

MIAMI BEACH VISITOR AND CONVENTION AUTHORITY  
Program of Work 2023.2024

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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.

- 2023 Travel Weekly Magellan Gold Award: Destination Marketing-Mobile – Mobile App
- 2023 World Travel Awards: North America’s Leading Beach Destination
- 2023 World Travel Awards Leading City Destination
- 2022 Travel Weekly Magellan Gold Award: Hospitality Marketing - Social Media for Hospitality @ExperienceMiamiBeach
- 2022 Travel Weekly Magellan Silver Award: Overall Destinations – Culinary Destination for Destinations - Culinary Mecca
- 2022 World Travel Awards: North America’s Leading City Destination
- 2022 World Travel Awards: North America’s Leading Tourist Board
- 2021 World Travel Awards: North America’s Leading City Destination
- 2021 World Travel Awards: North America’s Leading Tourist Board
- 2020 World Travel Awards: World’s Leading Lifestyle Destination
- 2020 World Travel Awards: North America’s Leading Destination
- 2020 World Travel Awards: North America’s Leading Tourist Board
- 2020 Travel Weekly Magellan Awards: Overall Destinations - Cultural and Arts, Gold
- 2020 Travel Weekly Magellan Awards: Overall Destinations - Family Destination, Silver
- 2020 Travel Weekly Magellan Awards: Overall Destinations - Honeymoon Destination, Silver
- 2020 Travvy Awards: Best LGBTQ Destination, Silver
- 2020 Travvy Awards: Best Luxury Destination U.S. & Canada, Silver
- 2020 Travvy Awards: Best Tourism Board U.S. & Canada, Silver
- 2020 Flagler Award – Visit Florida: Creativity in Public Relations
- 2019 World Travel Awards: North America's Leading Beach Destination
- 2019 World Travel Awards: North America's Leading Honeymoon Destination
- 2019 World Travel Awards: North America's Leading Tourist Board
- 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



Miami Beach continues to attract visitors from around the world, enhancing the destination’s overall reputation and impact as a revenue-driving epicenter that is nimble and responsive to an ever-changing travel landscape. In 2023, The Miami Beach Visitor and Convention Authority introduced new initiatives through multi-channel distribution to showcase the city’s arts + culture, cuisine, LGBTQ+ friendly experiences, interactive traveler resources and new offerings to target demographics. As a result of new hotel openings, restaurant and dining accolades, the expansion of annual marquee events and overall sustained destination popularity through dedicated efforts, Miami Beach is pacing steadily YoY despite the return of international travel, specifically to Europe and Asia. As consumers move beyond the “revenge travel” trend that dominated 2022, Miami Beach is well-positioned to be the destination of choice both domestically and globally as overall travel spend is not anticipated to decrease despite potential economic developments.

This year, we put a concerted effort into highlighting Miami Beach’s iconic waters. The Connect With the Waters Campaign was launched in Spring 2023 to capture the essence of the power of water – from relaxation and exploration to water sports and wellness. The feature social campaign in collaboration with market partners has contributed to an increase of more than 5k Instagram followers to the @experiencemiamibeach handle. With an emphasis on video content across social channels, we’ve seen our social channels spike with more than 95,000 followers on Facebook and 24,000 on Instagram – almost double vs. same time last year.

Miami Beach is a celebrated national media destination, recently featured as North America’s Best Beach in Travel + Leisure, along with key coverage in high-profile publications including Conde Nast Traveler, Vogue, Domino, Thrillist, Cosmopolitan, US News & World Report and Elle Décor – all showcasing Miami Beach as a welcoming, design-focused destination with award-winning hotels, restaurants and world-famous beaches and waters. The launch of the new EXP Miami Beach Tours App was also highlighted in Global Traveler and Luxury Guide USA.

In 2023, Miami Beach’s award-winning reputation has continued with two recent accolades from one of the industry’s most recognized and respected organizations, the World Travel Awards. Miami Beach is officially “North America’s Leading Beach Destination” and “North America’s Leading City Destination.” These awards are testaments to the city’s established position as an international destination offering a celebrated arts + culture scene, Michelin-starred restaurants, iconic beaches and famous art deco architecture. We’re proud of repeat and new category wins for the year in the recent Travel Weekly Magellan Awards. Our efforts have won a total of five Travel Weekly Magellan Awards including Gold wins in the LGBTQ+ Destination and Destination App categories and silver wins in the Best Beaches, Adventure Destination and Hospitality Social Media categories. For the second consecutive year, the @experiencemiamibeach handles are hospitality-social media winners as a result of a consistently growing audience, video campaigns and influencer partnerships.

As we look to the future, we are thrilled to welcome Open House Miami to the market for the first time in March 2024 in partnership with The Miami Center for Architecture & Design and the Greater Miami Convention & Visitors Bureau. This debut experience will join a collection of annual events activated on Miami Beach that positively benefit our city’s hotels, restaurants and local businesses.

The Miami Beach Visitor and Convention Authority is dedicated to the continual evolution of Miami Beach as an Internationally recognized destination with the ultimate goal of capturing market-share and elevating the travel experience through thoughtful efforts that have a positive impact on our city.

Christopher Rollins  
Chair



In 2023, Miami Beach continues to attract target traveler groups with an emphasis on arts + culture, design + architecture, immersive experiences, new technology resources and a steady flow of industry awards. Our efforts help support drive market, regional, national and international visitors and we've doubled down on showcasing the juxtaposition between beach and city experiences available to travelers. As a result, we have been named "North American's Leading Beach Destination" and "North America's Leading City Destination" by the World Travel Awards. This recognition solidifies our position as a destination that caters to ever-changing traveler demands and our ability to technologically progress in order to connect with our past, present and future visitors. We understand the ongoing challenges and potential for spending behaviors to shift in the coming year, however, Miami Beach's variety of hotels, restaurants, retail, experiences, and activities, including the natural beauty of our city's waters and beaches, continue to provide all travelers with viable options to book and generate revenue growth YoY.

This past year, the Miami Beach Visitor and Convention Authority invested in initiatives that strengthened the relationship with our target traveler segments – from the launch of an award-winning destination mobile app to a debut broadcast partnership with travel experts to generate awareness in key markets – our efforts have been, and will continue to be, rooted in authentic communication, connection and conversation with our visitors and our citywide partners. With media accolades including "Best Beach in North America," "Most Popular US Beach on Instagram," and "Best Place to Visit in the US," Miami Beach is a consistent star across key, third-party audiences.

A notable milestone includes the debut of the EXP Miami Beach Tours App, a resource that collectively showcases city expert picks and walks users through Miami Beach's iconic landmarks and activities including the Art Deco District, a public art collection, Michelin-recognized and awarded restaurants, destination spas and ways to connect with the famous waters surrounding the area. Since launch, the app has seen more than 3,000 downloads and counting, indicating the traveler's desire to pre-plan and learn about Miami Beach prior to traveling. The EXP Miami Beach Tours App was recently awarded Gold recognition in the Travel Weekly Magellan Awards.

Our expansive and multi-faceted marketing program will continue to position Miami Beach as an architecture-forward destination with the first ever Open House Miami Festival confirmed for March 2024 in partnership with our market collaborators. This initiative will include a 360-degree communications plan to continue momentum following Art Basel 2023 and leading into the new year. We'll also work to further enhance efforts around Miami Beach as an adventure destination coming off of the heels of a recent award win in an inaugural category. The "Connect With the Waters" campaign highlighted our world-famous beaches and waters, serving as a destination that provides inspiration, motivation, and thrilling experiences that allow visitors to immerse themselves in the area's waters.

Understanding the power of social media, our efforts to bolster the Experience Miami Beach social handles on Facebook and Instagram have increased paid reach by more than 280+ % and overall reach on Facebook and Instagram by more than 25% YoY. In addition, Instagram has grown by more than 11,000 followers – surpassing the average growth of more than 18% YoY. Facebook has seen more than 17,000 new followers YoY with page visits up 93%. Our follower growth and engagement across core social audiences has increased with a focus on social users between the ages of 25-55 with interest in spa, travel, LGBTQ+, wellness, art + culture and cuisine, specifically around the new Michelin-recognized restaurants on Miami Beach.

Enhancements to our web site to further promote and engage app downloads, social followers and newsletter subscribers are ahead, along with sustained media partnerships that will build upon key collaborations with Luxury Guide USA and Modern Luxury Media to help drive consumer action in these areas of concentration.

Market events play a crucial role in promoting Miami Beach and connecting with potential travelers. We'll continue to support our grant recipients through activation support spanning media relations, social media sweepstakes and influencer relations. We are actively vetting and pursuing additional events to bring to market that will create destination demand – from marquee art experiences to international extensions of culinary seminars and immersions.

With more than eight award wins already in 2023 from esteemed organizations including the World Travel Awards and Travel Weekly, we'll continue to generate awareness and showcase our ongoing work as an innovative and welcoming destination. As a diverse epicenter, our goals reflect the natural love for and interest in the destination and our integrated approach will appropriately and effectively support Miami Beach as a thriving city set amongst the most famous stretch of shore worldwide.

We look forward to collectively working to preserve and enhance Miami Beach's presence on a global scale and are proud to be a part of our city's storied and growing legacy.

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 2022/2023 Key Initiatives

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

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

Core Initiative	Hotel Room Nights	Viewership	Impressions
Cultural Tourism	1,937	0	5,754,051,449
Customer Service	0	0	1,576,904
Design and Architecture	0	0	0
Entertainment and Nightlife	0	0	0
Festivals	3,311	0	2,110,334,016
Film and Fashion	485	72,377,357	32,305,039,866
Gay and Lesbian	210	0	2,119,213,492
Group Stimulus	1,361	0	338,707,517
Health and Wellness	629	0	4,518,417,117
Promotional Campaign	0	0	280,305,446
Television Origination	0	18,271,016	4,041,847,851
Wine and Food	2,511	0	2,855,822,657
<b>TOTAL</b>	<b>10,812</b>	<b>90,648,373</b>	<b>54,325,316,315</b>

## Destination Marketing

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

The initial agency of record was Hill & Knowlton (H+K), who is a leading global communications consultancy firm with headquarters in New York, and 80 offices in 44 countries. The agency's parent company, WPP Group, is one of the world's largest communications service corporations in the world. H+K was tasked with increasing the destination's social media footprint through the Experience Miami Beach handles; improving the visitor's experience by promoting cultural experiences; improving visitor services; attracting the Gay, Lesbian, Bisexual, and Transgender community and collaborating with all tourism partners and residents. They were 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.

Some of the ways the MBVCA and H+K supported additional grant recipients' promotional efforts were through social media messaging; the promotion of a deal created by the grant recipient on our Experience Miami Beach App; through the quarterly Lincoln Road Poster, through the MBVCA website, and most recently through the development and promotion of social media giveaways using our social media channels and influencers when available.

Over the last 9 years, the MBVCA has won a series of awards as detailed on page 3. Among these are the Miami Today Silver Award, Travel Weekly's Magellan Gold Award for Hospitality Marketing, and a Flager Award for Creativity in Public Relations. In addition, the MBVCA has also honored by being named World's Leading City Tourist Board in 2016 and 2017 by the World Travel Awards™, as well as North America's Leading Tourist Board in 2017, 2018, 2019, 2020, 2021, and most recently in 2022. Competing against other top destinations, Miami Beach has received top accolades being named North America's Leading City Destination, North America's Leading Honeymoon Destination, North America's Leading Beach Destination, and most recently, World's Leading Lifestyle Destination in 2022, all as part of the World Travel Awards.

Miami Beach has also been honored to receive the Travel Weekly Magellan Silver Award for Culinary Destination for Destinations-Cultural Mecca; a Silver Award for Overall Destinations-Family Destination, and Gold for Best Honeymoon Destination, U.S. & Canada.

Despite the pandemic, the City of Miami Beach and the MBVCA were continuously recognized globally through various awards and accolades.

H+K previously developed several marketing campaigns to lure tourists back to Miami Beach, post-pandemic, launched the "My Miami Beach, Your Escape" and "Why I Love Miami Beach" recovery campaigns, developed to capture the lure of Miami Beach through the lens of local photographers and influencers. to a "Paradise Getaway, Only a Drive Away."

H+K also hosted Familiarization (FAM) trips as part of their overall PR strategy for the destination and enhanced the wide and varied media coverage, and hosted several social media influencers where the influencers were invited to experience all that Miami Beach has to offer and feature it on their social media pages, as well as develop live feeds to increase followers. H+K continued to create relevant content, positioning Miami Beach as a top global destination like no other place in the world and distributed press releases on the National Wire to share with media and consumers. H+K engaged with reporters and aligned with Miami Beach's key demographic to entice, raise awareness, and generate coverage in top-tier media outlets including Forbes, Conde Nast Travel, Travel + Leisure, USA Today, The New York Times, New York Post, and Today.com. In addition, H+K worked with the MBVCA, in collaboration



with the GMCVB and the City of Miami Beach, to develop specific marketing campaigns to ensure the development and delivery of a cohesive message to lure tourists back to Miami Beach.

In January 2022, the MBVCA released an RFP for their new AOR and voted to award the one-year contract to Private Label, LLC (PLM). As a result, in FY 2022/2023, two integrated campaigns that featured a fresh take on the destination were activated: Connect with the Waters, that focused on the natural draw of the area's waters and activities, and Architectural Tourism, where for the first time, the MBVCA will commission a celebrity spokesperson to build a comprehensive and targeted design-forward campaign under the Architectural Tourism moniker that highlights the destination's Architectural landmarks and experiences. This will culminate in the first-ever Open House Miami initiative in FY 2023/2024.

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

Off of the heels of a FY 2021/2022 inaugural industry accolade for work done to date with the @ExperienceMiamiBeach handles (Travel Weekly Magellan Gold Award Winner for Social Media - Hospitality), the MBVCA will continue to partner with diverse influencers who will share the destination's many offerings through dynamic and shareable content.

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

In FY 2023/2024, destination marketing efforts will include the continuation of FAM trips, online sweepstakes to promote increased activity on our social media channels, as well as ticket giveaway promotions/sweepstakes from MBVCA-funded events. In addition, an "Experience Miami Beach" landing page will be developed and will feature the MBVCA's apps: Experience Miami Beach, and EXPMiamiBeach.Tours; monthly newsletters, and direct links to our social media channels.

Additional projects will include the continuation of the Forbes Travel Guide Online Webinars, offering free hospitality training to all employees. The webinars were incorporated during the pandemic when live training could not be conducted. Due to their popularity, they will again be offered during the upcoming fiscal year, for both Frontline and Leadership level employees, and available to all hospitality employees. A different topic will be introduced during each session.

## Mobile API

On January 13, 2012, the MBVCA released an RFP to develop a Miami Beach focused web based Digital Content Management System (CMS) and a modifiable database. This system was intended to support third party mobile applications through an Application Programming Interface (API), which consists of routines, protocols, and tools for building software applications.

A well-designed API simplifies the development process by providing essential building blocks. The overarching objective of this project was to create an extensive database encompassing various assets in Miami Beach, including hotels, restaurants, and cultural institutions. This comprehensive resource would empower mobile application developers to craft Miami Beach specific apps accessible via tablets and smartphones.

To facilitate this initiative, the MBVCA acquired the domains MIAMIBEACHAPI.COM and MBDATALINK.COM and established a dedicated website. Developers gained access to this platform, enabling them to retrieve information

for the creation of mobile applications. Since its inception, the MBVCA expanded the API to encompass additional categories, such as lifeguard stands and Art in Public Places, to provide valuable information that was readily available. The API was also showcased in various local Hackathon events, allowing it to gain exposure before its official release to the market.

In subsequent years, the API platform underwent updates to accommodate travel-related inventory. These updates included adapting business classifications to reflect ongoing changes within the city, such as the removal of dining halls and the addition of categories like bicycle parking, gender neutral bathrooms, and pet friendly programs. The MBVCA maintained and updated this database through a partnership with Miami Dade County Public Schools' Summer Youth Internship Program. As part of this collaboration, high school interns from Miami Beach Senior High School and/or nearby participating high schools were employed to assist with the ongoing updates and edits to the API. This partnership provided students with valuable experience in fields such as Information Technology (IT) and Hospitality and Tourism. Notably, the interns were able to work remotely, accommodating the challenges posed by the global pandemic.

The API is fully operational and was historically comprised of 253 different categories of businesses, each offering an average of 90 distinct services and amenities. Web and App developers have access to these attributes, enabling them to create innovative and engaging experiences for their end users. The MBVCA also narrowed the API's focus to tourist properties and activities.

In 2022/2023, the API list was reviewed, and the total number of categories was reduced to 83. The category list was revamped to be more aligned with the Experience Miami Beach app's end user – the Miami Beach tourist. The Experience Miami Beach App was updated with the revamped list of API businesses. Web and App developers can use these attributes to create new and exciting experiences for their end-users. The App continued to promote the MBVCA grantee's deals and highlighted various promotions available.

In FY 2023/2024, the MBVCA will continue to work with City personnel to ensure the business information within the API is the most up to date.

## Mobile APP

The MBVCA introduced the Miami Beach Information (MBI) App in fiscal year 2013/2014, making it available on both iOS and Android platforms. Notably, both the Miami Beach API and App received recognition as Gold Magellan Award Winners in the Destination I Mobile App category in 2015. The Magellan Awards, which attracted entries from top travel organizations and professionals globally, acknowledged the excellence of these tools. Furthermore, the MBI App's achievement was highlighted in the October 20, 2015, issue of Travel Weekly as a Magellan award recipient.

The updated version of the App brought several exciting features for end-users, including a side swipe function, an A-Z format for information listing, and the introduction of new categories such as Shopping, Nightlife, Art & Culture and Restaurants.

The "My Miami Beach" section was also created, allowing users to add events, photos, and itineraries as they navigated the App. Additionally, a "Deals" section was integrated into the App, featuring special promotional rates or offers developed by MBVCA grantees. This cross-promotional effort not only increased App downloads but also assisted in promoting MBVCA funded events. Promotions from the "Deals" section were shared on various MBVCA social media platforms, including Facebook, X, and Instagram.

To further boost App adoption, new advertisements were designed for inclusion in grant recipients' promotions materials. These ads were also adapted for use in social media campaigns to encourage App downloads. The App was prominently promoted on the quarterly Lincoln Road poster, displayed along the renowned pedestrian mall. Each advertisement was strategically designed to promote different aspects of media exposure.

Subsequently, the App underwent a name change in FY 2021/2022 and was rebranded as the Experience Miami Beach (EMB) App, to be better aligned with the MBVCA's social media accounts. In addition, the App was promoted through partnerships with the MBVCA grantees, featuring various events and upcoming grantee events. As of September 2023, the EMB App had been downloaded approximately 23,534 times across both Android and iOS platforms. Notably, about half of these downloads originated from European users, seeking information about Miami Beach, highlighting the App's international appeal and utility.

In 2022/2023, the MBVCA introduced an exciting new destination tour app, for both Android and iOS platforms, known as EXP Miami Beach Tours (ExpMiamiBeach.Tours). This extension of the Experience Miami Beach App focused solely on the enhanced version of the existing tours and provided a platform to include new tours curated with the MBVCA's various partners. Some of the tours created included "Art in Public Places", "No Vacancy Miami Beach" (available during the project dates), both through a collaboration with the City of Miami Beach; "Art Outside" through a collaboration with The Bass Museum; a "Cultural Institutions" tour, developed in collaboration with Miami Beach's museums and cultural spaces; "LGBTQ Sites Top Five" and "LGBTQ Nightlife" tour, both through a collaboration with the GMCVB and the Miami Dade Gay and Lesbian Chamber of Commerce; and the "Hidden Art", "Public Art and Iconic History", and "A Day Inside Miami Beach Architectural Wonders" tours, all developed through a collaboration with George Neary, MBVCA Board Member and President of Tours "R" Us, and passionate advocate of the local arts community. Since its launch, the App has been downloaded a total of 529 times.

In FY 2023/2024, the MBVCA will continue to promote both Apps through social media; the MBVCA website; specific ads promoting the apps, and grantee partnerships. Deals, promotions, and special notices will continue to be posted and promoted through the Experience Miami Beach App as well.

### Forbes Travel Guide Hospitality Training

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

In FY 2019/2020, the MBVCA continued to offer live training for Leadership 101, Leadership 202, and Frontline 101; with Frontline 202 being offered as an online refresher course; year-round. Due to the global pandemic, the second live training scheduled for the year was converted to four (4), half-day live webinar sessions, hosted remotely by Forbes Travel Guide trainers. In addition, the Frontline 101 online training was enhanced to include an introductory video highlighting Miami Beach and offered 6 Learning Paths focusing on specific areas within the hospitality industry, that included Concierge Service; Housekeeping; Arrival; Departure; Bar/Lounge Service, and Dining. An Essential Rebound Training Program and Essential Public Health Training Program were also included that offered topics such as basic COVID-19 and personal hygiene training, developed in partnership with Lobster Ink/Ecolab. It also included front-office upselling and other revenue-generating skills to support sales. With specific

content for managers, food handlers, food service managers, and restaurant or bar service staff. The program was designed to fast-track onboarding and prepared businesses for reopening and to also operate under the 'new normal'.

During the fiscal year 2020/2021, the MBVCA continued its commitment to providing comprehensive online hospitality training for all employees based in Miami Beach, ensuring that the destination was well-prepared to welcome back its tourism industry. This training initiative included a combination of online courses, which could be completed at the learner's convenience and "live" online webinars, allowing participants to engage during designated sessions dates and times. The online hospitality courses were managed through Lobster Ink/Eco Lab and were accessible through MBVCA's newly developed Training Portal.

Additionally, in collaboration with FTG, the MBVCA introduced digital badges upon the successful completion of online webinars. These badges could be prominently displayed on a participants LinkedIn profile and/or email signature, enhancing their professional recognition. Learners were also able to easily download certificates for each of the Learning Paths they completed within the program. These Learning Paths continued to include health and safety protocol courses, ensuring a smooth transition into a post pandemic environment.

In the following year, the MBVCA further expanded its online training efforts by increasing the total number of live webinars offered in partnership with FTG. These training sessions catered to both leadership and frontline employees and were promoted through various channels, including the GMBHA, GMCVB, local BID's and Chambers of Commerce. Social media and the MBVCA's professional LinkedIn page were also utilized for promotional purposes. The online training programs remained available throughout the fiscal year to accommodate businesses and employees reentering the workforce, allowing them to refresh their customer service skills and stay updated on emerging market trends.

In 2022/2023, the MBVCA continued to offer its online webinars through their partnership with FTG. The Frontline and Leadership webinars once again take place 4 times throughout the fiscal year, with different topics offered during each session. The program was also made available to anyone who wishes to participate, not limited to Miami Beach-hospitality employees. Digital badges continued to be issued to those participants who completed the course. The FTG online hospitality training program developed in conjunction with Lobster Ink-Ecolab was discontinued due to a low participation rate.

A total of 631 learners participated in the Leadership webinars, with 480 learners participating in the 4 Frontline webinars offered. In total, 1,111 hospitality employees received training throughout the 2022/2023 fiscal year.

In 2023/2024, The MBVCA will continue to promote all available trainings through their partners; social media pages; website and implement other grassroots efforts to encourage participation in the various hospitality training programs available to Miami Beach businesses and residents.

### No Vacancy, Miami Beach

In FY 2019/2020, the MBVCA partnered with the City of Miami Beach for the inaugural edition of No Vacancy, Miami Beach project. The project took place from December 2-12, 2020, offering a captivating contemporary art experience that celebrated artists; sparked critical discussions, and extended an open invitation to the public to immerse themselves in the renowned hotels of Miami Beach, which were temporarily transformed into cultural institutions. In its inaugural year, this artistic endeavor graced ten different hotels across Miami Beach, making use of various spaces including lobbies, restaurants, lounges, patios, rooms, balconies, and even swimming pools. It proudly featured the work of ten talented artists, each showcasing their unique creations in ten Miami Beach hotels.

In FY 2021/2022, the MBVCA once again partnered with the City of Miami Beach to support the No Vacancy, Miami Beach project. The exhibits were on display November 18 – December 9, 2021, extending it an additional week from

its inaugural year to align with Miami Beach Art Week. Public voting took place through an online social media campaign for the Public Prize Award. In addition, to the online votes it is estimated that over 30,000 persons experienced at least one of the art projects in person. The selected hotels included the Avalon Hotel, The Betsy Hotel South Beach; Catalina Hotel & Beach Club; Hotel Croydon; Hyatt Centric; Kimpton Palomar; Lennox Miami Beach; Plymouth Hotel; Riviera South Beach, and The Confidante. The selected artists included Chris Friday, Amanda Keeley, Lauren Shapiro, Monika Bravo, Brookhart Jonquil, Gianna DiBartolomeo, Misael Soto, Dana and Ruth Kleinman, Nick Mahshie, and Edouard Duval Carrié.

In 2022/2023, the third annual No Vacancy, Miami Beach was held November 17 – December 8, 2022. The project exhibited art throughout twelve hotels in Miami Beach, where lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools served as canvases. The selected hotels included the Avalon Hotel, The Betsy Hotel South Beach, Catalina Hotel & Beach Club, Hotel Croydon, Esme, Fontainebleau, The Faena, International Inn, Loews Hotel, Royal Palm Hotel, Cadillac Hotel, and Riviera South Beach. The 12 selected artists included Maritza Caneca, Beatriz Chachamovits, Brookhart Jonquil, Justin Long, Claudio Marcotulli, Jessy Nite, Charo Oquet, Sri Prabha, Magnus Sodamin, Michelle Weinberg, Antonia Wright and Ruben Millares, and Bas Fisher Invitational (BFI). It is estimated that over 50,000 people experienced at least one of the art projects in person.

In FY 2023/2024, the MBVCA expects to once again partner with the City of Miami Beach to assist with the promotion and expansion of No Vacancy, Miami Beach. The project will be taking place over a 4-week period, November 16 – December 14, 2023. In its fourth year, No Vacancy, Miami Beach, an open, international art competition, will once again select twelve hotels and twelve artists, where the hotels will welcome art interventions into their public spaces. The participating hotels will be located within walking distance or easily accessible by the Miami Beach trolley transportation system. The City of Miami Beach Department of Tourism and Culture will work collaboratively with participating hotels and artists to assist in coordination and provide project management. Thirty-five thousand dollars (\$35,000) in prizes will be awarded, which includes a \$10,000 prize awarded entirely by public vote and another \$25,000 prize awarded by a jury of art experts. The City of Miami Beach will select at least twelve (12) applicants to participate in the program. Each selected artist will receive a stipend of \$10,000 to materialize their project. No Vacancy, Miami Beach is committed to providing art experiences that are accessible to everyone, free and open to the public, as well as reinventing Cultural Tourism on Miami Beach. The MBVCA will once again partner with the city to assist in its growth and expansion, along with its national and international media exposure.

### 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:

**American Black Film Festival (ABFF)** – This annual event is dedicated to showcasing quality film and television content by and about people of African descent. In 2023, the Festival celebrated their 27th anniversary. The festival events, that took place **June 14 – 18, 2023**, included educational workshops, informative panel discussions, celebrity conversations, as well as networking receptions. In addition, independent features, documentaries, shorts, and web series are showcased along with preview screenings of studio and TV network programming. The festival's 105 events all took place in Miami Beach; attracted 6,500 attendees and generated 485 hotel room nights in Miami Beach. The festival also received local, national, and international coverage from media such as Empower Magazine, The Root, IMDb, JetMag.com, Miami New Times, and many more, generating 32,305,039,866 media impressions.

**Aspen Institute: Climate Summit** - This annual summit, that focused on education and policy discussions concerning climate change, was held **March 6 – 9, 2023** throughout the City of Miami Beach. Through a collaboration with the City of Miami Beach and a diverse group of partner institutions in and beyond South Florida, the 2023 Program featured 7 main stage events, 26 breakout sessions, 21 roundtable discussions, and 6 excursions focused on mitigating and adapting to climate change. For the first time, a free Technology Expo and Career Fair was included and attracted over 5,782 attendees. A total of 1,106 hotel room nights were generated in Miami Beach along with approximately 335 million media impressions.

**South Beach Seafood Festival** is a 4-day festival that took place from **October 19 – 21, 2022**. This culinary festival created an experience to attract tourists and locals to enjoy a culinary showcase featuring some of Miami Beach’s very own restaurants and kicking off stone crab season. Events included Crabs, Slabs and Cabs; Cooking & Cocktails; An Evening at Joe’s Stone Crab; a Chef Showdown, and the main seafood festival at Lummus Park. The event attracted 16,125 attendees to its 3 events, all of which took place in locations on Miami Beach. The event was covered by over 200 media representatives from local and regional media organizations. The Festival delivered 239 hotel nights and generated 55,822,657 media impressions through local and national promotional efforts and media 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 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 increase overnight visitors. All grant guidelines are reviewed annually and are posted on the MBVCA website. The deadlines are published through the Miami Herald Beach Neighbors section; distributed through an email newsletter each period and promoted through social media.

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

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

## Annual Review and Analysis of Grant Structure

The MBVCA reviews strategy and funding priorities annually. After review and analysis of its funding strategies for fiscal year 2022/2023, the MBVCA:

- Continued to allow pre-proposal conferences to be held virtually for ease of scheduling
- Continued to encourage grant recipients to develop a promotion or sweepstakes/giveaway for inclusion in the Experience Miami Beach App
- Continued to require organizations’ financial statements as part of their application attachments, while allowing for said financials to be prepared in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA, for tax basis financial statements
- Allowed all grant reporting to be submitted electronically, with the exception of documents requiring signatures
- Maintained the existing declining scale
- Continued to allow for the submission of hotel agreements as proof of meeting the minimum criteria, both pre- and -post event, to allow for more flexibility with past grant recipients and encourage new events/applicants.

Additional grant revisions included:

- Encouraging grantees to participate in social media giveaways in partnership with the MBVCA's PR firm, through the development of ticket giveaways that assisted grantees with their promotional efforts through social media.
- Updating cross-promotional requirements for grantees where the MBVCA included specific language/messaging provided by the grantee within its social media accounts and in turn, the Grantee agreed to proactively socialize information, photos and details that relate to the promotion with the specific inclusion and tagging of the MBVCA (@ExperienceMiamiBeach).
- Requiring grantees to post five pieces of content, per channel, at a minimum, including static feed posts and IG stories with appropriate tags. The Grantees were also required to provide a topline recap of reach, engagement and any other key metrics based on performance from their respective channels within 30 days of the posting.

### 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 are continuously encouraged to attend various courses such as customer service and technology seminars to further enhance their skills. Staff continue to participate in community and industry boards and various ad-hoc committees throughout the City of Miami Beach and local Chambers of Commerce as requested.

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

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

In 2018/2019, the MBVCA website was again updated to feature a page dedicated solely to the various Forbes Travel Guide hospitality training courses, provided both live and online. This provided Miami Beach hospitality employees the opportunity to choose the training that would best suit them and take them directly to the appropriate registration page for the selected training. In addition, a direct link was established for the new Forbes Travel Guide Online Webinars developed to replace the live training sessions that were canceled due to the global pandemic.

The MBVCA continued to offer the Forbes Travel Guide Online Webinars throughout FY 2019/2020, 2020/2021, 2021/2022, and through FY 2022/2023. In addition to its Forbes Travel Guide Online Training courses, staff also reviewed and updated the registration platform to ensure a smoother administrative process. This also allowed the MBVCA to broaden its outreach and to feature new upcoming topics on the website's Training page, as many hospitality employees returned to work and/or re-entered the job market, post-pandemic. At the end of FY 2021/2022, the ongoing online training program was discontinued due to low registration rates; however, the success of the online training webinars with a "live" Forbes trainer allowed the MBVCA to expand the program to allow more sessions throughout the year, and to allow employees outside of Miami Beach to participate.

Due to the successes over the past 3 years, the MBVCA will continue to offer online webinars through their partnership with Forbes Travel Guide, in FY 2023/2024. A total of 8 sessions will be offered – 4 for Leadership and 4 for Frontline, with each session focusing on a different topic. This encourages return learners and provides new and exciting topics that attract new learners as well.

In 2023/2024, staff will have the opportunity to further enhance their skills by participating in various developmental training in the areas of digital marketing, research and development, and time management. In addition, staff will attend local conferences in the tech and hospitality fields to keep themselves updated on the latest innovations and trends that may benefit the organization. It is important to continue to support our staff so they can sharpen their skills in this evolving environment.

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



Key Intended Outcome	FY 2023/2024 Strategy	FY 2023/2024 Initiative	FY 2022/2023 Accomplishments
<p><b>Increase tourism related business activities through strategic funding</b></p>	<p><b>Grant effectively and impartially to support goals that achieve maximum impact, within budgetary limits</b></p> <p><b>Refine methodology for measurements: improve collection of economic impact data</b></p> <p><b>Develop, fund and support world-class events that can be repeated annually</b></p> <p><b>Meet with potential partners worldwide to attract transformative events to Miami Beach and strengthen Miami Beach brand equity, by promoting the destination and available funding opportunities especially in the shoulder season</b></p>	<p>Automate Application Portal to all for contract posting and submissions</p> <p>Require hotel agreements to be solely entered into by grant applicant</p> <p>Update lobbyist language on application to be aligned with CMB's new policies</p> <p>Increase social media content through grantee's cross promotional efforts and inclusion of social media handles</p> <p>Increase communications with Miami Beach hotels</p> <p>Continue to allow pre-proposal conferences to be held virtually for new and repeat applicants</p> <p>Continue to allow the submission of final grant documentation electronically</p> <p>Continue to accept hotel agreements along with contracts to meet grant criteria</p> <p>Continue to place emphasis on the MBVCA's Core Initiatives: Cultural Tourism; Customer Service; Design and Architecture; Entertainment and Nightlife; Festivals; Film and Fashion; Gay/Lesbian; Group Stimulus; Health and Wellness; Promotional Campaigns; Technology; Television Origination; Wine and Food</p> <p>Continue to further define grant categories and eligibility criterion within said categories</p> <p>Continue to encourage grant applicants to seek support from other funding agencies to include Miami Dade County and the Miami Dade Sports Commission</p> <p>Continue to require additional information in the Hotel Pick Up Form; internally verify data provided, and require post-performance reports for media impressions and viewership, requiring specific reporting tools</p> <p>Continue to internally verify vendors submitted as part of grant eligibility criteria and reimbursement requests, to ensure legitimacy, pre- and post-event</p> <p>Continue to use objective point system to grade/evaluate and benchmark events</p> <p>Continue to evaluate success of grants awarded through data collection, media response, and exit interviews</p> <p>Continue to measure overall impact and success from grants awarded through the number of hotel room nights generated; the media response and exit interviews, as well as the overall economic impact to the destination</p> <p>Continue to work with the City to ensure an effective auditing process</p> <p>Continue to require applicant organizations to have a minimum of one year of incorporation to be eligible to apply</p> <p>Continue to limit Fiscal Agency to first time applicants</p>	<p>Funded 23 projects in FY 2022/2023</p> <p>Updated Application Portal to remove redundancies</p> <p>Maintained grant criteria to encourage new and returning events to apply for funding while maintaining maximum grant requests</p> <p>Added an application question about an event's community impact, community involvement, and/or partnership, with local charities, schools</p> <p>Required specific social media messaging/language tagging ExperienceMiamiBeach social media accounts for cross promotional purposes</p> <p>Continued to encourage grant recipients to develop a promotion or sweepstake/giveaway for inclusion in the Experience Miami Beach App</p> <p>Continued to review/analyze funding strategies on an annual basis</p> <p>Continued to require organizations' financial statements as part of their application attachments</p> <p>Continued to allow for the submission of financials that were prepared in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA, for tax basis financial statements</p>

Key Intended Outcome	FY 2023/2024 Strategy	FY 2023/2024 Initiative	FY 2022/2023 Accomplishments
<p><b>Enhance City of Miami Beach brand name</b></p>	<p><b>Bring positive global visibility to the City of Miami Beach</b></p> <p><b>Partner effectively with the City of Miami Beach</b></p> <p><b>Continue strengthening a destination-wide Hospitality Training Program with Forbes Travel Guide</b></p> <p><b>Strengthen and develop additional tourism partnerships by benchmarking other comparable tourist destinations for ongoing creative/watershed/cutting edge programs and events</b></p>	<p>Identify sources of contact for desirable business categories that can benefit from the Forbes Travel Guide (FTG) training program such as property managers, new businesses, and others.</p> <p>Distribute FTG information through partners</p> <p>Develop and curate additional virtual tours to be featured on EXPMiamiBeach.Tours app</p> <p>Continue to focus efforts on “Media Buckets” developed by PR firm of record: Arts &amp; Culture/Culinary, Global LGBT, Leisure/Lifestyle, Sports/Entertainment, Shopping Tourism/Music Scene</p> <p>Continue to write wire press releases to be distributed through appropriate press/media outlets and continue to post press releases and stories to the MBVCA blog and website to enhance communication efforts with the community</p> <p>Continue FAM trips through Public Relations firm</p> <p>Continue to 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>Hosted 12 influencer trips experiencing local hotels, restaurants, spas, and attractions, increasing the media exposure to the destination.</p> <p>Hosted 8 Forbes Travel Guide Online Webinar training sessions: 4 for Leadership and 4 for Front-Line hospitality employees highlighting various topics</p> <p>Developed an Experience Miami Beach tour app highlighting the virtual tours previously developed</p> <p>Continued to distribute a monthly newsletter to partners and community leaders</p> <p>Continued to promote virtual tours through the MBVCA’s website, newsletters, and social media channels.</p> <p>Continued community outreach and collaboration with local businesses to increase participation in Forbes Travel Guide Hospitality online training seminars</p> <p>Continued to develop sweepstakes with grant applicants to drive awareness to the event itself, App, social media and destination overall</p> <p>Continued to assist with the promotion of grant recipients’ events and programs</p>

Key Intended Outcome	FY 2023/2024 Strategy	FY 2023/2024 Initiative	FY 2022/2023 Accomplishments
<p><b>Improve and maintain communications strategies</b></p>	<p><b>Continue to develop enhanced, stronger collaborations in tourism locally and worldwide through the assistance of PR firm and other partners</b></p> <p><b>Increase organizational visibility through the MBVCA's PR firm</b></p> <p><b>Inform board members about grant recipient events' developments and successes highlighted within the media</b></p>	<p>Update API platform to include various City of Miami Beach departments and remove non-tourism related categories</p> <p>Implement a new Reporting Tool to be integrated with the API</p> <p>Continue to enhance social media strategy to gain followers and traction on all Experience Miami Beach handles</p> <p>Continue to update API platform for travel-related inventory to include Art in Public Places, ATMs, Cultural Organizations, Film Locations, Fire Stations, Museums, Public Restrooms, Police Stations, Lifeguard Stands, Short Term Rentals, Visitor Centers, and Youth Centers</p> <p>Continue to build improved global image through press strategy and social media</p> <p>Continue to investigate industry awards and grants for the destination and Apps</p> <p>Continue to develop enhanced public relations efforts and employ communications strategies effectively to publicize MBVCA efforts, goals and successes</p> <p>Continue to participate in industry shows</p> <p>Continue to report and analyze grant impact to present in annual Program of Work to the City Commission and other partners</p> <p>Continue to report to Board members in a timely manner and provide daily updates to Board members regarding PR efforts and overall media impact</p> <p>Continue to provide Board members with grant recipients' results through economic impact data compiled</p> <p>Continue to encourage Board members to attend MBVCA-funded events to ensure grant compliance and provide feedback on event</p> <p>Continue to participate on the LGBT Tourist Hospitality Council</p> <p>Continue to participate on the GMBHA Board</p> <p>Continue to partner with the Miami Beach Chamber of Commerce to submit monthly articles for inclusion in their "Miami Beach News" publication</p>	<p>Distributed grant deadlines through Constant Contact; the MBVCA's website; through Facebook and X pages, and the Experience Miami Beach app</p> <p>Advertised grant deadlines electronically and in print, through the Miami Herald</p> <p>Distributed daily, weekly, and monthly PR reports to Board Members, via email</p> <p>Updated distribution lists within Constant Contact to offer promotional opportunities to the hospitality industry</p> <p>Increased social media outreach developed through the MBVCA Facebook page, with links to the MBVCA X and Instagram accounts</p> <p>Posted all press releases and Miami Beach News articles written by PR firm to the MBVCA website</p> <p>Participated on GMCVB Boards and Committees</p> <p>Included grantee events within the event calendar on the Experience Miami Beach App and MBVCA website</p> <p>Created a Constant Contact newsletter for hotel GM's to advise of upcoming MBVCA funded events</p> <p>Continued to partner with the Miami Beach Chamber of Commerce to submit monthly articles for inclusion in their publication, "Miami Beach News"</p> <p>Continued to require pre- and post- PR performance reports to include the requirement of analytics reports</p> <p>Continued to participate on the LGBT Tourist Hospitality Council</p>

Key Intended Outcome	FY 2023/2024 Strategy	FY 2023/2024 Initiative	FY 2022/2023 Accomplishments
<p><b>Empower professional staff</b></p>	<p><b>To support MBVCA Board initiatives and strategies</b></p>	<p>Enhance the availability of employee personal training and development in areas such as digital marketing; research and development; and formal training.</p> <p>Encourage employee participation in industry events to stay current.</p> <p>Encourage employees to engage in a Time Management course.</p> <p>Redesign conference room for efficiency</p> <p>Add a transcription service for board meetings</p> <p>Continue to professionally represent MBVCA by participating in community and industry boards such as the GMCVB Marketing Committee and various ad-hoc committees throughout the City of Miami Beach and other local partners such as the Miami Beach Chamber, Miami Dade Gay and Lesbian Chamber of Commerce, Academy of Hospitality and Tourism, Greater Miami Convention &amp; Visitors Bureau, and Greater Miami and the Beaches Hotel Association</p> <p>Continue to participate in conferences that enhance tourism</p> <p>Continue to promote education through the Tuition Reimbursement Program</p> <p>Continue to encourage attendance to industry trainings and conferences</p> <p>Continue to maintain technically updated office through digital automation</p>	<p>Updated web security measures on computer systems</p> <p>Staff attended City Board and Committee, GMCVB, and Miami Beach Chamber of Commerce tourism-related meetings</p> <p>Updated equipment and software to maintain the MBVCA's level of technological advancement</p> <p>Hosted interns during the summer period</p> <p>Represented MBVCA by participating in community and industry boards such as the GMCVB Marketing Committee and various ad-hoc committees throughout the City of Miami Beach and local partners as requested</p> <p>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 the estimated projection, and in 2001 the revenue collection was down approximately \$300,000 from projection. When and if there are unallocated funds remaining at the end of the budget year, those funds are either rolled over and allocated in the next budget year, or retained in MBVCA accounts for future reserves, endowment funding; to address any funding reductions in future years. In 2001, by statute, the MBVCA began investing in the creation of an endowment fund.

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

## **FY 2022/2023 REVIEW/TOURISM ADVANCEMENT PROGRAM (TAP)**

The MBVCA Tourism Advancement Program (TAP) was established to promote Miami Beach as a sophisticated tourist destination by increasing the number of visitors; through the enhancement of visitors' experiences; through the allocation of funds granted to events or programs that bring visitors to the CMB and strengthen the CMB brand. In fiscal year 2022/2023, the MBVCA funded the TAP in seven categories, including: Development Opportunities, Film Incentive, Major One Time Special Event, Special Events Recurring, Special Projects, Special Projects Recurring, and Tourism Partnerships.

A total of \$965,829 was awarded in FY 2022/2023, compared to \$954,829 in FY 2021/2022. The increase is attributed to the return of many recurring events that have returned to the MBVCA, post-pandemic, with 1 new event receiving funding from the MBVCA.

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

## **FY 2023/2024 TOURISM ADVANCEMENT PROGRAM**

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

### *Review process:*

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

Annually, the MBVCA Board reviews and refines grant guidelines with respect to efficacy and effectiveness. In FY 2012/2013, the MBVCA implemented changes to its funding caps and declining scale. The new declining scale and funding caps allowed the MBVCA to diversify their funding into other areas and initiatives as requested by the City Administration and/or the Board. In FY 2022/2023 the MBVCA voted to maintain the Major One Time Special Event and Special Events Recurring minimum criteria at 200 hotel room nights and maintained the media impressions and viewership minimum requirements at 1,000,000 each. The Special Projects and Special Projects Recurring hotel room night requirements were also maintained at 1,000 hotel room nights, along with the media impressions at 100,000,000, with the viewership requirement at 10,000,000. The Board continued to accept hotel agreements in place of fully executed hotel contracts, to meet the hotel requirement, as long as they were entered into by the Applicant Organization. This allowed groups to assume less risk when entering agreements and to encourage new events to apply. This criterion will remain the same in FY 2023/2024.

The Board will also continue to allow applicants to submit their reviews and/or audits using Generally Accepted Accounting Principles (GAAP), as well as, prepared in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA, for tax basis financial statements, in FY 2023/2024.

The grant criteria guidelines were reviewed for clarity and accuracy, requiring fully executed agreements and contracts to be submitted prior to proceeding with the next step in the application process. The application requires hotel room block agreements and/or blocks; fully executed media contracts or confirmed and generated media impressions, and/or broadcast/cable/TV contracts, in order to proceed with the grant submission. The criteria must be confirmed before and after funding is awarded and grant applicants must meet two of the three criteria in place for each of the MBVCA grant categories. MBVCA grants are paid upon performance; therefore, grantees are required to provide post-performance reports in the form of reservation or pick-up reports from Miami Beach hotels; impressions analytics garnered from the organization's PR Firm, or accompanied by third party confirmation from a media monitoring/press clipping service such as BurrellesLuce to prove media impressions, and/or a broadcast post-performance report from a third party reporting delivery of Adult 18+ and Households (HH) in Thousands (000) from Nielsen, Over The Top (OTT), or Comscore/Rentrak for viewership. In FY 2023/2024, the guidelines will specify that third party hotel agreements will not be accepted. In addition, any changes to the original hotel agreements must be reported to the administration.

In FY 2023/2024, the MBVCA will include specific language/messaging provided by the grantee within its social media accounts to include Facebook, Instagram, and X. In turn, the Grantee will be required to proactively socialize information, photos and details that relate to the promotion with the specific inclusion and tagging of the MBVCA throughout its social media platform handles: Facebook - @ExperienceMiamiBeach; Instagram - @ExperienceMiamiBeach, and X - @EMiamiBeach. The Grantee will be required to post, at a minimum, six pieces of content, to include three pieces of content with tags during their live activation in-market and in real time; two stories and one in-feed post plus, three pieces of post event content with appropriate tags within ten days of the activation dates. As part of their post-event reports, the grantee would then provide a topline recap of reach, engagement and any other key metrics based on performance from their respective channels within 30 days of the posting. Proof of engagement and other key metrics will also be required from the grantees' social media platforms metrics/insights, with copies provided with the grantees' respective final report documentation, post-event.

The MBVCA guidelines and application process place emphasis on defining and measuring the economic impact of each event, as well as considering the impact and value of marketing, publicity, and television origination/viewership. Questions concerning the economic impact of the program, including requiring an explanation of various aspects of the marketing plan, and how the numbers of hotel room nights are calculated and where they are contracted, are also required as part of the application. Standardized recap sheets and point systems have been developed to give each applicant a score that rates potential success. In 2020/2021, specific point systems were developed and implemented for each of the grant categories. The redesign allowed for a better alignment with the minimum requirements in place within each grant category, focusing the scoring on the three grant criteria in place, of which an applicant must meet two. This point system will remain in place for FY 2023/2024.

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

## RECURRING PROJECTS:

The MBVCA has a current policy in place to fund recurring projects on a declining scale. The declining scale encourages recurring events to recruit corporate and private sponsorship and therefore, not solely rely on MBVCA funds as a means of sustaining the event year after year. The award category establishes funding caps for recurring events, funding that can be reduced based on the maximum request for the specific grant category. Below is the current scale, implemented in FY 2012/2013, and applicable to both non- and for-profit agencies. The declining scale will remain in place for FY 2023/2024.

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

## CATEGORIES:

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

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

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

\*\* Combination of confirmed visitors/guests (walk-ins); Website Hits; Telephone Calls; Emails, App downloads; Webpage Engagement via Website through "Contact Us Form" or Live Chat, from prior fiscal year.



## Budget

*Budget (TAP) FY 2023/2024:*

The MBVCA has budgeted \$1,779,000 for its Tourism Advancement Program in FY 2023/2024, which reflects 45% of the total budget. This grant funding reflects a decrease of \$54,000 from FY 2022/2023. This decrease is due to recurring events subject to the declining scale.

- The Tourism Partnerships category is budgeted at \$90,000, reflecting 2% of the total budget for FY 2023/2024. The category currently includes applicants at the maximum request cap of \$30,000. Three applications are anticipated to be received.
- The Major One Time Special Event category, representing 6% of the total budget, is budgeted at \$225,000 for FY 2023/2024. The MBVCA expects four to six new events to apply at a maximum request of \$45,000 each. The MBVCA works tirelessly to stimulate and recruit new events and is willing and prepared to fund valuable tourism and brand-related events. In fact, the MBVCA works with all partners, city leadership and media to solicit appropriate new projects. New applicants are expected to include the Miami Open Beach Tennis Challenge and Miami Open Beach Soccer Challenge, the AIPE Latin Golden Awards, and two to four additional projects.
- The Special Events Recurring category, reflecting 15% of the total budget, has been calculated at \$588,000 for FY 2023/2024 based on the established declining scale and the number of applicants anticipated to return.
- The Special Projects category is budgeted at \$180,000 with two applicants expected at the maximum request of \$90,000 representing 5% of the total budget in FY 2023/2024.
- The Special Projects Recurring category is budgeted at \$476,000 and represents 12% of the total budget. Anticipated applicants include Art Basel Miami Beach; the Orange Bowl Marketing Campaign; the Food Network & Cooking Channel South Beach Wine + Food Festival; Paraiso Miami Beach/Miami Swim Week, and the Aspen Institute Climate Summit. These events, recruited and sustained by the MBVCA, are all marquee events and annually fill the City's hotel rooms.
- The Film Incentive category is budgeted at \$100,000 for FY 2023/2024 representing 3% of the budget.
- The Development Opportunities category is budgeted at \$120,000 for FY 2023/2024, representing 3% of the budget; in anticipation of four applicants at the maximum request of \$30,000 each.

## Partnerships

Tourism Enrichment has been budgeted at \$220,000 for FY 2023/2024, representing 6% of the budget. This will allow for partnerships with the Miami Beach Cultural Arts Council, for the No Vacancy project and for additional citywide projects like Open House Miami.

In FY 2020/2021, the MBVCA partnered with the City of Miami Beach to assist with the funding of the No Vacancy, Miami Beach project that was scheduled to take place May 7 – 17, 2020. The project is a contemporary art experience that celebrates artists, provokes critical discourse, and invites the public to experience Miami Beach's famed hotels as destination art spaces by turning hotels into temporary cultural institutions. The art was to have been exhibited throughout ten (10) hotels in Miami Beach - lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools were available to serve as the canvas. Due to the pandemic, the project was postponed and took place December 2 - 12, 2020. During its inaugural year, the project hosted 10 artists in 10 Miami Beach hotels. It is estimated that at least 10,000 people experienced at least one of the art projects in person, throughout its 10-day activation.

In 2021/2022, the second annual No Vacancy, Miami Beach was held November 18 – December 9, 2021. The project once again selected 10 artists through a Call To Artists issued by the Cultural Arts Council, along with 10 Miami Beach hotels.

In 2022/2023, the third annual No Vacancy, Miami Beach was held November 17 – December 8, 2022, and exhibited art throughout twelve hotels in Miami Beach, where lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools served as canvases.

In FY 2023/2024, the MBVCA expects to once again partner with the City of Miami Beach to assist with the promotion and expansion of No Vacancy, Miami Beach. The project will be taking place over a 4-week period, November 16 – December 14, 2023. In its fourth year, the City of Miami Beach will once again select twelve hotels and twelve artists, where the hotels will welcome art interventions into their public spaces. The participating hotels will be located within walking distance or easily accessible by the Miami Beach trolley transportation system. The City of Miami Beach Department of Tourism and Culture will work collaboratively with participating hotels and artists to assist in coordination and provide project management. Thirty-five thousand dollars (\$35,000) in prizes will be awarded, which includes a \$10,000 prize awarded entirely by public vote and another \$25,000 prize awarded by a jury of art experts. The City of Miami Beach will select at least twelve (12) applicants to participate in the program. Each selected artist will receive a stipend of \$10,000 to materialize their project. No Vacancy, Miami Beach is committed to providing art experiences that are accessible to everyone, free and open to the public as well as reinventing Cultural Tourism on Miami Beach.

In addition, the MBVCA will be partnering with the GMCVB and the Miami Center for Architecture & Design (MCAD), and other partners to launch the inaugural year of Open House Miami. Open House Worldwide is a global network of nearly 60 nonprofit organizations from New York to Seoul, Buenos Aires to Maputo, San Diego to Miami! Each organization is dedicated to making cities more open, accessible, and equitable. The network now spans 52 festivals, 29 countries, and 6 continents. The Miami edition is scheduled to take place March 1 - 2, 2024, with participating buildings and venues throughout Miami Dade County and beyond, allowing access to some of the areas that may otherwise be restricted to the general public. Open House Miami will allow patrons to access these buildings and learn about their architecture and what takes place back of house.

## Initiatives

The MBVCA expects to support new initiatives in FY 2022/2023. 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 2011/2012, the MBVCA issued a Request for Proposals (RFP) for a P.R. agency of record to enhance Miami Beach's image. 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. Objectives included comprehensive destination marketing and communications consulting services to continue to expand public relations and marketing, increasing the overall social media footprint through all social media handles, both MBVCA and Experience Miami Beach, and marketing of Miami Beach to international and national visitors, complimenting the efforts of the GMCVB. H+K had an extensive presence in the US and internationally. The agency's ability to network and leverage its global relationships was 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 during their second year. In their third year, H+K generated 2,783,369,818 media impressions through the issuance of 12 press releases and a Harris Poll Survey that was conducted to determine why people visit Miami Beach. During their fourth year, H+K developed and released a total of 12 press releases and 1 pitch, generating a total of 1,492,734,059 media impressions, valued at \$15,615,214.75. During its fifth year H+K wrote

and released 12 press releases, generating 1,410,465,887 media impressions, valued at \$15,638,438.52. During its sixth year, a total of 15 press releases were written and distributed, generating 1,272,729,422 impressions valued at \$14,353,222.76. During their seventh year, a total of 15 press releases and 1 Audio News Release (ANR) were distributed generating 1,302,477,118 impressions valued at \$1,583,728.46. During their eighth year, a total of 13 press releases were distributed, generating a total of 1,042,610,221 impressions with a value of \$1,041,811.24. In their eighth year in working with the MBVCA, H+K collectively released a total of 16 press releases to date, generating a total of 1,042,610,221 media impressions, with a value of \$1,041,811.24. Through a contract extension for year 9, a total of 3 press releases were distributed that generated 195,661,377 media impressions, valued at \$195,661.37. During H+K's tenth year with the MBVCA, a total of 236,792,636 media impressions were generated through the distribution of 7 press releases, with a value of \$2,367,923.36. During H+K's eleventh and final year with the MBVCA, 13 press releases were distributed, generating 2,495,686,016 impressions, valued at \$3,904,285,476.81.

The contract with H+K ran through September 30, 2022, in FY 2021/2022.

During FY 2021/2022, the PR contract went out to bid via RFP with a cohesive scope of services developed in conjunction with the GMCVB, to avoid duplicating efforts and deliver a united message that Miami Beach is open and welcoming back its visitors, post-pandemic. As a result, Private Label Marketing, LLC was awarded a one-year contract for PR services. Within their first year (January through December 2022), a total of 2,736,064,485 impressions were generated as a result of 13 press releases and services. The impressions generated were valued at \$24,864,486.11.

In FY 2022/2023, the Board unanimously voted to renew the PR contract with Private Label Marketing, LLC for a one-year term, beginning January 2023. As of June 2023, a total of 1,042,619,751 impressions have been generated, as a result of 5 press releases; valued at \$9,624,698.04.

There is an allotment of \$200,000, representing 5% of the total budget, towards this effort, in FY 2023/2024.

## Destination Marketing

The Destination Marketing allocation reflects 13% of the total budget for FY 2023/2024. This allocation provides for the additional placement of stories and press releases on the PR Newswire as well as the continuation of our Blogger Program, FAM trips, online sweepstakes to promote increased activity on our social media channels, as well as ticket giveaway promotions/sweepstakes from MBVCA-funded events.

Projects will include the continuation of the Forbes Travel Guide Online Webinars, offering free hospitality training to Miami Beach-based employees. The webinars were incorporated during the pandemic when live trainings could not be conducted. Due to their popularity, they will again be offered during the upcoming fiscal year, for both

Frontline and Leadership level employees, and available to all hospitality employees. A different topic will be introduced during each session.

## App Marketing

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

Since its latest version release, the Experience Miami Beach (EMB) App, formerly the Miami Beach Information (MBI) App, has added new and exciting features for the end-user that include a side-swipe feature; listing the information in an A-Z format; the addition of new categories that included Shopping, Nightlife, Art & Culture, and Restaurants, and the creation of the “My Miami Beach” section where users can add events, photos, and itineraries as they navigate the App. The App also features a “Deals” section that has special promotional rates or offers developed by MBVCA grantees that can be cross promoted through MBVCA grantees and social media pages such as Facebook, X, and Instagram. The App has now been downloaded 20,400 times (as of June 2023), across the Android and iOS platforms. Approximately half of all downloads come from European users seeking to learn about Miami Beach.

During FY 2021/2022, the App’s name was changed to Experience Miami Beach, from Miami Beach Information, to be better aligned with the MBVCA’s social media accounts. In addition, the App was promoted through partnerships with the MBVCA grantees, featuring various events and upcoming grantee events.

In FY 2022/2023, a new app entitled EXPMiamiBeach.Tours was released through iOS, Android, and was made available to view on mobile web devices. The new app focused solely on the enhanced version of the existing tours and provided a platform to include new tours curated with the MBVCA’s various partners. Some of the tours created included “Art in Public Places”, “No Vacancy Miami Beach” (available during the project dates), both through a collaboration with the City of Miami Beach; “Art Outside” through a collaboration with The Bass Museum; a “Cultural Institutions” tour, developed in collaboration with Miami Beach’s museums and cultural spaces; “LGBTQ Sites Top Five” and “LGBTQ Nightlife” tour, both through a collaboration with the GMCVB and the Miami Dade Gay and Lesbian Chamber of Commerce; and the “Hidden Art”, “Public Art and Iconic History”, and “A Day Inside Miami Beach Architectural Wonders” tours, all developed through a collaboration with George Neary, Board Member and President of Tours “R” Us.

In FY 2023/2024, the MBVCA will continue to promote both Apps through social media; the MBVCA website; specific ads promoting the apps, and grantee partnerships, allocating 1% of its total budget. Deals, promotions, and special notices will continue to be posted and promoted through the Experience Miami Beach App as well.

## IT Development

The MBVCA’s preliminary review of opportunities and needs was initiated in spring 2011 in consultation with area experts, and after 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 forty-one (41) distinct categories of businesses, each averaging 90 different services and amenities.

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

In 2021/2022, the staff collaborated with the Board to create walking tours that were then featured on the MBVCA newsletters. The tours included “A Day Inside Miami Beach Architectural Tour” and “Public Art and Iconic History Tour”.

In 2022/2023, the Experience Miami Beach App was updated with the revamped list of businesses. The categories available were reviewed and condensed to be more in line with what a tourist would search for when visiting our City. Web and App developers can use these attributes to create new and exciting experiences for their end-users. The App continued to promote the MBVCA grantee's deals and highlighted various promotions available.

In FY 2023/2024, the MBVCA will continue to work with City personnel to ensure the business information within the API is the most up to date. A total of \$100,000, or 3% of the total budget, will be allocated towards IT development.

### 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. They will continue to work with their PR firm of record, to compile a list of major events that could be attracted to the destination. The MBVCA will also continue to work with local partners. A total of \$200,000 has been allotted for Research and Development in FY 2023/2024.

### Projected Cash Flow Reserve

The MBVCA has budgeted \$5,000 of the total budget, for cash flow reserve in FY 2023/2024. 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 \$518,000 for FY 2023/2024. This figure represents 13% of the total budget. The overhead allocation is budgeted at \$190,000, which reflects 5% of the overall budget, with \$15,000 allocated for capital expenses. The increase from FY 2022/2023 is attributed to the purchase of updated office equipment, technology, and the reconfiguration of the conference room utilized by the Board for their monthly meetings, along with a 4% COLA increase for all employees. The total administration and overhead are 18% of the total budget.

### Reserves

A total of \$200,000 is being transferred from reserves to supplement the FY 2023/2024 budget.

**MIAMI BEACH VISITOR AND CONVENTION AUTHORITY**

**FY 2023/2024**

	APPROVED	APPROVED	VARIANCE	APPROVED
	FY 2022.2023	FY 2023.2024		FY 2023.2024 BUDGET
<b>REVENUES</b>				
Unrestricted				
Rollover	\$ -	\$ -	\$ -	
Reserves	\$ 400,000	\$ 200,000	\$ (200,000)	-50%
Projected Resort Tax	\$ 3,433,000	\$ 3,727,000	\$ 294,000	9%
<b>TOTAL REVENUES</b>	<b>\$ 3,833,000</b>	<b>\$ 3,927,000</b>	<b>\$ 94,000</b>	<b>2%</b>
<b>EXPENDITURES</b>				
Administration & Benefits	\$ 485,000	\$ 518,000	\$ 33,000	13%
Operating Expenses	\$ 185,000	\$ 190,000	\$ 5,000	5%
Capital	\$ 10,000	\$ 15,000	\$ 5,000	0%
<b>Total Administration</b>	<b>\$ 680,000</b>	<b>\$ 723,000</b>	<b>\$ 43,000</b>	<b>18%</b>
<b>GRANTS - Tourism Advancement Program</b>				
Tourism Partnerships	\$ 90,000	\$ 90,000	\$ -	2%
Major One Time Special Event	\$ 315,000	\$ 225,000	\$ (90,000)	6%
Special Events Recurring	\$ 544,000	\$ 588,000	\$ 44,000	15%
Special Projects	\$ 180,000	\$ 180,000	\$ -	5%
Special Projects Recurring	\$ 484,500	\$ 476,000	\$ (8,500)	12%
Film Incentive	\$ 100,000	\$ 100,000	\$ -	3%
Development Opportunities	\$ 120,000	\$ 120,000	\$ -	3%
<b>Total Tourism Adv. Program</b>	<b>\$ 1,833,500</b>	<b>\$ 1,779,000</b>	<b>\$ (54,500)</b>	<b>45%</b>
<b>PARTNERSHIPS</b>				
Tourism Enrichment	\$ 130,000	\$ 220,000	\$ 90,000	6%
<b>Total</b>	<b>\$ 130,000</b>	<b>\$ 220,000</b>	<b>\$ 90,000</b>	<b>6%</b>
<b>MARKETING/PR/TECHNOLOGY</b>				
Marketing/Communications & PR	\$ 200,000	\$ 200,000	\$ -	5%
Destination Marketing	\$ 500,000	\$ 500,000	\$ -	13%
APP Marketing	\$ 50,000	\$ 50,000	\$ -	1%
IT Development	\$ 75,000	\$ 100,000	\$ 25,000	3%
<b>Total</b>	<b>\$ 825,000</b>	<b>\$ 850,000</b>	<b>\$ 25,000</b>	<b>22%</b>
<b>OTHER</b>				
Initiatives	\$ 159,500	\$ 150,000	\$ (9,500)	4%
R&D	\$ 200,000	\$ 200,000	\$ -	5%
Projected Cash Flow Reserve	\$ 5,000	\$ 5,000	\$ -	0%
<b>Total Other</b>	<b>\$ 364,500</b>	<b>\$ 355,000</b>	<b>\$ (9,500)</b>	<b>9%</b>
<b>TOTAL</b>	<b>\$ 3,833,000</b>	<b>\$ 3,927,000</b>	<b>\$ 94,000</b>	<b>2%</b>

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

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

The MBVCA administration also reviews any concerns the grant applicant may have expressed during the previous fiscal year during the required pre-proposal conference. These concerns may have been mentioned during the previous year's panel meeting and/or within their exit interview form submitted as part of their final report. In FY 2023/2024, the MBVCA will continue to review grant applicants' concerns and try to address them within the MBVCA's published guidelines, as best as possible; particularly those noted in the prior year's exit interview form submitted as part of their final report documentation. Any other concerns that may have been expressed throughout the application submission process will also be reviewed and addressed.

The MBVCA guidelines and application process were updated in FY 2015/2016 becoming both more concise and easier to comprehend. In 2022/2023, the application continued to require fully executed hotel room agreements or contracts as well as proof of media confirmation through the submission of executed media contracts, barter agreements, sponsorship agreements, invoices, or insertion orders, to be submitted as part of the first step of the application submission process. The application placed additional emphasis on defining and measuring the economic impact of the event and the added value of marketing, publicity, and television origination. In the upcoming fiscal year, the MBVCA will continue to require specific data to be confirmed within the agreements and/or contracts submitted. In addition, detailed post-performance reports will continue to be required as part of the final report, with additional analytics reports required as part of the thorough verification process currently in place. Social media analytics showing key metrics from @ExperienceMiamiBeach tagged posts will continue to be required as part of the final report support documents with increased post requirements both pre- and -post event, as well as live stories during the event itself.

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

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

The MBVCA also has a policy in place to formally fund recurring projects on a declining scale. The scale encourages recurring events to recruit corporate and private sponsorship and therefore, not solely rely on MBVCA funds as a means of sustaining the event. The awards mandate funding caps for recurring events, that are diminished based on the maximum request for the specific grant category and the year in which the event is within the declining scale. This policy continued in fiscal year 2022/2023 and will continue during the upcoming fiscal year within the Special Events Recurring and Special Projects Recurring grant categories. The MBVCA continues to encourage new events to the destination; therefore, they have maintained the percentage decrease in the funding amounts a recurring event may request.

The North Beach Incentive Program originally developed in fiscal year 2013/2014 to encourage additional tourist-driven events, to take place in the North Beach area of Miami Beach, remained retired due to a small number of applicants in the past. It has since been rolled into the Development Opportunities grant category. Development Opportunities was revived in 2019/2020 and will continue to be made available in 2023/2024 as a one-time grant with lower qualifying criteria as compared to our other grant categories. This will help attract smaller event producers to the destination and possibly grow their event through the MBVCA's seed money.

The Cultural Tourism Grant Program remained retired and evolved into a new partnership program, the Tourism Enrichment Program. This program was developed in cooperation with the City of Miami Beach Department of Tourism and Cultural Development, in FY 2019/2020. The program was developed to attract new events and initiatives as identified by the MBVCA. The objective of the program is to provide funding for new activities; events with yearlong cultural tourism promotion and programming that support and advance the mission of the MBVCA. It will continue to be made available for projects identified by the MBVCA Board, in FY 2023/2024.

The Film Incentive Grant Program will continue to be updated to be better aligned with the film industry and will be offered to scripted feature films and television shows, documentaries (non-political and non-sports only), and short films, in fiscal year 2023/2024. Further, the minimum hotel room requirement will remain at 200 hotel room nights, for the upcoming fiscal year. The Program will be also promoted through the City of Miami Beach's Film Office as an additional incentive to the City's Film Grant; the Miami Dade County's Film Office; Film Florida; through film festival grantee organizations, and through publications such as Cast & Crew to assist with the promotion of the program to possibly attract new productions to the destination.

Due to the challenges posed by the pandemic, the maximum grant requests for each of the MBVCA's grant categories will remain at the same level in FY 2023/2024, as many new and repeat grant applicants have returned to Miami Beach and to the MBVCA.

In addition, the minimum hotel room night criteria for the Major One Time Special Event and Special Events Recurring grant categories will remain at the decreased minimum of 200 hotel room nights, in fiscal year 2023/2024. The Special Projects and Special Projects Recurring minimum grant criteria will also remain at its current levels in fiscal year 2023/2024, with the hotel room night requirement remaining at 1,000 hotel room nights; the contracted media impressions requirement remaining at 100,000,000 media impressions, and the viewership requirement



remaining at 10,000,000. The Tourism Partnerships hotel room night requirement will also remain at the reduced minimum of 175 hotel room nights, with “Engagement” remaining as part of the grant criteria within the Tourism

Partnerships grant category. This allows for proof of visitors/walk-ins/attendees; website hits; telephone calls; emails, App downloads; webpage engagement via the website through “Contact Us Form” or Live Chat, by the various Visitor Centers and other Centers that offer year-long programming. Hotel agreements will continue to be accepted, in addition to hotel contracts, to meet the minimum criteria in place for each grant category. The revision to the language will continue to encourage a broader number of organizations to be able to meet the MBVCA’s minimum criteria in place.

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

In the upcoming fiscal year, these measures will remain in place through internal auditing processes. The additional restrictions imposed in fiscal year 2019/2020 will remain in place in fiscal year 2023/2024 for those grant recipients who have not met their obligations for the prior fiscal year and/or have committed fraudulent activity.

## Direct Impact

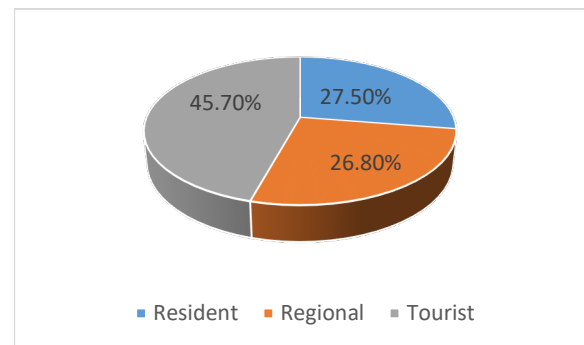
Direct impact of MBVCA sponsored events in Miami Beach is derived from calculating the average of the projects' overall impacts to the City of Miami Beach. Grant recipients are asked for the hotel room nights, media impressions, and/or viewership figures their events generated. The figures are determined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

### 2022/2023 General Tourism Highlights

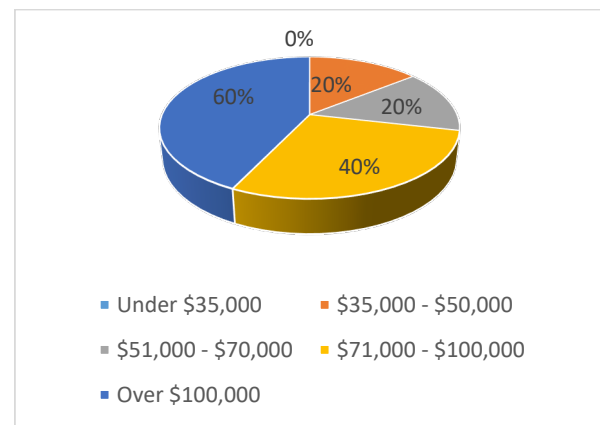
- Hotel rooms (as of September 2023) – 21,351
- Overnight Visitors (2022-Miami Beach) – 8,434,360 (of 19.2 million visitors to Miami Dade County)
- Average Room Rate (as of September 2023 - \$300.99)
- Average RevPar (January to September 2023) – \$208.38
- Average Occupancy (as of September 2023) – 70.8%

Total Attendance of MBVCA Sponsored Events – 1,681,155

○ Resident	27.5%
○ Regional	26.8%
○ Tourist	45.7%



- Number of Events in Miami Beach – 486
- Job Creation – 2,593
- Average Organizational Budgets of MBVCA sponsored events – \$22,489,307.80
- Annual Income of Attendees
  - Under \$35,000 – 0%
  - \$35,000 - \$50,000 – 20%
  - \$51,000 - \$70,000 – 20%
  - \$71,000 - \$100,000 – 40%
  - Over \$100,000 – 60%



GRANT BY CATEGORY

Category	Recipient	Event/Project	Grant Request	Actual Funding
<b>Development Opportunities</b>	Fish Hard Events	Miami Billfish Tournament of Champions	\$30,000	\$30,000
<b>Film Incentive</b>				
<b>Applications were not received in FY 2022/2023</b>				
<b>Major One Time Special Event</b>	Urge Miami, LLC	2022 Urge Miami Thanksgiving Festival	\$45,000	\$45,000
<b>Special Events Recurring</b>	A National Salute to America's Heroes	National Salute to America's Heroes	\$40,000	\$40,000
	ABFF Ventures, LLC	American Black Film Festival	\$28,000	\$28,000
	Art Fairs Unlimited	Untitled Art, Miami Beach	\$40,000	\$40,000
	GMP Live	North Beach Music Festival	\$40,000	\$40,000
	GroundUp Music Foundation, Inc.	GroundUP Music Festival	\$40,000	\$40,000
	LTF Triathlon Series, LLC	The Miami Marathon and Half Marathon	\$40,000	\$40,000
	Miami Salsa Scene	Miami Salsa Congress	\$28,000	\$28,000
	Model Volleyball	Model Volleyball Tournament	\$28,000	\$28,000
	National LGBT Task Force	2023 Winter Party Festival	\$40,000	\$40,000
	SCOPE Art Fair, Inc	SCOPE, Miami Beach 2022	\$24,000	\$24,000
	South Beach Seafood Festival	South Beach Seafood Festival	\$32,000	\$32,000
	The Miami Takeover	15th Annual Miami Takeover	\$40,000	\$40,000
<b>Special Projects</b>				
<b>Applications were not received in FY 2022/2023</b>				
<b>Special Projects Recurring</b>	Climate Summit Miami Beach Host Committee	Aspen Institute: Climate Summit	\$85,000	\$85,000
	Florida International University-SOBWFF	2023 Food Network South Beach Wine + Food Festival	\$51,000	\$51,000
	FUNKSHION Productions, LLC	Paraiso Miami Beach/Swim Fashion Week	\$68,000	\$68,000
	Miami Music Festival, Inc.	Miami Beach Classical Music Festival 2023	\$68,000	\$68,000
	Orange Bowl Committee	Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	\$59,500	\$59,500
<b>Tourism Enrichment</b>	City of Miami Beach	No Vacancy, Miami Beach	\$100,000	\$100,000
	GMCVB F/A for Miami Center for Architecture & Design, Inc.	Open House Miami	\$15,000	\$15,000
			\$30,000	
<b>Tourism Partnerships</b>	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$30,000	\$30,000
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	\$30,000	\$30,000

Category	Recipient	Event/Project	Hotel Room Nights	Viewership	Impressions
<b>Development Opportunities</b>	Fish Hard Events	Miami Billfish Tournament of Champions	221	0	884,012
<b>Film Incentive</b>	<b>Applications were not received for this category in 2022/2023</b>				
<b>Major One Time Special Event</b>	Urge Miami LLC	2022 Urge Miami Thanksgiving Festival	210	0	26,915,159
<b>Special Events Recurring</b>	A National Salute to America's Heroes	National Salute to America's Heroes	2,055	0	2,100,000,000
	ABFF Ventures, LLC	American Black Film Festival	485	0	32,305,039,866
	Art Fairs Unlimited	Untitled, Art Miami Beach	315	0	4,051,709,854
	GMP Live	North Beach Music Festival	378	0	5,683,616
	GroundUp Music Foundation, Inc.	GroundUP Music Festival	385	0	1,459,367
	National LGBTQ Task Force	2023 Winter Party Festival	407	0	2,900,000,000
	LTF Triathlon Series, LLC	The Miami Marathon and Half	200	0	4,321,909,598
	Miami Salsa Scene	Miami Salsa Congress	493	0	3,191,033
	Model Volleyball	Model Volleyball	208	0	195,623,507
	SCOPE Art Fair	SCOPE, Miami Beach 2022	461	0	1,312,707,396
	South Beach Seafood Festival	South Beach Seafood Festival	239	0	55,822,657
<b>Special Projects</b>	<b>Applications were not received for this category in 2022/2023</b>				
<b>Special Projects Recurring</b>	Climate Summit Miami Beach Host Committee	Aspen Institute: Climate Summit	1,106	0	335,000,000
	Florida International University-SOBEWFF	2023 Food Network South Beach Wine + Food Festival	2,272	0	2,800,000,000
	FUNKSHION Productions LLC	Paraiso Miami Beach/Miami Swim Week	0	72,377,357	12,404,414,744
	Miami Music Festival, Inc.	Miami Beach Classical Music Festival 2023	1,161	0	179,200,000
	Orange Bowl Host Committee	Capital One Orange Bowl Marketing Campaign & Ancillary Events	0	18,271,016	4,041,847,851
<b>Tourism Enrichment</b>	City of Miami Beach	No Vacancy, Miami Beach	0	0	210,434,199
	GMCVB F/A for Miami Center for Architecture & Design, Inc.	Open House Miami	0	0	280,306,466
<b>Tourism Partnerships</b>	MDGLCC Foundation, Inc.	LGBT Visitor Center	0	0	2,298,333
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	0	0	1,576,904

Category	Event	Rooms	Average Daily Room Rate	Occupancy	Estimated Revenue to Hoteliers	Estimated Income to the City 2% Resort Tax	Estimated Income to MBVCA; 5% of 2% Resort Tax
<b>Development Opportunities</b>	Miami Billfish Tournament of Champions	221	\$306.98	68.1%	\$67,842.56	\$1,356,85	\$67.84
<b>Film Incentive</b>							
Applications were not received for this category in 2022/2023							
<b>Major One Time Special Event</b>	2022 Urge Miami Thanksgiving Festival	210	\$638.47	81.3%	\$134,078.68	\$2,681.57	\$134.08
<b>Special Events Recurring</b>	15th Annual Miami Takeover	255	\$191.07	59.1%	\$48,722.83	\$ 974.46	\$ 48.72
	2023 Winter Party Festival	407	\$391.84	83.2%	\$159,478.86	\$3,189.58	\$159.48
	American Black Film Festival	485	\$213.69	71.1%	\$103,639.63	\$2,072.79	\$103.64
	GroundUP Music Festival	385	\$339.73	78.8%	\$130,796.03	\$2,615.92	\$130.80
	The Miami Marathon and Half Marathon	200	\$333.20	81.6%	\$66,639.98	\$1,332.80	\$66.64
	Miami Salsa Congress	493	\$223.31	70.3%	\$110,091.81	\$2,201.84	\$110.09
	Model Volleyball	208	\$371.67	88.9%	\$77,307.34	\$1,546.15	\$77.31
	National Salute to America's Heroes	2,055	\$372.37	69.4%	\$765,220.33	\$15,304.41	\$765.22
	North Beach Music Festival	378	\$306.98	68.1%	\$116,038.42	\$2,320.77	\$116.04
	SCOPE Miami Beach 2022	461	\$638.47	81.3%	\$294,334.65	\$5,886.69	\$294.33
	South Beach Seafood Festival	239	\$308.01	67.3%	\$73,614.37	\$1,472.29	\$73.61
	Untitled, Art Miami Beach	315	\$638.47	81.3%	\$201,118.03	\$4,022.36	\$201.12
<b>Special Projects</b>							
Applications were not received for this category in 2022/2023							
<b>Special Projects Recurring</b>	Aspen Institute: Climate Summit	1,106	\$391.84	83.2%	\$433,375.02	\$8,661.50	\$433.38
	2023 Food Network South Beach Wine + Food Festival	2,272	\$428.86	85.9%	\$974,369.90	\$19,487.40	\$974.37
	Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	0	\$659.50	74.0%	\$0.02	\$0.00	(\$0.00)
	Miami Beach Classical Music Festival 2023	1,161	\$222.17	69.5%	\$257,939.3	\$5,158.79	\$257.94
	Paraiso Miami Beach/Miami Swim Week	0	\$230.43	68.0%	\$0	\$0	\$0
<b>Tourism Enrichment</b>	No Vacancy, Miami Beach	0	\$356.22	68.4%	\$0	\$0	\$0
	Open House Miami	0	N/A	N/A	\$0	\$0	\$0
<b>Tourism Partnerships</b>	LGBT Visitor Center	0	\$300.99	70.8%	\$0.00	\$0.00	(\$0.00)
	Miami Beach Visitor Center	0	\$300.99	70.8%	\$0.00	\$0.00	(\$0.00)

Category	Organization	Event	Total Dollar Value Spent on Advertising <sup>1</sup>	Domestic Advertising	International Advertising	Total Dollar Value Spent on Television
<b>Development Opportunities</b>	Fish Hard Events	Miami Billfish Tournament of Champions	\$20,000	\$20,000	\$0	\$0
<b>Film Incentive</b>						
Applications were not received for this category in 2022/2023						
<b>Major One Time Special Event</b>	URGE Miami, LLC	2022 Urge Miami Thanksgiving Festival	\$12,000	\$11,400	\$600	\$0
<b>Special Events Recurring</b>	A National Salute to America's Heroes	National Salute to America's Heroes	\$109,210	\$109,210	\$0	\$0
	ABFF Ventures, LLC	American Black Film Festival	\$25,000	\$25,000	\$0	\$0
	Art Fairs Unlimited	Untitled Art, Miami Beach	\$74,925	\$18,731	\$56,194	\$0
	GMP Live	North Beach Music Festival	\$12,836	\$12,836	\$0	\$0
	GroundUp Music Foundation, Inc.	GroundUP Music Festival	\$47,197	\$47,197	\$0	\$0
	LTF Triathlon Series, LLC	The Miami Marathon and Half Marathon	\$89,500	\$85,025	\$4,475	\$0
	Miami Salsa Scene	Miami Salsa Congress	\$15,000	\$10,500	\$4,500	\$0
	Model Volleyball	Model Volleyball	\$300,000	\$225,000	\$75,000	\$0
	National LGBTQ Task Force	2023 Winter Party Festival	\$22,037	\$20,935	\$1,102	\$0
	SCOPE Art Fair, Inc.	SCOPE Miami Beach 2022	\$620,000	\$341,000	\$279,000	\$250,000
	South Beach Seafood Festival	South Beach Seafood Festival	\$193,000	\$193,000	\$0	\$17,000
	The Miami Takeover	15 <sup>th</sup> Annual Miami Takeover	\$20,026.47	\$20,026.47	\$0	\$0
<b>Special Projects</b>						
Applications were not received for this category in 2022/2023						
<b>Special Projects Recurring</b>	Climate Summit Miami Beach Host Committee	Aspen Institute: Climate Summit	\$262,002	\$248,902	\$13,100	\$0
	Florida International University-SOBEWFF	2023 Food Network South Beach Wine + Food Festival	\$179,000	\$173,630	\$5,370	\$1,800,000
	FUNKSHION Productions. LLC	Paraiso Miami Beach/Miami Swim Week	\$55,000	\$16,500	\$38,500	\$27,790,374
	Miami Music Festival, Inc.	Miami Beach Classical Music Festival 2023	\$7,500	\$6,750	\$750	\$0
	Orange Bowl Committee	Capital One Orange Bowl Game Marketing Campaign & Ancillary Events	\$607,370	\$607,370	0	\$121,798
<b>Tourism Partnerships</b>	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$23,000**	\$20,700**	\$2,300**	\$0**
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	\$10,000	\$10,000	\$0	\$0
<b>Tourism Enrichment</b>	City of Miami Beach	No Vacancy, Miami Beach	\$15,000	\$13,500	\$1,500	\$0
	GMCVB F/A for Miami Center for Architecture & Design, Inc.	Open House Miami	\$15,000**	\$7,500**	\$7,500**	\$0**

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

Category	Recipient	Event/Project	Funding	HRN Contracted	HRN Generated	Variance
<b>Development Opportunities</b>	Fish Hard Events	Miami Billfish Tournament of Champions	\$30,000	74	221	198.65%
<b>Film Incentive</b>	Applications were not received for this category in 2022/2023					
<b>Major One Time Special Event</b>	Urge Miami, LLC	2022 Urge Miami Thanksgiving Festival	\$45,000	240	210	-12.5%
<b>Special Events Recurring</b>	A National Salute To America's Heroes	National Salute to America's Heroes	\$40,000	238	2,055	763.45%
	ABFF Ventures, LLC	American Black Film Festival	\$28,000	897	485	-45.93%
	Art Fairs Unlimited	Untitled, Art Miami Beach	\$40,000	299	315	5.35%
	GMP Live	North Beach Music Festival	\$40,000	335	378	12.84%
	GroundUp Music Foundation, Inc.	GroundUP Music Festival	\$40,000	200	385	92.50%
	LTF Triathlon Series, LLC	The Miami Marathon and Half Marathon	\$40,000	230	200	-13.04%
	Miami Salsa Scene	Miami Salsa Congress	\$28,000	565	493	-12.74%
	Model Volleyball	Model Volleyball	\$28,000	200	208	4.00%
	Model Volleyball	2023 Winter Party Festival	\$40,000	559	407	-27.19%
	National LGBTQ Task Force	SCOPE Art Miami Beach 2022	\$24,000	561	461	-17.83%
	SCOPE Art Fair, Inc.	South Beach Seafood Festival	\$32,000	350	239	-31.71%
	South Beach Seafood Festival	15th Annual Miami Takeover	\$40,000	255	216	-15.29%
	The Miami Takeover					
<b>Special Projects</b>	Applications were not received for this category in 2022/2023					
<b>Special Projects Recurring</b>	Climate Summit Miami Beach Host Committee	Aspen Institute: Climate Summit	\$85,000	1,350	1,106	-18.07%
	Florida International University-SOBEWFF	2023 Food Network South Beach Wine + Food Festival	\$51,000	2,127	2,272	6.82%
	FUNKSHION Productions, LLC	Paraiso Miami Beach/Miami Swim Week	\$68,000	0	0	0.00%
	Miami Music Festival, Inc	Miami Beach Classical Music Festival 2023	\$68,000	1,150	1,161	.96%
	Orange Bowl Committee	Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	\$59,500	0	0	0.00%
<b>Tourism Enrichment</b>	City of Miami Beach	No Vacancy, Miami Beach	\$100,000	0	0	N/A
	GMCVB F/A for Miami Center for Architecture & Design, Inc.	Open House Miami	\$ 15,000	0	0	N/A
<b>Tourism Partnerships</b>	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$30,000	0	0	N/A
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	\$30,000	0	0	N/A

## Yearlong

**Forbes Travel Guide Online Hospitality Training**– Forbes Travel Guide

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

Through a partnership with Forbes Travel Guide and support from the Greater Miami and The Beaches Hotel Association (GMBHA), the MBVCA hosted several online training events for Miami Beach based employees. Due to the successful implementation of the online webinars during the pandemic, the MBVCA continued to offer online webinars throughout the year for a total of 8 during FY 2022/2023. Each webinar included different topics while providing the fundamentals of customer service, as offered worldwide by Forbes Travel Guide. The online training sessions remained free of charge to anyone who resides and/or works within the City of Miami Beach as well as to those in the hospitality industry. A total of **631 learners** participated in the Leadership webinars, with **480 learners** participating in the 4 Frontline webinars offered. In total, **1,111 hospitality employees** received training throughout the fiscal year.

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

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

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

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

The 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 2022/2023, the Center received **13,873 total walk-in visitors, 7,100 phone calls, and 4,585 emails**. It also maintained its online presence generating **2,298,333 media impressions** through its partnership with HotSpots magazine, as well as through its social media channels to include Facebook, Instagram, and X. The Center received additional promotional support through the GMCVB, social media, flyers, and the LGBT Weekly E-Blast Newsletter. A total of **2,200 hits** were generated by the Center's website over the course of the year.

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

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

**Miami Beach Visitor Center – Miami Beach Chamber of Commerce**

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

Miami Beach Visitor Center is located at 100 16th Street, Suite 6, and has been operating from its new location since they re-opened their doors to the public post-pandemic. The Center's main objective is to promote the City of Miami Beach as the ultimate tourist destination. Their friendly staff assists locals as well as tourists with a multitude of needs such as hotel and restaurant reservations, tours, attractions bookings and much more. The Miami Go Card and Explorer pass are also sold at the Visitors Center. In addition, their updated website, [MiamiBeachGuest.com](http://MiamiBeachGuest.com), attracts visitors from international, regional, and local destinations and promotes a variety of local businesses. The Center works closely with the City of Miami Beach, the GMCVB, and other tourist related entities to ensure that their resources on promoting the destination are coordinated and maximized. During FY 2022/2023 the Center welcomed **4,625 walk-ins; received 977 telephone calls, and 1,697 emails/webmails**. The Center continued to focus its efforts on promoting the destination and getting back to normal operations and generated **501,181 media impressions** last fiscal year. In addition, the Center's website generated **12,588 hits** throughout the fiscal year. The Center's combined engagement totaled **7,299**.

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

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



South Beach Seafood Festival – South Beach Seafood Festival

FY 2022/2023	\$32,000
FY 2021/2022	\$40,000
FY 2019/2020	\$24,000
FY 2018/2019	\$28,000
FY 2017/2018	\$32,000
FY 2015/2016	\$40,000
FY 2014/2015	\$40,000

The South Beach Seafood festival is a 4-day festival that took place from **October 19 – 21, 2022**. This culinary festival created an experience to attract tourists and locals to enjoy a culinary showcase featuring some of Miami Beach’s very own restaurants and kicking off stone crab season. Events included Crabs, Slabs and Cabs; Cooking & Cocktails; An Evening at Joe’s Stone Crab; a Chef Showdown, and the main seafood festival at Lummus Park. The event attracted **16,125 attendees** to its 3 events, all of which took place in locations on Miami Beach. The event was covered by over 200 media representatives from local and regional media organizations. The Festival delivered **239 hotel nights** and generated **55,822,657 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](http://www.sobeseafoodfest.com)

November 2022

2022 Urge Miami Thanksgiving Festival – URGE Miami LLC

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

One of the biggest LGBTQ events on Miami Beach returned on **November 25 – November 28, 2022**. This event took place during the Thanksgiving holiday weekend and offered a fun, gay dance festival getaway. Urge Miami activated 3 events in Miami Beach out of a total of 5 events and attracted **12,000 attendees** overall; 75% of which were out of town visitors. The event generated **210 hotel room nights** and **26,915,159 media impressions**. This project satisfied the MBVCA’s core initiative of attracting LGBT tourism to the destination.

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

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

No Vacancy, Miami Beach – City of Miami Beach

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

No Vacancy, Miami Beach, took place **November 17 - December 8, 2022**, as a contemporary art experience that celebrated artists, provokes critical discourse, and invited the public to experience Miami Beach’s famed hotels as destination art spaces by turning hotels into temporary cultural institutions – the very definition of Cultural Tourism. The art exhibition was expanded to 12 hotels from 10 the previous year in Miami Beach, where lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools served as a canvas. Public voting took place through an online social media campaign for the Public Prize Award. In addition, to the online votes it is estimated that over **50,000 persons** experienced at least one of the art projects in person. The selected hotels included the Avalon Hotel, The Betsy Hotel South Beach; Cadillac Hotel & Beach Club; Catalina Hotel, Esme Miami Beach, Faena Hotel Miami Beach, The Fontainebleau; Hotel Croydon, International Inn by the Bay, Loews Miami Beach Hotel, Riviera South Beach, and The Royal Palm South Beach. A total of **210,434,199 social media impressions** were generated this year.

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

[www.mbartandculture.org/no-vacancy](http://www.mbartandculture.org/no-vacancy)

SCOPE Miami Beach 2022 – SCOPE Art Fair Inc.

FY 2022/2023	\$24,000
FY 2021/2022	\$28,000
FY 2019/2020	\$32,000
FY 2018/2019	\$40,000
FY 2017/2018	\$24,000
FY 2016/2017	\$28,000
FY 2015/2016	\$32,000
FY 2014/2015	\$30,000
FY 2013/2014	\$45,000

SCOPE Miami Beach took place **November 29 - December 4, 2022** and welcomed **107,205 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 **461 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 **1,312,707,396 media impressions**.

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

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

## UNTITLED Art, Miami Beach – Art Fairs Unlimited

FY 2022/2023	\$40,000
FY 2021/2022	\$28,000
FY 2019/2020	\$28,000
FY 2018/2019	\$32,000
FY 2017/2018	\$40,000
FY 2015/2016	\$28,000
FY 2014/2015	\$32,000
FY 2013/2014	\$40,000
FY 2012/2013	\$45,000

In its ninth year, this international art fair took place **November 29 - December 3, 2022** and attracted over **50,000 attendees**, breaking another attendance record. The fair presented an innovative program of events to which top accolades were received from visitors and exhibitors and included 150 exhibitors/galleries from 32 countries. Events included VIP and press reviews that were very well attended. Strong sales, including some sold-out booths were reported for return and new participants, alike. A total of **315 hotel room nights** in Miami Beach were generated as a result of the fair's success. In addition, **4,051,709,854 media impressions** were generated through a combination of ad placement and media coverage from outlets such as ArtNews, ARTFORUM, infobae, and many more.

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

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

## December 2022

### Miami Billfish Tournament of Champions – Fish Hard Events

FY 2022/2023	\$45,000
FY 2021/2022	\$30,000

This new event took place on the waters off Miami Beach and at the Miami Beach Marina on **December 8 – 10, 2022**. The competition for a substantial \$365,000 purse by **30 separate teams** was cheered on by crowds at the Marina over the course of the two days. Spectators were also invited to come out prior to the start of the tournament. Dinners from local eateries including Joe's Stone Crab, Rusty Pelican, Lobster Shack, and others were held as well as an awards ceremony at the conclusion of the tournament to celebrate the winners. A total of **221 hotel room nights** were generated as were **884,012 media impressions** through a combination of digital marketing, direct mail, sport fishing publications, and social media.

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

[questfortheringfl.com/tournament-of-champions/](http://questfortheringfl.com/tournament-of-champions/)

### North Beach Music Festival – GMP Live

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

This music festival took place over a two period at the North Beach Bandshell on **December 9 – 11, 2022**. In its return this year, the festival, as a cultural event, featured live music in the Jam Band, Funk, Rock and Jazz genres and attracted **3,754 attendees** nearly doubling its inaugural year's attendance overall. The "jam band" music scene encompasses rock, jazz, funk, and electronica all united by a love of improvisation and musicianship. A total of **378 hotel room nights** were generated along with **5,683,616 media impressions** through a combination of digital marketing, social media, and promotions through national media companies specializing in the genre of music featured at the Festival.

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

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

FY 2022/2023	\$59,500
FY 2021/2022	\$68,000
FY 2019/2020	\$85,000
FY 2018/2019	\$51,000
FY 2017/2018	\$59,500
FY 2016/2017	\$68,000
FY 2015/2016	\$85,000
FY 2014/2015	\$48,450
FY 2013/2014	\$ 59,500
FY 2012/2013	\$ 68,000
FY 2011/2012	\$ 70,000
FY 2010/2011	\$ 68,000
FY 2009/2010	\$ 50,000
FY 2008/2009	\$ 80,000
FY 2007/2008	\$ 65,000
FY 2006/2007	\$ 50,000
FY 2005/2006	\$100,000
FY 2004/2005	\$100,000
FY 2003/2004	\$ 40,000
FY 2002/2003	\$ 20,000
FY 2001/2002	\$ 25,000
FY 2000/2001	\$ 25,000
FY 1999/2000	\$ 25,000
FY 1998/1999	\$ 10,000
FY 1997/1998	\$ 25,000
FY 1996/1997	\$ 50,000

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

The College Football Playoff Semi-Final Game took place at the Hard Rock Stadium on **December 30, 2022**, surrounded by a series of events that took place from **December 26, 2022 through December 30, 2022**. The events welcomed members of the community along with college football fans from around the country to the destination, for a total of **63,912 fans**. Aside from the game itself, events such as the team beach outings at the Fontainebleau hotel; special dinners at Fogo de Chao; Joe's Stone Crab and Smith and Wollensky; Coaches Luncheon at Jungle Island and others. A total of **4,041,847,851 media impressions** were generated as a result of promotional efforts and press coverage, while the event was televised on ESPN, generating **18,271,616 in viewership**.

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

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

## January 2023

<b>FY 2022/2023</b>	<b>\$40,000</b>
FY 2021/2022	\$24,000
FY 2019/2020	\$28,000
FY 2018/2019	\$32,000
FY 2017/2018	\$40,000
FY 2016/2017	\$68,000
FY 2015/2016	\$85,000
FY 2014/2015	\$51,000
FY 2013/2014	\$59,500
FY 2012/2013	\$68,000
FY 2011/2012	\$85,000
FY 2010/2011	\$75,000
FY 2009/2010	\$50,000
FY 2008/2009	\$70,000
FY 2007/2008	\$70,750
FY 2006/2007	\$60,000
FY 2005/2006	\$30,000
FY 2004/2005	\$11,250
FY 2003/2004	\$15,000
FY 2002/2003	\$20,000

### The Miami Marathon and Half Marathon– LTF Triathlon Series, LLC

This full marathon (26.2 miles), half marathon (13.1 miles), and Tropical 5K took place throughout Miami Beach **January 27 – 29, 2023**. The full and half marathons hosted participants from 48 states, and 50 countries, throughout the weekend's events. In addition, the Health and Fitness Expo, held at the Miami Beach Convention Center, kicked off and was attended by **23,079 people** over the three days. The Tropical 5K attracted **3,000 participants**, with the Half Marathon and Full Marathon attracting **18,569 runners**. The events generated **200 hotel room nights** in Miami Beach and received **4,321,909,598 in media and marketing impressions** through Yahoo! Sports, Despierta America!, CNN en Espanol, BBC Mundo, Local News 7, NBC6 News and Six in the Mix, CBS 4, Telemundo, Univision, ESPN Run, and many more.

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

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

## February 2023

<b>FY 2022/2023</b>	<b>\$40,000</b>
FY 2021/2022	\$24,000
FY 2019/2020	\$28,000
FY 2018/2019	\$32,000
FY 2017/2018	\$40,000
FY 2016/2017	\$45,000

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

This Festival, that took place **February 3 – 5, 2023** in the North Beach area of Miami Beach, created an immersive experience where attendees could enjoy the music up close and interact. Through this endeavor a total of approximately **3,000 persons attended** the 3-day event, generating **385 hotel room nights** in Miami Beach. The event included **44 performances**, in which many featured multiple artists. In addition, 3 VIP events took place at The Faena. The event generated an estimated **1,459,367 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 satisfied the MBVCA's core initiatives of attracting festivals within the entertainment industries to Miami Beach.

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

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

### 2023 Food Network South Beach Wine + Food Festival – Florida International University-SOBWFF

This 4-day wine, spirits and culinary celebration took place **February 23 – 26 2023**. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately **65,000 people** attended the various events and generated **2,272 hotel room nights** in Miami Beach alone. The Festival received both national and international coverage, generating **2,800,000,000 media impressions**. A total of **110 events** took place, of which 61 were held on Miami Beach. They included a host of participating chefs, the return of Bubble Q, a Tribute dinner for Alex Guarnaschelli, the introduction of a new event, FoodieCon described as the first of its kind celebration of the most influential digital content creators in food and beverage, on the annual the Burger Bash and many more.

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

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

## March 2023

<b>FY 2022/2023</b>	<b>\$40,000</b>
FY 2019/2020	\$15,624
FY 2018/2019	\$28,000
FY 2017/2018	\$32,000
FY 2016/2017	\$40,000
FY 2015/2016	\$24,000
FY 2014/2015	\$27,350
FY 2013/2014	\$32,000
FY 2012/2013	\$40,000
FY 2011/2012	\$42,000
FY 2010/2011	\$35,000
FY 2009/2010	\$40,000
FY 2008/2009	\$35,000
FY 2007/2008	\$41,000
FY 2006/2007	\$10,500
FY 2005/2006	\$12,757
FY 2004/2005	\$14,175
FY 2002/2003	\$15,750
FY 2001/2002	\$17,500
FY 2000/2001	\$20,000
FY 1999/2000	\$20,000
FY 1998/1999	\$25,000

### 2023 Winter Party Festival - National LGBTQ Task Force

This festival returned after a two-year hiatus due to the COVID 19 pandemic and celebrated its 30<sup>th</sup> year. The festival was a week-long celebration of social and cultural events for the LGBTQ community that took place **March 1 – March 7, 2023**, and included The Welcome Center Reception, Localize, Ignite, Under One Sun, Saturday Night Fever, a Beach Party, Heroes and Villains, Afterglow, and more. A total of **407 hotel room nights** were generated in Miami Beach as a result of the Festival's estimated **7,500 attendees**. In addition, a total of **2,090,000,000 media impressions** were generated as a result of print and digital outlets from Edge Media Network, Time Out Worldwide, EDM Tunes, Out Voices, OutCoast, Queer Guru, Y100, SunSentinel, Happening Out TV Network and others.

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

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

### Aspen Institute: Climate Summit –Climate Summit Miami Beach Host Committee

<b>FY 2022/2023</b>	<b>\$85,000</b>
FY 2021/2022	\$90,000

This annual summit that focused on education and policy discussions concerning climate change was held **March 6 – 9, 2023** throughout the City of Miami Beach. Through a collaboration with the City of Miami Beach and a diverse group of partner institutions in and beyond South Florida, the 2023 Program featured 7 main stage events, 26 breakout sessions, 21 roundtable discussions, and 6 excursions focused on mitigating and adapting to climate change. For the first time, a free Technology Expo and Career Fair was included and attracted over **5,782 attendees**. A total of **1,106 hotel room nights** were generated and **335 million media impressions**.

This event satisfied the MBVCA's core initiatives of generating group stimulus, health, wellness, culture, and education.

[www.aspeninstitute.org/events/aspen-ideas-climate](http://www.aspeninstitute.org/events/aspen-ideas-climate)

### Model Volleyball Tournament – Model Volleyball

<b>FY 2022/2023</b>	<b>\$28,000</b>
FY 2021/2022	\$32,000
FY 2019/2020	\$40,000
FY 2018/2019	\$24,000
FY 2017/2018	\$28,000
FY 2016/2017	\$32,000
FY 2015/2016	\$40,000
FY 2014/2015	\$43,200

Since its inception in 2010, the Model Volleyball Tournament, that took place **March 16 – 19, 2023**, has become one of the staple events in Miami Beach. Models and modeling agencies participated in the 2-day event that garnered approximately 10,000 attendees. Events kicked off at MAD Wynwood on Thursday prior to the tournament with the remaining events taking place on Miami Beach including a Model Fitting Party at the Shelborne Hotel as well as a post event party at Bodega Miami Beach on Sunday. As a result, a total of **208 hotel room nights** were generated in Miami Beach. Through a combination of promotional efforts and media coverage, the event generated **195,623,507 media impressions**. Media promotion and coverage included a partnership with iHeart Media, promotion through various social media outlets, and coverage by the Miami Herald, Miami New Times, Fox Sports and many more.

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

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

## April 2023

**The MBVCA did not receive any applications for this month**

## May 2023

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

<b>FY 2022/2023</b>	<b>\$40,000</b>
FY 2021/2022	\$24,000
FY 2020/2021	\$28,000
FY 2018/2019	\$32,000
FY 2017/2018	\$40,000
FY 2016/2017	\$45,000

This event, that took place **May 25 – 28, 2023**, is a year-round initiative anchored by what has become the largest Air & Sea Show and 2-day Beachside concert. This year's concerts included Chris Janson, Breland, Natti Natasha, and JVKE on Saturday and Big & Rich on Sunday, generating community spirit and showcasing Miami Beach in a positive light. Each evening also featured fireworks show. Other events included performers parties, a media day, and dignitary dinners. The events attracted an estimated **1.2 million spectators** and generated **2,055 hotel room nights** on Miami Beach. An estimated **27,500 people** visited the Display Village in Lummus Park over the weekend to view the military equipment on display. The event attracted local, national, and international media such as Audacy, Miami Herald, El Nuevo Herald, Sun Sentinel, WFOR CBS4, Patch.com, and many more, generating **2.1 billion media impressions**.

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

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

**Paraiso Miami Beach/Miami Fashion Week - FUNKSHION Productions LLC**

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

This 5-day event took place **June 8 – 11, 2023**, and presented a total of 45 events that brought the best designers from all around the world to showcase their newest collections in Miami Beach. The event attracted **14,000 attendees** and took place at numerous Miami Beach venues. All events were held in Miami Beach. The event did not generate hotel room nights but the event received national and international coverage from media outlets such as Yahoo! Entertainment/Finance, Daily Mail UK, Marca.com, Hollywood Life, Hola Magazine, Fashion Week Online, Parade.com, Bustle, Ocean Drive, Byrdie, FOX, and many others, generating **12,404,414,744 media impressions**. The fashion shows were featured on Fashion TV, Deco Drive and other international media outlets throughout the world, generating **72,377,357 in viewership**.

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

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

**FY 2022/2023**                    **\$15,000**

**Open House Miami – GMCVB F/A for Institute for Architecture & Design, Inc.**

Open House Miami is part of a global network of nearly 60 nonprofit organizations that have created a worldwide movement to open cities and engage citizens in conversations about how to shape the future of where they live. The event seeks to provide attendees with behind-the-scenes tours of individual cultural facilities including our various museums throughout the Greater Miami area and in Miami Beach, specifically, the Art Deco District. In the US, Miami is only the fourth city following NY, San Diego, and Chicago to hold this event. This event is supported by organizations such as GMCVB, Miami Design Preservation League, Dade Heritage Trust, The Miami Chapter of the American Institute of Architects as well as University of Miami and FIU’s Schools of Architecture among others and is set to take place for the first time in March 2024. This initial grant was requested to assist in the development of an initial marketing campaign that was launched in June, in anticipation of next year’s event, between June and September of 2023. To date, a total of 30 partners have been added with the number continuing to increase. Through their promotional efforts, a total of **280,305,446 media impressions** have been generated along with over **1,000 website hits** since its launch this year.

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

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

**American Black Film Festival - ABFF Ventures LLC**

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

The American Black Film Festival (ABFF) is an annual event dedicated to showcasing quality film and television content by and about people of African descent. It celebrated its 27<sup>th</sup> anniversary in 2023. The festival events, that took place **June 14 – 18, 2023**, included educational workshops, informative panel discussions, celebrity conversations, as well as networking receptions. In addition, independent features, documentaries, shorts, and web series are showcased along with preview screenings of studio and TV network programming. The festival’s 105 events, all took place in Miami Beach, attracted **6,500 attendees** and generated **485 hotel room nights** in Miami Beach. The festival also received local, national, and international coverage from media such as Empower Magazine, The Root, IMDb, JetMag.com, Miami New Times, and many more, generating **32,305,039,866 media impressions**.

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

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

**Miami Beach Classical Music Festival 2023 – Miami Music Festival, Inc.**

<b>FY 2022/2023</b>	<b>\$68,000</b>
FY 2021/2022	\$85,000
FY 2020/2021	\$90,000

The Miami Beach Classical Music Festival brought 150 talented pre-professional and emerging classical music artists ranging in age from 16-30 from 25 different countries to study and perform public concerts and operatic performances throughout Miami Beach, between **June 14 and July 23, 2023**. Performances included symphonic concerts, chamber music, and masterclasses culminating with 6 sold-out performances at the Faena Forum. A total of **21 performances** took place in various venues throughout Miami Beach. All were free but a select few offered upgraded seating. The festival attracted an estimated **20,000 attendees**, including the July 4th concert. As a result, a total of **1,161 hotel room nights** were generated in Miami Beach. Public concerts were held in local venues such as Faena Forum, Temple Beth Emanu-El, Ocen Drive Promenade, and the Betsy Hotel. Through a combination of promotional efforts and coverage, the festival generated **179,200,000 media impressions**.

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

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

## July 2023

### Miami Salsa Congress – Miami Salsa Scene

<b>FY 2022/2023</b>	<b>\$28,000</b>
FY 2021/2022	\$32,000
FY 2020/2021	\$40,000
FY 2017/2018	\$24,000
FY 2015/2016	\$28,000
FY 2012/2013	\$32,000
FY 2011/2012	\$42,500
FY 2010/2011	\$27,000
FY 2009/2010	\$27,000
FY 2008/2009	\$35,000
FY 2007/2008	\$41,400
FY 2006/2007	\$45,500

This 5-day festival took place **July 19 – 24, 2023**, is a 5-day dance event that consists of 30 professional dance instruction workshops; over 70 evening showcases; live music, trade shows, accommodations, and an exchange of social and cultural diversity. This event drew approximately **4,800 attendees** from around the globe who enjoyed dancing, shopping, and socializing throughout Miami Beach. The event attracted local, national, and international media attention, and generated **3,191,033 media impressions**. In addition, a total of **493 hotel room nights** were generated in Miami Beach. In addition, a total of 565 hotel room nights have been contracted at the Eden Roc Hotel. Events included an Opening Party; Kick Off Party, and several workshops, classes, and parties held at their host hotel, the Eden Roc.

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

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

## August 2023

The MBVCA did not receive any applications for this month

## September 2023

### 15<sup>th</sup> Annual Miami Takeover – The Miami Takeover

<b>FY 2022/2023</b>	<b>\$40,000</b>
FY 2021/2022	\$45,000
FY 2020/2021	\$30,000

This signature event for the mature urban traveler (ages 28-45), took place **September 1-4, 2023**. The aim of the event was to bring together like-minded individuals looking for a stress-free getaway and participate in several social events that included peer networking, an All-White Welcome to Miami event, an Art of Go-Go Music and Culture Exchange, and an HBCU pool party at the Marseilles Host Hotel. The event attracted **700 event participants** to the area, of which 93% were tourists. A total of approximately **216 hotel room nights** were generated as well as an estimated **3.7 million media impressions** through a combination of media partnerships and event coverage.

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

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

This 5-day sporting event was expected to take place **March 1 – 5, 2023**; however, the event was cancelled, and the grant was rescinded.

### Christopher Rollins, Chair



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 encourage 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.

### Peggy Benua, Vice Chair



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

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

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

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

Peggy is the recipient of the 2022 Miami Beach Chamber's "Excellence in Tourism" award, 2016 Miami Beach Commission for Women "Women Worth Knowing" Award, 2014 Recipient of the Red Cross "Sara Hopkins Woodruff Spectrum Awards for Women," and 2012 Recipient HSMIAI South Florida Chapter's "General Manager of the Year". In October 2016 she was listed by Florida Trend as a Miami Dade "Must Know Contact".

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



## Adrian Gonzalez, Board Member



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

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

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

## Steven Haas, Board Member



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

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

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

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

## George Neary, Board Member



George Neary was appointed to the MBVCA in January 2020. He is currently the President & CEO of Tours “r” Us, a tour company that curates tours concentrated on the historic communities of Miami Beach, the historic Art Deco District, MiMo resort architecture; Wynwood, Miami Design District, Little Havana, Little Haiti, Downtown Miami, Historic Overtown, Coconut Grove and beyond.

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

cultural tourism, heritage tourism, and gay & lesbian tourism.

Prior to his tenure at the GMCVB, George was the Executive Director of the Miami Design Preservation League of Miami Beach, Florida, where he was responsible for creating marketing and public outreach programs to preserve the historic Art Deco District, better known as South Beach, for seven years. He is currently serving as a Trustee for Dade Heritage Trust; is a past Trustee of Miami-Dade Art in Public Places, is a past board member of the Florida Trust for

Historic Preservation, Co-Chair of The Miami Beach Sister Cities International Miami Beach Committee, and a founding member of The Miami Beach Cultural Arts Council. Additionally, he for served 8 years and was a founding member on the Miami Beach Pride Committee; founding member of the Mayor’s LGBT Business Enhancement Committee and served for 7 years, holds membership in the Black Archives is a founding board member of the Greater Miami Gay & Lesbian Chamber of Commerce, and is an Advisor from Florida to The National Trust for Historic Preservation in Washington, D.C. He is also an adjunct professor at Miami Dade College and the former Chair/Member of the Board of Advisors at the Design and Architecture Senior High School (DASH). He is also on the Board of Directors and Fundraising Chair for the MDCPS Academy of Hospitality and Tourism (AOHT). George is also a Board member of the Ancient Spanish Monastery; Vice President of the Flamingo Terrace Enterprise; Vestry Board member of All Souls Episcopal Church in Miami Beach, and Board Member for the Miami Beach Visitor and Convention Authority. George was previously the President of Neary Enterprise in Brooklyn, New York, that created, directed, and administrated marketing, advertising, and promotional plans. He was Director of U.S. Marketing for AFS Intercultural Programs, Inc. the International student and teacher exchange program in New York. George was also with the Peace Corps for seven years as training and orientation coordinator, recruiter/publicist, and a volunteer in St. Vincent & The Grenadines, West Indies.

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

## Cori Rice, Board Member



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

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



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

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

David is a Miami Beach resident, a father of two boys, and enjoys a very physical and outdoor lifestyle around Miami Beach: jogging around the park, riding his bike around town and boating/spearfishing.

## Public Relations Total Placement and Pick Up Data

Year 13

Running Total

Total Pick Up Data	Date	Press Release/ Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
<b>October 2022</b>	10/3/2022	Miami Beach Announces Upcoming Events and Experiences in Honor of Recent World Tourism Day	219,273,282	\$2,027,196.39	446,835,041	\$ 4,130,451.25	446,835,041	4,130,451.25
	10/21/2022	Miami Beach Unveils New Experiential Tour App to Help Travelers Plan Customized Vacations	227,561,759	2,103,254.86				
<b>November 2022</b>	11/29/2022	Miami Beach Offers Variety of Activities and Experiences to Help Travelers Get Out of Their Comfort Zone in 2023	241,964,272	\$2,223,202.78	241,964,272	\$ 2,223,202.78	688,799,313	\$6,353,654.03
<b>December 2022</b>	12/28/2022	2022 Marks an Award-Winning Year for Miami Beach, Miami Beach Visitor and Convention Authority and Chairman	243,513,782	\$2,251,421.00	243,513,782	\$ 2,251,421.00	932,313,095	\$8,605,075.03
<b>January 2023</b>	1/10/2023	Miami Beach's Preserved Architectural History Awaits Design Enthusiasts in Anticipation of the 46 <sup>th</sup> Annual Art Deco Weekend	157,035,442	\$1,451,496.37	157,035,442	\$ 1,451,496.37	1,089,348,537	\$10,056,571.40
<b>February 2023</b>	2/11/2023	Miami Beach is a Sweet Spot in 2023 for Travelers Looking to Make Their Vacation Budget Go Farther	206,360,469	\$1,908,652.49	206,360,469	\$ 1,908,652.49	1,295,709,006	\$11,965,223.89
<b>April 2023</b>	4/5/2023	Experiential Apps and Resources Developed by the Miami Beach Visitor and Convention Authority Help Travelers Connect with the Destination Just in Time for Summer Vacation Planning	239,744,898	\$2,217,489.24	239,744,898	\$ 2,217,489.24	1,535,453,904	\$ 251,710,121.89
<b>May 2023</b>	5/3/2023	The Unofficial Summer Season Begins in May on Miami Beach with a Variety of Travel-Worthy Experiences and Activities	274,121,706	\$2,535,404.90	274,121,706	\$ 2,535,404.90	1,809,575,610	\$ 525,831,827.89
<b>June 2023</b>	6/13/2023	Connect with the Waters Campaign Highlights the Best Experiences on Miami Beach this Season	163,357,236	\$1,511,655.04	163,357,236	\$ 1,511,655.04	1,974,932,846	\$ 527,343,482.93
<b>July 2023</b>	7/31/2023	The Miami Beach Visitor and Convention Authority, The Miami Center for Architecture & Design and Greater Miami Convention & Visitors Bureau Unite to Bring Open House Worldwide to Miami for the First Time in March 2024	280,305,446	\$2,580,997.12	280,305,446	\$ 2,580,997.12	2,255,238,292	\$ 529,924,480.05
<b>August 2023</b>	8/7/2023	Miami Beach Delivers Luxury Spa Experiences and Rituals During Miami Spa Months	285,778,101	\$ 2,643,001.09	285,778,101	\$ 2,643,001.09	2,541,016,393	\$ 532,567,481.14
<b>September 2023</b>	9/30/2023	Miami Beach Recognized by World Travel Awards as "North America's Leading Beach Destination" and "North America's Leading City Destination" 2023	241,867,387	\$ 2,237,059.57	241,867,387	\$ 2,237,059.57	2,782,883,780	\$ 534,804,540.71
<b>YTD TOTAL</b>							<b>2,782,883,780</b>	<b>\$ 534,804,540.71</b>

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
<b>October 2021</b>	10/5/2021	Miami Beach Invites Travelers Seeking Warm-Weather Escapes to Enjoy Events and Special Offers All Season Long	134,419,759	\$13,441,975.90	134,419,759	\$13,441,975.90	134,419,759	\$13,441,975.90
<b>November 2021</b>	11/2/2021	Art Enthusiasts are Invited to Celebrate the Return of Art Basel Miami Beach, Along with Other Iconic Arts & Culture Events This Fall	170,785,415	\$17,078,541.50	170,785,415	\$17,078,541.50	305,205,174	\$30,520,517.40
<b>December 2021</b>	12/1/2021	Miami Beach Invites Travelers to Celebrate the Holiday Season with Festive Experiences and Luxurious Offerings All Season Long	162,635,100	16,263,510.00	356,986,174	\$35,650,862.80	662,191,348	\$66,171,380.20
	12/16/2021	The City of Miami Beach Reveals Plans for Miami Beach Live!	194,351,074	19,387,352.80				
<b>January 2022</b>	1/13/2022	Miami Beach Is the Epicenter of Travel-Worthy Experiences in 2022	210,653,305	\$ 1,948,543.07	210,653,305	\$1,948,543.07	378,777,437	\$68,119,923.27
<b>March 2022</b>	3/1/2022	Miami Beach Visitor and Convention Authority Encourages Art and Culture Enthusiasts to Discover Five Hidden Experiences Meant to Inspire	211,347,330	\$ 1,947,397.03	377,770,445	\$3,451,044.05	872,844,653	\$71,570,967.32
	3/31/2022	Miami Beach Pride Returns to the Destination with Collection of Celebrations and Experiences April 1 - 10	166,423,115	\$ 1,503,647.02				
<b>April 2022</b>	4/27/2022	Miami Beach's World-Famous Waters Inspire Seasonal Travel Experiences	206,834,353	\$ 1,794,697.32	206,834,353	\$ 1,794,697.32	1,457,449,451	\$ 73,365,664.64
<b>May 2022</b>	5/24/2022	Architectural Marvels Enhance the Traveler Experience on Miami Beach	219,659,690	\$ 1,961,170.65	219,659,690	\$ 1,961,170.65	1,677,109,141	\$ 75,326,835.29
<b>June 2022</b>	6/3/2022	Make an Impact This Summer on Miami Beach	170,506,603	\$ 1,575,490.90	170,506,603	\$ 1,575,490.90	1,847,615,744	\$ 76,902,326.19
<b>July 2022</b>	7/21/2022	Miami Beach Naturally Inspires Artists, Designers and Creators	205,844,823	\$ 1,801,062.80	205,844,823	\$ 1,801,062.80	2,053,460,567	\$ 78,703,388.99
<b>August 2022</b>	8/25/2022	Miami Beach Now Has Michelin Star and Recommended Restaurants, Making Miami Spice Twice as Nice this Year	193,208,889	\$ 1,700,205.92	193,208,889	\$ 1,700,205.92	2,246,669,456	\$ 80,403,594.91
<b>September 2022</b>	9/30/2022	Miami Beach Announces Upcoming Events and Experiences in Honor of Recent World Tourism Day	219,273,282	\$ 2,027,196.39	219,273,282	\$ 2,027,196.39	2,248,369,662	\$ 82,103,800.83
<b>YTD TOTAL</b>							<b>2,248,369,662</b>	<b>\$ 82,103,800.83</b>

Year 11

Running Total

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

Year 10

Running Total

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

Year 9 (Contract Extension)

Running Total

Total Pick Up Data	Date	Press Release/ Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
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
<b>YTD TOTAL</b>							<b>195,661,377</b>	<b>\$195,661.37</b>

Year 8

Running Total

Total Pick Up Data	Date	Press Release/ Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
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	Shhhh... 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				
<b>YTD TOTAL</b>							<b>1,042,610,221</b>	<b>\$1,041,811.24</b>

## Year 7

Running Total

Total Pick Up Data	Date	Press Release/ Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
<b>July 2017</b>	7/7/2017	Fun in the Sun: A Traveler's Guide to Miami Beach	89,835,531	\$89,835.53	179,607,527	\$178,544.53	179,607,527	\$ 178,544.53
	7/18/2017	Miami Beach Takes Hospitality Service to New Heights with Comprehensive City-Wide Training	89,771,996	\$88,709.00				
<b>August 2017</b>	8/8/2017	A Labor of Love: Miami Beach hosts dozens of Cultural Culinary and Cool Events Labor Day Weekend	89,578,430	\$89,578.43	89,578,430	\$ 89,578.43	269,185,957	\$ 268,122.96
<b>September 2017</b>	9/15/2017	Miami Beach Invites Vacationers Back to the Beach	95,160,376	\$95,160.38	95,160,376	\$ 95,160.38	364,346,333	\$ 363,283.34
<b>October 2017</b>	10/4/2017	Travel to Miami Beach for a Cause During Breast Cancer Awareness Month	85,239,833	\$85,239.00	166,634,295	\$168,633.46	530,980,628	\$ 531,916.80
	10/16/2017	Miami Beach Welcomes Beach Lovers with Special Travel Offers this Winter Season	81,394,462	\$83,394.46				
<b>November 2017</b>	11/13/2017	Miami Beach Helps Travelers De-Stress During the Holiday Season	82,839,382	\$82,839.38	82,839.382	\$ 82,839.38	613,820,010	\$ 614,756.18
<b>December 2017</b>	12/8/2017	Miami Beach Calls All Snowbirds to Enjoy a Tropical Getaway this Holiday Season	84,384,986	\$84,384.99	84,384,986	\$ 84,384.99	698,204,996	\$ 699,141.17
<b>January 2018</b>	1/9/2018	Miami Beach 2018 is an Instagram Lover's Paradise Destination	82,717,284	\$82,717.82	82,717,284	\$ 82,717.82	780,922,280	\$ 781,858.99
<b>February 2018</b>	2/6/2018	Miami Beach is a One-Stop Vacation Destination for Millennial Travelers	82,120,684	\$82,120.68	82,120,684	\$ 82,120.68	863,042,964	\$ 863,979.67
<b>March 2018</b>	3/14/2018	Miami Beach Welcomes Travelers and Their Pets with Pet-Friendly Hotels and Perks	81,834,605	\$81,834.61	81,834,605	\$ 81,834.61	944,877,569	\$ 945,814.28
<b>April 2018</b>	4/4/2018	Miami Beach Welcomes LGBTQ Travelers from Around the World to Celebrate this April	82,136,803	\$82,136.80	194,798,535	\$475,112.53	1,139,676,104	\$1,420,926.81
	4/19/2018	Forbes Audio News Release	31,146,000	\$311,460				
	4/25/2018	Miami Beach Hosts Second Annual City-Wide Training for Local Hospitality Industry and Businesses to Further Elevate High Standard of Service	81,515,732	\$81,515.73				
<b>May 2018</b>	5/14/2018	Vacation Like a Celebrity in Miami Beach This Summer	81,681,836	\$ 81,681.64	81,681,836	\$ 81,681.64	1,221,357,940	\$1,502,608.45
<b>June 2018</b>	6/11/2018	Miami Beach Celebrates Summer with Specialty Experiences and Events for Vacationers	81,119,178	\$ 81,119.18	81,119,178	\$ 81,119.18	1,302,477,118	\$1,583,727.63
<b>YTD TOTAL</b>							<b>1,302,477,118</b>	<b>\$,1583,727.63</b>

## Year 6

Running Total

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



Year 5

Running Total

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

Year 4

Running Total

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

Total Pick Up Data	Date	Press Release / Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
July 2013	7/9/2013	Miami Beach Presents Fashion Swim Week 2013	114,200,703	\$1,142,007.03	126,583,853	\$1,203,476.39	234,554,149	\$688,356.03
	7/15/2013	Additional Coverage: Miami Beach Presents Fashion Swim Week 2013	12,383,150	\$61,469.36				
	7/23/2013							
August 2013	8/13/2013	Superstar Architect Rem Koolhaas Chosen to Design New Miami Beach Convention Center	102,644,538	\$1,026,445.38	102,644,538	\$1,026,445.38	337,198,687	\$5,714,801.41
September 2013	9/17/2013	What's In A Name	185,287,882	\$1,852,878.82	185,287,882	\$1,852,878.82	522,486,569	\$7,567,680.23
October 2013	10/15/2013	Miami Beach Continues To Attract "Everything New" as The City Evolves Into One of the Most Intriguing And Hottest International Destinations	185,338,404	\$1,853,384.04	185,338,404	\$1,853,384.04	707,824,973	\$9,421,064.27
November 2013		Harris Poll Conducted - No Press Release				\$-	0	\$-
December 2013	12/18/2013	Notable Nightlife and Sexy Scene Draw Visitors to Miami Beach	19,016,024	\$1,400,896.91	19,016,024	\$1,400,896.91	726,840,997	\$10,821,961.18
January 2014	1/20/2013	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 Sun-care 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
<b>June 2012</b>	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
<b>July 2012</b>	7/17/2012 07/18/2012- 07/20/2012	Hot Models, Hot Swimwear, Cool Miami Beach Additional Coverage: Funkshion; SwimShow, Mercedes Benz Fashion Week	553,426,263 73,677,285	\$209,550.33 \$116,218.91	627,103,548	\$325,769.24	1,207,108,567	\$533,108.54
<b>August 2012</b>	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
<b>September 2012</b>	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
<b>October 2012</b>	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
<b>November 2012</b>	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
<b>December 2012</b>	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
<b>January 2013</b>	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
<b>February 2013</b>	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
<b>April 2013</b>	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
<b>May 2013</b>	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
<b>June 2013</b>	6/6/2013	Miami Beach's Heat Factor: Can It Get Any Hotter?	107,970,296	\$363,141.94	107,970,296	\$363,141.94	3,913,341,910	\$3,484,879.64
<b>YTD TOTAL</b>							<b>3,913,341,910</b>	<b>\$3,484,879.64</b>

## Year 1

Running Total

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
<b>June 2011</b>	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
<b>August 2011</b>	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
<b>September 2011</b>	9/15/2011 9/16/2011 9/28/2011	Orgullo Pitch Legendary Architect Zaha Hadid Chosen to Design Miami Beach Parking Garage at Collins Park Miami Beach Launches Gay Friendly Hospitality Program	217,163 445,138,341 175,523,902	\$424.50 \$2,033,293.00 404,615.00	620,879,406	\$2,438,332.50	850,919,505	\$2,562,714.12
<b>October 2011</b>	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
<b>November 2011</b>	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
<b>December 2011</b>	12/1/2011 12/8/2011	Art Basel CBS Segment Miami Beach Ranks Number One on TripAdvisor's List of Top Winter Sun Vacation Rental Getaway Destinations for 2011	382,304,536 3,010	\$822,065.80 \$1.00	382,307,546	822,066.80	1,258,148,496	\$3,449,972.02
<b>January 2012</b>	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
<b>February 2012</b>	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
<b>March 2012</b>	3/1/2012 3/20/2012	Influx of Celebrity Chefs makes Miami Beach a new foodie haven Building a Sustainable Paradise	4,320,844 389,052,969	\$2,318.27 \$229,302.33	393,373,813	231,620.60	2,265,159,693	\$4,260,861.77
<b>April 2012</b>	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
<b>May 2012</b>	5/10/2012	The Miami Beach Visitor and Convention Authority is Bringing a Fresh Perspective, Encouraging Cultural Events and Helping to Drive the Economic Engine of Miami Beach	549,262,442	\$210,258.33	549,262,442	210,258.33	3,416,581,560	\$4,688,633.93
<b>YTD TOTAL</b>							<b>3,416,581,560</b>	<b>\$4,688,633.93</b>