.28
	GroundUP Music Festival	546	\$328.54	81.7%	\$179,382.82	\$3,587.66	\$179.38
	Money4Good, powered by Sustainatopia	0	\$267.11	84.7%	\$0	\$0	\$0
	National Salute to America's Heroes	1,426	\$243.27	73.5%	\$346,903.00	\$6,938.06	\$346.90
	NATPE Miami 2019	7,316	\$321.18	85.1%	\$2,349,752.86	\$46,995.06	\$2,349.75
	Pan American International Karate Tournament	503	\$245.44	77.8%	\$123,456.30	\$2,469.13	\$123.46
	SCOPE Miami Beach 2018	384	\$463.25	83.6%	\$177,877.98	\$3,557.76	\$177.89
	South Beach Seafood Festival	0	\$213.49	64.6%	\$0	\$0	\$0
	South Beach Triathlon	353	\$312.13	85.7%	\$110,181.87	\$2,203.64	\$110.18
SwimShow	1,401	\$218.52	75.9%	\$306,146.50	\$6,122.93	\$306.15	
UNTITLED, Art in Miami Beach	549	\$463.25	83.6%	\$254,324.23	\$5,086.48	\$254.32	
Special Projects							
Applications were not received for this category in 2018/2019							
Special Projects Recurring	2018 College Football Playoff Semifinal at the Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	0	\$510.14	84.5%	\$0	\$0	\$0
	2019 Food Network & Cooking Channel	2,567	\$382.46	90.2%	\$981,774.80	\$19,635.50	\$981.77
	South Beach Wine & Food Festival Paraiso Miami Beach	956	\$218.52	75.9%	\$208,905.10	\$4,178.10	\$208.91
Tourism Partnerships	LGBT Visitor Center	0	\$179.76	55.4%	\$0	\$0	\$0
	Visit Miami Beach	0	\$179.76	55.4%	\$0	\$0	\$0
	Miami Beach Watersports Center, Inc.	1,274	\$179.76	55.4%	\$229,014.22	\$4,580.28	\$229.01

Category	Organization	Event	Total Dollar Value Spent on Advertising ¹	Domestic Advertising	International Advertising	Total Dollar Value Spent on Television
Destination Marketing	Forbes Travel Guide	Forbes Travel Guide Customer Service Training	\$0	\$0	\$0	\$0
	Miami Design Preservation League	Miami Beach Visual Memoirs Project	\$0	\$0	\$0	\$0
Development Opportunities	The Miami Foundation F/A for IKT Miami	IKT Miami Congress	N/A	N/A	N/A	N/A
	Van Daalen Tennis, LLC	2019 ITF Miami Beach Tennis Cup	\$1,550	\$1,550	\$0	\$0
Film Incentive						
Applications were not received for this category in 2018/2019						
Initiatives						
Applications were not received for this category in 2018/2019						
Major One Time Special Event	Van Daalen Tennis, LLC	ITF World Senior Team and Individual Championships	\$110,000	\$10,000	\$100,000	\$0
	Sustainatopia/DVK, Inc.	Money4Good, powered by Sustainatopia	\$0	\$0	\$0	\$0
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival (ABFF)	\$275,000	\$275,000	\$0	\$50,000
	A National Salute to America's Heroes	National Salute to America's Heroes	\$100,000	\$100,000	\$0	\$575,000
	CI Foundation	South Beach Seafood Festival	\$320,000	\$320,000	\$0	\$0
	Exclusive Sports Marketing, Inc.	2018 Miami Beach Halloween Half Marathon and Freaky 4-Miler	\$0	\$0	\$0	\$0
	GroundUp Music Festival	GroundUP Music Festival	\$35,246	\$31,721	\$3,525	\$0
	Hialeah School of Self Defense	Pan American International Karate Tournament	\$31,775	\$12,710	\$19,065	\$0
	LTF Triathlon Series LLC	2019 Fitbit Miami Marathon and Half Marathon, Tropical 5K; Health & Fitness Expo	\$281,000	\$238,850	\$42,150	\$0
	LTF Triathlon Series LLC	South Beach Triathlon	\$15,400	\$15,400	\$0	\$0
	Miami Beach Gay Pride	11th Annual Miami Beach Pride 2019	\$15,500	\$14,725	\$775	\$123,000
	Miami Dade College	2019 Miami Film Festival	\$427,300	\$247,834	\$179,466	\$400,000
	Model Volleyball	10th Annual Hawkers Model Volleyball Tournament	\$300,000	\$225,000	\$75,000	\$0
	National LGBTQ Task Force	2019 Winter Party Festival	\$248,688	\$198,950	\$49,738	\$20,000
	NATPE	NATPE Miami 2019	\$357,000	\$214,200	\$142,800	\$0
	Salsa Dance International Inc, dba Salsa Lovers	Bachateando Dance Festival	\$37,000	\$25,900	\$11,100	\$0
	SCOPE Art Fair, Inc.	SCOPE Miami Beach 2018	\$3,170,168	\$1,680,189	\$1,489,979	\$400,040
	Swimwear Association of Florida	SwimShow	\$43,352	\$21,676	\$21,676	\$0
UNTITLED, Art.	UNTITLED, Art in Miami Beach	\$30,700	\$7,675	\$23,025	\$0	
Special Projects						
Applications were not received for this category in 2018/2019						
Special Projects Recurring	Florida International University-SOBEWFF	2019 Food Network & Cooking Channel South Beach Wine & Food Festival	\$2,000,000	\$1,940,000	\$60,000	\$800,000
	FUNKSHION Productions, LLC	Paraiso Miami Beach	\$75,055,000	\$30,022,000	\$45,033,000	\$0
	Orange Bowl Committee	2018 College Football Playoff Semifinal at the Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	\$1,540,000	\$1,540,000	\$0	\$177,499
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$48,000	\$21,600	\$26,400	\$0
	Miami Beach Chamber of Commerce	Visit Miami Beach	\$19,000	\$9,500	\$9,500	\$0
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	\$38,000	\$34,960	\$3,040	\$0

¹ Includes actual, in-kind, and barter

Category	Recipient	Event/Project	Funding	HRN Contracted	HRN Generated	Variance
Destination Marketing	Forbes Travel Guide	Forbes Travel Guide Customer Service Training	\$50,025	N/A	N/A	N/A
	Miami Design Preservation League	Miami Beach Visual Memoirs Project	\$30,000	N/A	N/A	N/A
Development Opportunities	The Miami Foundation F/A for IKT Miami	IKT Miami Congress	\$30,000	80	196	59.18%
	Van Daalen Tennis, LLC	2019 ITF Miami Beach Tennis Cup	\$6,750	500	128	-290.63%
Film Incentive						
Applications were not received for this category in 2018/2019						
Initiatives						
Applications were not received for this category in 2018/2019						
Major One Time Special Event	Van Daalen Tennis, LLC	ITF World Senior Team and Individual Championships	\$45,000	3,046	2,176	-39.98%
	Sustainatopia/DVK, Inc.	Money4Good, powered by Sustainatopia	\$45,000	440	0	-100.00%
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival (ABFF)	\$40,000	930	1,272	26.89%
	A National Salute to America's Heroes	National Salute to America's Heroes	\$32,000	2,117	1,426	-48.46%
	CI Foundation	South Beach Seafood Festival	\$28,000	240	0	-100.00%
	Exclusive Sports Marketing, Inc.	2018 Miami Beach Halloween Half Marathon and Freaky 4-Miler	\$24,000	540	0	-100.00%
	GroundUp Music Festival	GroundUP Music Festival	\$32,000	1,288	546	-135.90%
	Hialeah School of Self Defense	Pan American International Karate Tournament	\$32,000	450	503	10.54%
	LTF Triathlon Series LLC	2019 Fitbit Miami Marathon and Half Marathon, Tropical 5K; Health & Fitness Expo	\$32,000	505	528	4.36%
	LTF Triathlon Series LLC	South Beach Triathlon	\$28,000	372	353	-5.38%
	Miami Beach Gay Pride	11th Annual Miami Beach Pride 2019	\$40,000	400	558	28.32%
	Miami Dade College	2019 Miami Film Festival	\$28,000	350	418	16.27%
	Model Volleyball	10th Annual Hawkers Model Volleyball Tournament	\$24,000	350	357	1.96%
	National LGBTQ Task Force	2019 Winter Party Festival	\$28,000	586	432	-35.65%
	NATPE	NATPE Miami 2019	\$32,000	8,246	7,316	-12.71%
	Salsa Dance International Inc, dba Salsa Lovers	Bachateando Dance Festival	\$32,000	530	499	-6.21%
	SCOPE Art Fair, Inc.	SCOPE Miami Beach 2018	\$40,000	476	384	-23.96%
	Swimwear Association of Florida	SwimShow	\$28,000	777	1,401	44.54%
UNTITLED, Art.	UNTITLED, Art in Miami Beach	\$32,000	403	549	26.59%	
Special Projects						
Applications were not received for this category in 2018/2019						
Special Projects Recurring	Florida International University-SOBEWFF	2019 Food Network & Cooking Channel South Beach Wine & Food Festival	\$51,000	2,628	2,567	-2.38%
	FUNKSHION Productions, LLC	Paraiso Miami Beach	\$59,500	475	956	50.31%
	Orange Bowl Committee	2018 College Football Playoff Semifinal at the Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	\$51,000	0	0	0.00%
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$28,300	0	0	0.00%
	Miami Beach Chamber of Commerce	Visit Miami Beach	\$30,000	0	0	0.00%
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	\$30,000	957	1,274	24.88%

Yearlong

Forbes Travel Guide Hospitality Service Training – Forbes Travel Guide

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 two, full-day customer service training program events for Miami Beach hospitality employees. Each event included training sessions, two hours in duration, for the Leadership 101 and 202 and all were offered free of charge. The two live training sessions were held on **July 9, 2019** and **October 8, 2019**, both taking place at the Miami Beach Woman's Club. In addition to the live trainings, the MBVCA partnered with Forbes Travel Guide to offer a Frontline 101 interactive online training course, also free of charge to Miami Beach hospitality employees. A more concise, refresher course was also developed for those hospitality employees who attended a live Frontline 101 session or completed the Frontline 101 training. In total, **602 Miami Beach hospitality employees** were trained throughout the fiscal year.

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

www.forbestravelguide.com

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

FY 2018/2019	\$30,000
FY 2017/2018	\$30,000
FY 2016/2017	\$30,000
FY 2015/2016	\$30,000
FY 2014/2015	\$30,000
FY 2013/2014	\$30,000
FY 2012/2013	\$30,000
FY 2011/2012	\$30,000
FY 2010/2011	\$30,000
FY 2009/2010	\$30,000
FY 2008/2009	\$30,000
FY 2007/2008	\$30,000
FY 2006/2007	\$30,000
FY 2005/2006	\$30,000
FY 2004/2005	\$30,000
FY 2003/2004	\$20,000
FY 2002/2003	\$18,875
FY 2001/2002	\$17,500
FY 2000/2001	\$10,000
FY 1999/2000	\$ 7,500
FY 1998/1999	\$ 7,500
FY 1997/1998	\$ 5,000
FY 1996/1997	\$ 5,000

The rowing series promoted North Beach to national and international universities as a desirable watersports destination. The Center attracted a combination of over **5,000 participants and spectators**, between **October 1, 2018 and September 30, 2019**. As a result, **1,274 hotel room** nights were generated in Miami Beach. The project included a major rowing race, winter and spring training camps, regattas, summer camps, and year-round programs for youth and adults in the community. They also offered the rental of their 400-person conference space. Utilization of the rowing center reflects the commitment of the MBVCA to attract events that generate national and international acclaim. In addition, the Center generated **4,241,270 media impressions** through a combination of promotional efforts and media coverage.

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

www.rowmiamibeach.com

LGBT Visitor Center - MDGLCC Foundation, Inc.

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

The LGBT Visitor Center provides tourists with the resources to ensure a successful stay in Miami Beach, while promoting socioeconomic development and tourism. In addition to their daily services, the Center proudly offers ongoing panel discussions, educational workshops, special social events, recovery & support groups, and dance & fitness classes. In 2018/2019, the Center received **6,848 total walk-in visitors**, with **43,450 visitor inquiries** through a combination of telephone, email, fax, social media, along with 7,873 website inquiries. In addition, the Center generated **3,532,000 media impressions** through its partnership with Here Media for placement in Advocate and Out Magazine, along with Hot Spots, and Towleroad.com. The Center received additional promotion through the GMCVB, social media, flyers, and the LGBT Weekly E-Blast Newsletter.

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

www.gogaymiami.com

Visit Miami Beach – Miami Beach Chamber of Commerce

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

The Miami Beach Visitors Center, located at 530 17th Street, has been operating in its new location for approximately one year. Their main objective is to promote the City of Miami Beach as the ultimate tourist destination. Their friendly staff assists locals as well as tourists with a multitude of needs such as hotel and restaurant reservations, tours, attractions bookings and much more. The Miami Go Card and Explorer pass are also sold at the Visitors Center. In addition, their updated website, MiamiBeachGuest.com, attracts visitors from international, regional and local destinations and promotes a variety of local businesses. The Center works closely with the City of Miami Beach, the GMCVB, and other tourist related entities to ensure that their resources on promoting the destination are coordinated and maximized. The Center had responded to **14,394 inquiries** through a combination of walk-ins, telephone calls, and emails, a 27% increase over 17/18 figure of 11,293. In addition, the website received a total of **39,919 hits, an increase of over 200% from 2017/2018 total of 11,711**. The Center focused resources on a Search Engine Optimization campaign which increased non-local media impressions. While the Center does not generate hotel room nights, they refer visitors to area hotels; thereby, generating approximately **400 hotel room nights in Miami Beach**. To date, the Center had also generated **5,109,203 media impressions**.

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

www.MiamiBeachGuest.com

October 2018

South Beach Seafood Festival – CI Foundation

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 16 – 20, 2018**. 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 and Slabs; Cooking & Cocktails; a Rooftop Omakase & Sake Dinner Series, An Evening at Joe’s Stone Crab; a Chef Showdown, and the main seafood festival at Lummus Park. The event attracted **approximately 16,000 attendees** to its 6 events, all of which took place in locations on Miami Beach. The event was covered by over 200 media representatives from local and regional media organizations, along with the national production team from The Food Network, who featured the Festival through a dedicated episode of ‘Food Paradise’, generating **1,131,000 in viewership**. The Festival also generated **10,154,000 media impressions** through local and national promotional efforts and media coverage.

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

www.sobeseafoodfest.com

2018 ITF Young Seniors World Championships 35-40-45 – Van Daalen Tennis, LLC

FY 2018/2019	\$45,000
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The International Tennis Federation (ITF) Young Seniors World Tennis Championships is a 15-day marquee event that took place **October 20 – November 3, 2018** throughout Miami Beach. A total of 107 teams (**396 players**) from 31 nations visited Miami Beach to compete in the World Team Championships, with an additional **374 players** competing in the World Individual Championships. As a result, a total of **2,176 hotel nights** were generated in Miami Beach, along with **14,625,849** media impressions generated through a combination of marketing efforts and media coverage.

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

www.itfmia.com

November 2018

Pan American International Karate Tournament - Hialeah School of Self Defense

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

The Pan American Internationals is one of the largest and most prestigious sport martial arts events in the world today. Established in 1980 it has become one of the Best Sport Karate Tournaments in the world with competitors travelling from all over the United States and the world. This year the event took place on **November 9 – 11, 2018** in Miami Beach. This event attracted **963 competitors** and **7,249 spectators** over the three-day event, generating a total of **503 hotel room nights** in Miami Beach. A total of **3,110,369 media impressions** were generated through a combination of regional, national, and international media placement and coverage.

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

www.panamericaninternationals.com

December 2018

SCOPE Miami Beach 2018 – SCOPE Art Fair Inc.

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

The Scope Art Show took place **December 4 – 9, 2018** and welcomed **nearly 60,000 attendees** to the art show and ancillary events. Events included a 6-day art show; preview event; artisan series finale event; SCOPE Official Party, various panel discussions, and a VIP Cocktail Party. A total of **384 hotel room nights** were generated in Miami Beach as a result. Media coverage was received from local, national, and international outlets including The New York Times, Artnet, Artsy, Miami New Times, Hi-Fructose, Whitewall Magazine, Blouion Artinfo, and many more, generating **304,648,863 media impressions**.

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

www.scope-art.com

UNTITLED, Art. – UNTITLED, Art in Miami Beach

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

This year's international art fair took place **December 4 – 9, 2018** and attracted **43,000 attendees**, the highest attendance in the fair's seven-year history. The fair presented an innovative program of events to which top accolades were received from visitors and exhibitors and included 133 galleries from 29 countries and 55 cities and welcomed 46 new exhibitors from around the globe to include George, Ghana, Greece, Italy, Peru, Switzerland, and Zimbabwe. events included a series of VIP breakfasts, performances, and panel discussions. A total of **549 hotel room nights** in Miami Beach were generated as a result of the fair's success. In addition, **1,372,080,000 media impressions** were generated through a combination of 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

2018 College Football Playoff Semifinal at the Capital One Orange Bowl Game Marketing Campaign and Ancillary Events - Orange Bowl Committee

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

The Orange Bowl hosted the 85th Capital One Orange Bowl at the Hard Rock Stadium on **December 29, 2018**, surrounded by a series of events that welcomed members of community along with college football fans from around the country. The family-oriented series of sports and entertainment events leading up to the Capital One Orange Bowl football game, included exciting events including the Team Welcome Receptions, Team Beach Parties, Family/Children and Spouses' outings, Coaches Dinners, Team Hospital Visits, Orange Bowl Coaches Luncheon, Orange Bowl Rhapsody, and the Capital One Orange Bowl Fan Fest. A total of **3,476,374,944 media impressions** were generated as a result of promotional efforts and press coverage, while the event was televised on ESPN, generating **33,678,249** in viewership. A total of attracting **65,032 fans** traveled to the destination, during the period of **December 24 – 29, 2018**.

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

www.orangebowl.org

January 2019

NATPE Miami 2019 – NATPE

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

The NATPE Miami-Global Content Market took place **January 21 – 24, 2019** and attracted **4,500 attendees**. This 4-day event is the largest US-based global content association that hosts their annual anchor marketplace & conference, and award shows attracting entertainment, content, talent, producers, buyers, distributors, brands, service providers, and press from every corner of the world. In addition to the marketplace & conference, events included an opening night party, the Unscripted Breakthrough Awards & Reception, the Brandon Tartikoff Legacy Award Ceremony & Reception, “Living the DREAM: A Career in Content”, and the Miami Beach Party hosted by the GMCVB. Events took place at the Fontainebleau and Eden Roc Hotels and generated **7,316 hotel room nights**. The event received local, national, and international media coverage from outlets such as World Screen, San Diego Union Tribune, Cynopsis, Variety, Broadway World, and many more. The event generated **545,535,146 media impressions** as a result of paid advertisement and media coverage.

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

www.natpe.org

2019 Fitbit Miami Marathon and Half Marathon, Tropical 5K, Health and Fitness Expo – LTF Triathlon Series LLC

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 25 – 27, 2019**. The full and half marathons hosted participants from 48 states, and 50 countries, generating a total of **55,435 participants** throughout the weekend’s events. In addition, the Health and Fitness Expo, held at Mana Wynwood, kicked off and was attended by **43,293 people** over the two days. The Tropical 5K attracted **2,816 participants**, with the Half Marathon and Full Marathon attracting **20,871 participants**, and a total of **10,000 spectators**. The Kids Run Miami attracted **2,000 runners and chaperones** and was offered free of charge. The events generated **528 hotel room nights** in Miami Beach and received **7,268,219 in media and marketing impressions** through Fox Sports, The Olympian, The Charlotte Observer, Canadian Running Magazine, and many more.

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

www.themiamimarathon.com

February 2019

GroundUP Music Festival – GroundUP Music Festival

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

This Festival celebrated its 3rd year on **February 8 – 10, 2019** in the North Beach area of Miami Beach. The Festival’s goal was to create an immersive experience where attendees could enjoy the music up close and interact. Through this endeavor a total of **approximately 3,000 persons** attended the 3-day event, generating **546 hotel room nights** in Miami Beach. The event included 52 performances and 11 masterclasses, in which many featured multiple artists. In addition, 3 meet and greet events were offered in 3 different venues. The event generated **2,285,785 media impressions** through ad placement and promotion on media such as the Miami New Times, WLRN, WDNA, NPR, NBC6 “Six in the Mix, and many more.

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

festival.groundupmusic.net

10th annual Hawkers Model Volleyball Tournament - Model Volleyball

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

Since its inception in 2010, the Model Volleyball Tournament, that took place **February 16 – 17, 2019**, has become one of the staple events in Miami Beach. Models and modeling agencies participated in the 2-day event that garnered **approximately 15,000 attendees**. In addition to the tournament, other events included a VIP Reception, Kickoff Party, Model Fitting Party, and two closing parties. As a result, a total of **357 hotel room nights** were generated in Miami Beach. Through a combination of promotional efforts and media coverage, the event generated **1,003,000,000 media impressions**. Media promotion and coverage included a partnership with iHeart Media; promotion through various social media outlets, and coverage by Miami New Times, OK! Magazine, Miami.com, 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

2019 Food Network & Cooking Channel South Beach Wine & Food Festival - Florida International University

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 21 – 25, 2019**. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately **65,082 people** attended the various events and generated approximately **2,533 hotel room nights** in Miami Beach alone. The Festival received both national and international coverage, generating **1,638,116,841 media impressions**. A total of 118 events took place, of which 75 were held on Miami Beach. They included the Director’s VIP Welcome Happy Hour, Chef Kick-Off Party, Cigars & Spirits, Barry’s Bootcamp & Bites, Rosé Pool Party, Taste of Puerto Rico, 12 special dinners, Buddhas & Bellinis, and many more.

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

www.sobefest.com

2019 Winter Party Festival - National LGBTQ Task Force

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

This festival was a week-long celebration of social and cultural events for the LGBTQ community. The week of events, that took place **February 27 – March 5, 2019**, included Localize, Paradise: Déjà vu at Riviera Live, The Welcome Center Grand Opening, Sunny Side Up Brunch, Under One Sun Evolution, The Beach Party, Afterglow, and more. A total of **432 hotel room nights** were generated in Miami Beach as a result of the Festival’s estimated **13,000 attendees**. In addition, a total of **1,072,824,696 media impressions** were generated as a result of ad placement of coverage from local, national and international media outlets such as USA Today, Washington Post, News York Times and NY Post, LA Times, CNN.com, Travel, the Wall Street Journal, and many more.

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

www.winterparty.org

March 2019

2019 Miami Film Festival - Miami Dade College

FY 2018/2019	\$28,000
FY 2017/2018	\$32,000
FY 2016/2017	\$40,000
FY 2015/2016	\$51,000
FY 2014/2015	\$58,270
FY 2013/2014	\$68,000
FY 2012/2013	\$85,000
FY 2011/2012	\$75,000
FY 2010/2011	\$70,000
FY 2009/2010	\$25,000
FY 2008/2009	\$35,000
FY 2007/2008	\$80,000
FY 2006/2007	\$26,400
FY 2005/2006	\$20,000
FY 2004/2005	\$20,000
FY 2003/2004	\$15,000
FY 2002/2003	\$17,500
FY 2001/2002	\$17,500

The 36th edition of the Festival brought the best of world cinema to South Florida. This year the Festival presented 171 films participating from 39 countries. The Festival also showcased 67 premieres of world, international, North American, and US status. The Festival, that took place **March 1– 10, 2019**, attracted an audience of approximately **46,000 people**. Festival headquarters, industry and VIP hotels were all located on Miami Beach, with 150 of the 230 individual events also taking place on Miami Beach. Other events included filmmaker and industry luncheons and events, a soiree series party, happy hours, an industry and sales office, press junkets, and Getty image shoots. The event generated **705,148,691 media impressions** as a result of promotional efforts and Festival coverage, along with **418 hotel room nights** on Miami Beach.

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

www.miamifilmfestival.com

2019 ITF Miami Beach Tennis Cup – Van Daalen Tennis, LLC

FY 2018/2019	\$ 6,750	<p>The Miami Beach Tennis Cup is a tennis competition between players from the United States and Canada ages 35-85. Players compete in singles, doubles, and mixed doubles over a 5-day competition. All events took place on Miami Beach, March 5 – 10, 2019. The event rotates between the US (in odd years) and Canada (in even years). A total of 128 hotel room nights were generated in Miami Beach as a result of the event's estimated 400 attendees. In addition, a total of 13,132,603 media impressions were generated through a combination of ad placement and media coverage.</p> <p>This event fulfilled the MBVCA's core initiatives of attracting health and wellness events to Miami Beach.</p> <p>www.itfmia.com</p>
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April 2019

11th Annual Miami Beach Pride 2019 - Miami Beach Gay Pride

FY 2018/2019	\$40,000	<p>This event, that took place April 1 – 7, 2019, celebrated its eleventh year of collaboration of the gay, lesbian, bisexual, and transgender (GLBT) community. Along with the free festival in Lummus Park, other events included the Pride Rainbow Flag Raising Ceremony; WEWORK Networking Event, George Daniell Photography Open Reception; Pride Lights the Night, Flip the Switch activation, MDGLCC Spotlight Mega-Mixer, Cleavelander Pool Party, and many more. The events were attended by approximately 170,000,000 persons, who in turn generated 558 hotel room nights in Miami Beach. Media coverage was generated by ADFN Germany, LGBTQ Nation, IBTimes, Daily Penny Alerts, Pittsburgh Post-Gazette, and many more. Media coverage and promotional efforts generated 117,494,962 media impressions.</p> <p>This event satisfied the MBVCA's core initiative of attracting festivals to Miami Beach within the gay and lesbian niche market.</p> <p>www.miamibeachgaypride.com</p>
FY 2017/2018	\$24,000	
FY 2016/2017	\$28,000	
FY 2015/2016	\$32,000	
FY 2014/2015	\$39,350	
FY 2013/2014	\$24,000	
FY 2012/2013	\$28,000	
FY 2011/2012	\$35,000	
FY 2010/2011	\$45,000	
FY 2009/2010	\$45,000	
FY 2008/2009	\$25,000	

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

FY 2018/2019	\$32,000	<p>This dance festival, that took place April 3 – 7, 2019, was composed of nightly dance showcases from the around the world; dance workshops and clinics; live concerts by world renowned artists, and daily pool parties. The event featured top multinational dancers, world-renowned instructors, genre-specialized DJs, Latin bands, and local and international touring artists. The Festival attracted over 3,400 attendees who generated 499 hotel room nights in Miami Beach. In addition, the event generated 7,124,610 media impressions as a result of their promotional campaign that included an extensive social media campaign; promotion at local and national dance events and partnering with local events and venues to reach their targeted audience.</p> <p>The Festival fulfilled the MBVCA's core initiative of attracting festivals within the entertainment and nightlife industries.</p> <p>www.BachateandoDanceFest.com</p>
FY 2017/2018	\$40,000	
FY 2016/2017	\$25,000	

IKT Congress – The Miami Foundation F/A for IKT Miami

FY 2018/2019	\$30,000	<p>IKT, the International Association of Curators of Contemporary Art, brought curators together from across the world to meet, share knowledge, exchange ideas, and broaden their curatorial opportunities during its annual congress. The congress took place April 11 – 15, 2019 throughout Miami and Miami Beach, and attracted 103 registered delegates and 520 members of the public; generating a total of 196 hotel room nights in Miami Beach. Events included artists' studio tours, networking events, exhibition tours, artist's presentations, and various gallery visits. The events attracted various local, national, and international media including ARTEINFORMADO, Culture Crusaders, Art Circuits, Fresh Art International, and many more, which in turn generated 97,426,040 media impressions.</p> <p>The event fulfilled the MBVCA's core initiative of attracting cultural tourism events to Miami Beach.</p> <p>www.iktsite.org</p>
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South Beach Triathlon – LTF Triathlon Series LLC

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	\$30,000
FY 2010/2011	\$20,000
FY 2009/2010	\$35,000
FY 2008/2009	\$35,000
FY 2007/2008	\$35,000

This event, that took place **April 13 – 14, 2019**, hosted athletes and guests from across the United States and 26 countries. Events included the triathlon, a health and fitness expo, a celebrity pasta party, and a kids' race. The event attracted **6,550**, of which **1,723 were athlete participants**. As a result, **353 hotel room nights** were generated in Miami Beach. Through a combination of paid advertisements and media coverage, the event generated **40,348,741 media impressions**. Coverage was received by local, regional, and national media.

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

www.southbeachtriathlon.com

May 2019

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

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

This event, that took place **May 25 – 26, 2019**, was a year-round initiative anchored by what became the largest Air & Sea Show and Music Explosion, generating community spirit and showcasing Miami Beach in a positive light. In addition to the Air & Sea Show and Music Explosion, other events included a performers parties, a media day, and dignitary dinners. The events attracted an estimated **200,000 people** to Miami Beach, generating **1,426 hotel room nights**. The event attracted local, national, and international media such as iHeart Radio, Miami Herald, El Nuevo Herald, Sun Sentinel, WFOR CBS+, Patch.com, and many more, generating **59,919,009 media impressions**.

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

www.usasalute.com

June 2019

American Black Film Festival - ABFF Ventures LLC

FY 2018/2019	\$40,000
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, now in its 23rd year is an annual event dedicated to recognizing black artists and showcasing quality film and television content by and about people of African descent. As the nation's largest gathering of black film and television enthusiasts, the ABFF, that took place **June 12 – 16, 2019**, attracted a broad audience of A-list talent, emerging artists, upscale consumers and industry stakeholders. The five-day festival opened with the premiere of an upcoming Hollywood release followed by independent film screenings, master classes, panels celebrity conversations, live entertainment and a variety of networking and hospitality events. The Festival included 72 events, of which 69 took place in Miami Beach, and attracted approximately **8,100 attendees** and generated **1,272 hotel room nights**. The Festival received local, national, and international coverage from media such The Hollywood Reporter, BET, NBC6, Vibe, and many more; generating **3,380,000,000 media impressions**.

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

www.abff.com

July 2019

Paraiso Miami Beach - FUNKSHION Productions LLC

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 five-day event, that took place **July 10 – 14, 2019**, brought the best designers from all around the world to showcase their newest collections in Miami Beach. **Over 30,000 persons** attended the various shows over the 5 days, of which 85% were from out of town. The event generated **956 hotel room nights** in Miami Beach. Over 60 events were held, of which 57 were held in Miami Beach. The event received national and international coverage from media outlets such as Fashion Week Online, New York Daily News, California Apparel News, Vogue Globo, and many others, generating **482,513,328 media impressions**. The fashion shows were featured on Fashion TV (FTV) in Europe, generating **80,088,0121 in viewership**.

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

www.funkshion.com

SwimShow - Swimwear Association of Florida

FY 2018/2019	\$28,000
FY 2017/2018	\$32,000
FY 2016/2017	\$36,000
FY 2015/2016	\$24,000
FY 2014/2015	\$27,440
FY 2013/2014	\$32,000
FY 2012/2013	\$40,000
FY 2011/2012	\$32,500
FY 2010/2011	\$40,000
FY 2009/2010	\$42,000
FY 2008/2009	\$45,000

This 4-day event took place **July 13 – 16, 2019**, and attracted over **7,500 attendees** that included designers, buyers, manufacturers, company personnel, social media specialists, bloggers, journalists, fashion consultants, stylists, and other industry leaders. This year the event launched Nu Wave, a new concept to re-invigorate SwimWeek with runway shows, presentations, activations, and more. As a result, **1,401 hotel room nights** were generated in Miami Beach. In addition to the trade show, other events included the Breakfast Bar, Café 305 afternoon treats, Luxe Lounge, Fit Expertise Seminar and Workshop, Grow Your Business Seminar, Nu Wave Swim Opening Party, Nu Wave Parke & Tronen Presentation, Nu Wave Swim Wellness Program & Bootcamp, Nu Wave Swim Bazaar x Miami Magazine event, and the Nu Wave Red Carpet/Bleau Rod Beattie Presentation Events. A total of **236,635,272 media impressions** were generated as a result of local, national, and international media placement that included Swim Journal, Underlines, WWD, Hype Magazine, and many more.

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

www.swimshow.com

2018 Miami Beach Halloween Half Marathon & Freaky 4-Miler - Exclusive Sports Marketing

This annual event took place **October 26 – 28, 2018** and was expected to attract 5,500 attendees. The event celebrated its 10th year and included the half marathon and a freaky 4-miler, along with an award ceremony and post-race party, along with a happy hour at the host hotels. The event producer was unable to provide the required documentation, post-event; therefore, the grant was rescinded.

Money4Good, powered by Sustainatopia - DVK, Inc.

This event, that took place **April 28 - May 4, 2019**, was an event-focused on voting your values through consumer dollars, investment dollars, philanthropic dollars, job or business choice and at the ballot box. It provided sidebar education opportunities for the public with a focus on UN 2030 Goals, Cities, Climate Change/Sea level Rise, Health, Millennial/Gen Z, Social Entrepreneurship, Miami & Florida Specific Issues, and Sustainable Tourism. The event producer was unable to provide the required documentation; therefore, the grant was rescinded.

Steve Adkins, Chair



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

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

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

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

Danny Hertzberg, Vice Chair



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

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

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

He is Vice Chair of the Miami Beach Visitor and Convention Authority, serves on The American Israel Public Affairs Committee (AIPAC's) young leadership board.

Danny places great importance on giving back to the community. He and his sister Hillary, also a luxury real estate agent at The Jills Zeder Group, give back a percent of their real estate commission to a charity or charities chosen by the client. Called the Second Generation Giving Fund, Hillary and Danny have donated to charities close to the hearts of their clients after every transaction. Danny has also led his team volunteering with Habitat for Humanity's Blitz Build for the last 7 years."



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

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

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

Stephen Hertz



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

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

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

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

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

Stephen Hertz is proud to have been chosen to be a participant of the Miami Beach Visual Memoirs Project and to be part of the history of Miami Beach. He is extremely proud to be a member of the seven-member MBVCA board which has won the 2019, 2018, 2017, and the 2016 World's Leading City Tourist Board by World Travel Awards.



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

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

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

He also has served on the Greater Miami Convention & Visitors Bureau Boutique Task Force and has served on the Mayor's Blue Ribbon Task Force on Tourism, the Miami Beach Convention Center Advisory Board, and was the Vice Chair of the Collins Avenue Reconstruction Task Force. In 2007, he was given a "Key to the City" of Miami Beach for his commitment to Community Service and is involved in various civic and philanthropic endeavors throughout the community. In 2009, Mr. Lehman accompanied Mayor Bower and a local delegation on a goodwill journey to our sister city of Fujisawa, Japan, to further this diplomatic and economic relationship. Jeff is married and lives in nearby Surfside with Pedro Cruz, his husband of 19 years and their small herd of Chihuahuas.

Tim Nardi



Tim Nardi was appointed to the MBVCA in February 2015 and has been a dedicated and active leader in the Miami Beach hospitality industry for more than two decades. Mr. Nardi is currently the Managing Director for the Forbes Five Star and AAA 5 Diamond resort, Eau Palm Beach. Prior to recently joining Eau Palm Beach, he was the Director of Hotel Operations for Menin Hospitality for nearly 5 years. He was responsible for the operational excellence in all areas within the Hotels and had Corporate oversight of Human Resources, Sales, Marketing, and Revenue Management of all Menin Hotels.

Prior to joining Menin Hospitality, Mr. Nardi was the Managing Director of the 1 Hotel & Homes South Beach project. Mr. Nardi was also General Manager of two of South Beach's most iconic hotels - Morgans Hotel Group's Shore Club and the Eden Roc Renaissance Resort & Spa. Under

Mr. Nardi's leadership, these properties reached excellent levels of performance, achieved the highest levels of guest satisfaction, and received multiple company and industry awards for community service and environmental consciousness. Before arriving in Miami-Dade County in 1992, Mr. Nardi managed notable hotels in Georgia, Colorado and Texas, including opening the acclaimed Lodge at Beaver Creek, now combined with Vail Resorts.

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

Christopher Rollins



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

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

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

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

Hill & Knowlton / SAMCOR Total Placement and Pick Up Data

Year 9 (Contract Extension)

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

Year 8

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

Year 7

Running Total

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

Year 6

Running Total

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

YTD TOTAL								1,272,729,422	\$14,353,222.76
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Year 5

Running Total

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

Year 4

Running Total

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

Year 3

Running Total

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

Year 2

Running Total

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

Year 1

Running Total

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

Visual Memoirs Update of Interviewees

Interviewees for Miami Beach Visual Memoirs Project

September 2019

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

- representative
46. **Thorn Grafton:** Architect, preservationist, descendant of John Collins/Pancoast family
 47. **Pepi Granat:** Family physician, Beach High grad, WWII on the Beach
 48. **Ben Grenald:** Decorated Naval officer, pharmacist entrepreneur, Visitor and Convention Authority, 3-time Vice Mayor of Miami Beach
 49. **Selma Grenald:** Born and raised on Miami Beach, local reporter, actor, Frank Sinatra story
 50. **Jane Gross:** Historic preservationist, friend of Leonard Horowitz
 51. **Saul Gross:** Deco developer, former Miami Beach commissioner, MB Design Review board
 52. **Betty Gutierrez:** Founding member of MDPL, employee of Washington Storage Company, friend of Leonard Horowitz
 53. **Steven Haas:** Restaurateur, created Miami Spice, developer, former Chair GMVCB
 54. **Allan Hall:** Retired attorney, professor and Holocaust survivor, MB High grad
 55. **Francinelee Hand:** Life-long Beach resident active in the Arts and Preservation, Miami City Ballet
 56. **Robert Hauser:** Nephew of MB architect Henry Hohausser, Miami Beach High School alumni
 57. **Michel Hausmann:** Venezuelan-born theater director and producer, co-founder and artistic director Miami New Drama at the Colony Theatre
 58. **Irving Heller:** Retired Assistant Miami-Dade Chief of Police, raised on Miami Beach, a Beach High grad
 59. **Stephen Hertz:** MBVCA Board, father helped design Lincoln Road Mall
 60. **Beatrice Hines:** First female Black reporter for the Miami Herald, worked as a domestic for Miami Beach family as did her mother
 61. **Richard Hoberman:** Long-time Beach resident
 62. **Herbert Hofer:** Popular artist, Miami Beach since 1988
 63. **James Jones:** Captain at Joe's Stone Crab, and Black worker on the Beach since 1972
 64. **Raymond Jungles:** Landscape architect, 1111 Lincoln Mall and MB Botanical Garden
 65. **Helen Sir Kaplan:** MB Resident since childhood, moved to Miami Beach in 1936 (at the age of 6) Beach High grad, mother of Mitchell Kaplan, owner of Books & Books
 66. **Joseph Kaplan:** Retired labor attorney, represented Beach hotel workers in 1955 landmark suit to form a union
 67. **Mitchell Kaplan:** Owner of Book & Books bookstores, Beach High graduate and Miami Beach native.
 68. **Ruth Karp:** Carnival Fruit Company, resident since the '50s, mother of Martin Karp-MDCPS school board
 69. **Niesen Kasdin:** Attorney, former Mayor and Chair of the MB Development Corp
 70. **Norman Kassoff:** Born and raised on Beach, Beach High grad, former law enforcement
 71. **Marcos Kerbel:** Pedro Pan evacuee, a founder of Cuban Hebrew Congregation
 72. **Michael Kinerk:** Art Deco activist, Barbara Capitman protégée, MDPL Chair Emeritus
 73. **Mac Klein:** Long-time owner Mac's Club Deuce bar, oldest operating bar on Miami Beach
 74. **William Lane:** Architect and designer of iconic MB lifeguard stations
 75. **Cathy Leff:** Director of the Wolfsonian
 76. **Coman Leonard:** MDPL preservationist, worked at Washington Storage during Mariel influx and conversion to Wolfsonian
 77. **Philip Levine:** Former Miami Beach Mayor, cruise lines media entrepreneur
 78. **Jerry Libbin:** President and CEO of the Miami Beach Chamber of Commerce
 79. **Robert Libman:** Developer, son of Betsy Ross manager, grew up on the Beach
 80. **Nancy Liebman:** Former MDPL director, Chair Historic Preservation Board, MB Commissioner
 81. **Rosa Lowinger:** Art conservator and author, TROPICANA NIGHTS, history of Havana Nightclubs; came with parents from Havana in 1960, attended Hebrew Academy
 82. **Clotilde Luce:** Preservationist, Morris Lapidus aficionado, MDPL board member
 83. **Joy Van Wye Malakoff:** Miami Beach Commissioner, grew up on Beach, banker
 84. **Shareef Malnik:** Owner of Miami Beach restaurant The Forge, grew up on Beach
 85. **Arthur Marcus:** Art Deco architect, member of MDPL board, Miami Beach design review board
 86. **Ernie Martin:** Retired urban planner, community activist, long-time Beach resident
 87. **Manny Meland:** Miami Beach hotel owner and condo conversion developer
 88. **Rosalind Merritt:** Artist, interior decorator, active in the MBSH alumni association, father Miami Beach builder
 89. **Jimmy Morales:** Beach High graduate former county commissioner, Miami Beach City Manager
 90. **George Neary:** Barbara Capitman cadre, former MDPL director, Miami-Dade Convention Bureau
 91. **Jonathan Nelson:** Miami Beach Senior High Teacher, grew up at 13th + Michigan, nephew of Judy Drucker, impresario

92. **Tamara Nixon:** Grew up on Beach, retired banker, advocate with Funding Arts Network
93. **Michele Oka Doner:** Renowned artist, born and raised on Miami Beach, daughter of Harold Oka, twice Mayor
94. **Mel Olman:** Musician, pianist, Fontainebleau
95. **Michael Orovitz:** Beach High grad, banker, son of Max Orovitz, a founder of Mt. Sinai Hospital
96. **John Pancoast:** Pancoast Hotel and Collins legacy
97. **Ruth Enilda Pasarell:** Puerto Rican immigrant in her teens, South Beach Public Housing resident, Community advocate, Housing Authority Board
98. **Wayne Pathman:** Land-use Attorney, expert on sea level rise, born and raised on Beach, resident of MB
99. **Enid Pinkney:** African-American parents worked on Miami Beach as caretakers of an estate
100. **Frank Pinkney:** African-American worked his way up on MB, shoeshine boy, golf caddy
101. **Jonathan Plutzik:** Owner of The Betsy hotel
102. **Brett Ratner:** Hollywood Producer/Director, grew up on MB
103. **Karl Robertson:** Black worker at Joe's Stone Crab since '70s
104. **Craig Robins:** "Deco" Developer, South Beach revival, born on the Beach
105. **Randall Robinson:** Miami Beach resident, Coined term Miami Modern to distinguish the unique Miami architectural style
106. **Harold Rosen:** Retired attorney, Miami Beach commissioner, former Mayor, MBVCA Attorney
107. **Leslie Rosenfeld:** Chief Learning and Development Officer, City of Miami Beach, raised on Beach
108. **Denis Russ:** Capitman cadre, MBCDC, MDPL
109. **Mickey Schermer:** Grew up on South Beach, retired builder, stock broker
110. **Susan Schermer:** Grew up on Mid-Beach, business owner, photographer, Jewish community
111. **Mel Schlessler:** Developer and historic preservationist
112. **Dennis Scholl:** Knight Foundation, developer, Tony Goldman protogee, impact of Mariel
113. **Gerald K. Schwartz:** Lawyer, JCC/Community Leader
114. **Charles Seraydar:** Former Detective Miami Beach Police Department under Alex Daoud
115. **Allan Shulman:** Architect, historic preservation on Miami Beach, challenges of preservation
116. **Peter Sobel:** Hotel owner during Mariel impact
117. **Herb Sosa:** Designer, Preservationist of Deco and MiMo, LGBTQ activist
118. **Mark Soyka:** Miami/Miami Beach developer and restaurateur
119. **Alfred Spellman:** Filmmaker of Cocaine Cowboys and Miami Beach 100
120. **Robert Swedroe:** Architect and artist, worked with Morris Lapidus
121. **Lila Terry:** Owner and operator of three gay nightclubs during 1970s
122. **Annsheila Turkel:** Miami Beach long-time resident and activist during Civil Rights era
123. **Bruce Turkel:** Born and raised on the Beach, family involved in civil rights, Miami Beach branding
124. **Caryl Rose Unger:** Hotel family, Royal Palm, WW2 impact
125. **Dennis Wilhelm:** MDPL, Capitman cadre, Capitman archivist
126. **Richard Winer:** Beach High graduate, grew up on Miami Beach, teen-age work experiences
127. **Nancy Wolcott:** Miami Beach resident, active since the 80's in promoting the artistic and cultural aspects of Miami Beach.
128. **Micky Wolfson:** Collector, Wolfsonian Founder, father was MB Mayor in 1943
129. **Dona Zemo:** South Beach marketer, coined term "Sobe," Barbara Capitman's concept of a café society
130. **Linda Zilber:** Miami Beach High graduate, former Mayor of Bay Harbor Islands