

MIAMI BEACH VISITOR AND CONVENTION AUTHORITY  
Program of Work 2016.2017

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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.



It was my honor, just recently, to personally collect the MBVCA's award for North America's Leading Tourism Board at the World Travel Awards Caribbean & North America Gala Ceremony 2016. The World Travel Awards™ was established in 1993 to acknowledge, reward and celebrate excellence across all key sectors of the travel tourism & hospitality industry. It is recognized globally as the ultimate hallmark of quality, with winners setting the benchmark to which all others aspire.

The award was a testament to the hard work we have done as a board to ensure Miami Beach is top of mind with visitors and media, front and center at all times with our audiences: reporters, residents, tourists, the LGBT community, artists, health and wellness experts, and other invested partners. This has been a year of challenges and resiliency, of tests and trials, of accomplishments and successes and incredible achievements in light of all that is happening in the world and in our beautiful city.

We tackled head-on the obstacles we faced by getting ahead of it with an integrated approach incorporating preventative measures, as well as developing positive and accurate messages, influencer activations, distribution of factual information nationally and regionally and working with local entities to create a platform of awareness that provided the public with resourceful and authentic information.

Miami Beach is a wonderful, well-rounded, 360-degree city and no challenges, large or small, will mar our magic. The City is a one-stop shop for relaxation, a beach getaway, arts and culture, 5-star cuisine and restaurants, day and nighttime entertainment, sporting activities, outdoor adventures and so much more. Miami Beach remains the key driver for South Florida tourism. Nearly fifty percent of overnight visitors to the Greater Miami area stay in Miami Beach. In 2015, 58.6% of visitors to South Florida said that the "Beaches" were the most liked feature of South Florida; 40.4% named South Beach/Ocean Drive and 22.2% named the Art Deco District as their favorite feature. We are loved by so many.

As we enter 2017, our resiliency and positivity will not wane. The City of Miami Beach's Environmental Resources Management Division is currently working to reduce impacts to the City's natural resources through the development and implementation of strategic environmental infrastructure, determined to build a leading urban environmental foundation while working to conserve the resources we currently have. Upcoming plans include: updating the storm water master plan to reflect the latest science and data; working with flood insurance providers regarding City initiatives; developing sea level rise mitigation plans for today as well as 20-year and 50-year plans including evaluation of roadways and facilities; enhancing education and marketing programs informing residents about bicycle paths and bike lanes in Miami Beach and promoting bike friendly capital projects currently underway. The city is also developing infrastructure to ensure Miami Beach - in the next 20 years - is the "most mobility friendly" city and "most aging population friendly" city in the world.

There is a lot already underway and a lot to do, but as a board and as a city we are resilient and strong. Miami Beach is truly "Like no other place in the world" and it is only getting better.



As we enter 2017, the Miami Beach Visitor and Convention Authority is proud to have been named North America's Leading Tourist Board by the prestigious World Travel Awards. Competing against other top destinations, Miami Beach was chosen by over 600,000 industry voters beating out NYC & Company, Arizona Office of Tourism, Destination DC, Hawaii Tourism Authority, Las Vegas Convention and Visitors Authority, Los Angeles Tourism & Convention Board, Visit Orlando and VisitFlorida among others.

In addition, the city continued to be honored with other awards and accolades, winning its first-ever Travvy Award in the "Best Wedding Destination, U.S. & Canada" and for the 3rd consecutive year a coveted Travel Weekly Magellan Award, which honored Miami Beach as the best "Beaches" destination in North America. The destination has also been featured in top-tier media all year long including the New York Post, the Washington Post, the New York Times, Condé Nast Traveler, Travel + Leisure, and Fodor's Travel, among many others. The Beach was covered by journalists in the categories that matter to us: Leisure & Lifestyle, Global LGBT, Arts & Culture and Sports & Entertainment.

Miami Beach is truly "Like No Other Place in the World," from our beaches to hotels to our rich culture and unparalleled culinary offerings. We are a cosmopolitan city and a premiere international destination that has the sophistication and the resources to ensure the safety of our visitors. The city's reputation, place on the world stage and immense likability has successfully mitigated any challenges we've faced this year as we continue to protect and defend the Miami Beach brand, moving swiftly and decisively to confront any issues we've faced. The MBVCA and the GMBHA joined hands to protect our guests and assure residents and visitors that there is no reason to worry.

As we move into 2017, our focus and strategy remains on point, with targeted campaigns, projects and plans in the works to enhance the lives of residents and provide an enriching experience for visitors especially as our hospitality sector continues to grow exponentially. Miami Beach is teeming with new hotels some of them global brands, some of them North American debuts. Many luxury international brands, such as Argentina's Faena and Singapore's COMO Hotels and Resorts, have recently made their US debuts in Miami Beach.

As both leisure and business travelers venture to Miami Beach, we're preparing for them with construction underway to completely refurbish the Miami Beach Convention Center (MBCC) to attract more convention business. The convention center is projected to be completed in 2018 and is expected to generate close to \$5 billion over 30 years.

Miami Beach also continues to check its environmental health with sustainable actions by the city as well as private businesses like hotels and restaurants who are doing their part to up their green game with a wealth of eco-friendly programs and packages. In addition, the City of Miami Beach's \$15 million investment in stormwater pumps to diminish the highest tides on the beach and Pump stations that have minimized flooding have done wonders for quality of life here.

We are excited and thrilled by all the MBVCA board and the City of Miami Beach has accomplished this year and all we have to look forward to in 2017 as we continue to increase our share of the tourism and travel market in the categories that are important to us: Art, Wellness, Culinary, LGBT, Sports and Leisure. We are also looking forward to the wealth of sophisticated and urbane happenings coming our way including the reopening of the Bass Museum, the launch of the Faena Forum, the annual Art Basel art fair and the 2017 World OutGames.

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

*Impact Analysis*

In over a decade of annual strategic review and analysis, the MBVCA has developed, reviewed, and implemented funding support for specific categories of interest that continue to produce increased room nights, strengthened global branding and, attracting visitors to Miami Beach. The MBVCA continually reviews the success of funding in these categories and, when data support future funding, the MBVCA recruits events and projects therein.

<b>Core Initiative</b>	<b>Hotel Room Nights</b>	<b>Viewership</b>	<b>Impressions</b>
Cultural Tourism	824	2,000,000	1,725,729,409
Customer Service	0	0	0
Design and Architecture	0	0	0
Entertainment and Nightlife	2,440	208,556,650	14,135,117,887
Festivals	0	20,000,000	3,074,120,590
Film and Fashion	2,893	341,000,000	7,682,150,603
Gay and Lesbian	1,784	1,000,000	1,550,093,627
Group Stimulus	8,548	0	413,107,740
Health and Wellness	3,876	16,700,000	9,592,132,451
Promotional Campaign	0	0	0
Wine and Food	3,036	32,000,000	1,782,708,666
<b>TOTAL</b>	<b>23,401</b>	<b>605,256,650</b>	<b>39,971,565,473</b>

*Destination Marketing 2016-2017*

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

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

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

They were also under contract to support grant recipients, who are expected to have their own mechanisms for promotion and marketing; however, many of the grant recipients' events are central to the major categories developed by the MBVCA and the firm and may be the beneficiary of additional press support if and when the story has CMB or MBVCA merit.

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

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

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

H+K submitted entries for the Travvy Awards where Miami Beach won for Best Wedding Destination-US & Canada, with the MBVCA placing 3rd for the Best Tourism Board-US. H+K also submitted entries, and consequently secured nominations, for the World Travel Awards in the categories of North America's Leading Beach Destination, Honeymoon Destination, and Tourist Board. The MBVCA was honored to have been named North America's Leading Tourist Board. Competing against other top destinations, Miami Beach was chosen by over 600,000 industry voters beating out the Arizona Office of Tourism, Destination DC, Hawaii Tourism Authority, Las Vegas Convention and Visitors Authority, Los Angeles Tourism & Convention Board, New Orleans Tourism Marketing Corporation, NYC & Company, Visit California, Visit Orlando and VisitFlorida. The World Travel Awards™ were established in 1993 to acknowledge, reward and celebrate excellence across all key sectors of the travel tourism & hospitality industry. Today, the World Travel Awards™ brand is recognized globally as the ultimate hallmark of quality, with winners setting the benchmark to which all others aspire. The world winners will be announced at the Grand Final Gala Ceremony on December 2, 2016 in the Maldives.

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

In 2016/2017, H+K will continue the creation and distribution of monthly press releases. Releases will be placed on the Wire as necessary and targeted public relations pieces will be translated into other languages for distribution in targeted markets. They will also develop a new Targeted Events List to recruit world-class events to the destination. In addition, H+K has committed to hosting 4 additional FAM trips during the upcoming fiscal year. The Guest Blogger Program will continue on a monthly basis, targeting individuals within the tourism industry with a quarterly video blog beginning in October 2016.

### *Mobile API*

On January 13, 2012, the MBVCA released an RFP for the development of a Miami Beach-focused web-based digital content management system (CMS) and modifiable database to support 3<sup>rd</sup> party mobile applications via an application programming interface (API). An API is a set of routines, protocols, and tools for building software applications. A well-developed API would make it easier to develop a program by providing all the building blocks. The ultimate goal of this project was to develop an all-encompassing database of Miami Beach assets to include hotels, restaurants, and cultural institutions that would then allow Mobile Application developers to create a Miami Beach-specific "App" accessible through tablets and smartphones. The project was awarded to Just Program LLC dba Solodev on May 22, 2012 for a period of one year.

The MBVCA purchased the domains MIAMIBEACHAPI.COM and MBDATALINK.COM and has developed a website for developers to log into and pull information from in order to create mobile applications.

During FY 2012/2013, the MBVCA renewed the contract with Solodev for the development of additional forms for the categories such as lifeguard stands, Art in Public Places, and popular film sites; information not readily available. The API participated in several local hackathon events where the API could receive additional exposure before it was released to the market.

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

During this past fiscal year 2015/2016, the MBVCA launched its multi-level marketing plan for the API. A three-tiered approach was developed to include community outreach (local business awareness), developer outreach (local and national) and event planning. In preparation for this outreach, the MBVCA engaged in a complete update of the API database website. This updated website included a more modern look, also making it easier to navigate. Part of this approach also included reaching out to the local Visitors Centers to educate them on the App and how beneficial it is towards the tourist community. Rack cards were distributed to local visitor centers and Visit Florida Visitors' Centers throughout the state. MBVCA staff also met with various city departments to promote the use and data exchange within the API and the City website and their newly developed Apps. The MBVCA continued to promote developer awareness about the API through the participation in sponsored events that included hackathons and online contests. The MBVCA sponsored the 2016 MangoHack event at Florida International University (FIU). Over 300 developers from across the state gathered to develop new websites and applications over the course of 72 hrs. The Miami Beach API was showcased and used by many developers to facilitate access to City data, which would otherwise be unavailable. Several groups utilized the Miami Beach API and some incorporated a chat feature into their App so they could chat amongst each other, during the event. Staff also attended the eMerge Americas Conference to become better versed in the latest technologies.

A new version of the App (2.0) was released in fiscal year 2015/2016 for both Android and iOS platforms. The latest version of MBI included new and exciting features for the end-user. The newest features included a side-swipe feature; listing the information in an A-Z format; new categories that included Shopping, Nightlife, Art & Culture, and Restaurants; and the creation of the "My Miami Beach" section where users can add events, photos, and itineraries as they navigate the App. In addition, the App added a "Deals" section that has special promotional rates or offers developed by MBVCA grantees. This cross-promotional effort increases the number of downloads the App receives, while also assisting with the promotion of MBVCA-funded events. The promotions in the "Deals" section were also posted to the various MBVCA social media pages such as Facebook, Twitter, and Instagram. The App has now been downloaded over 6,500 times across both mobile platforms. Approximately half of all downloads come from European users seeking to learn about Miami Beach.

In FY 2015/2016, an API Access Policy was also developed to ensure appropriate and secure access to the API. This allowed the Miami Beach Chamber of Commerce and other local organizations who wished to host the API on their own sites.

During the upcoming fiscal year 2016/2017, the MBVCA will be continuing their marketing efforts and will continue to work with the City to incorporate the API into the City's website. In addition, a paid sponsorship option for businesses will be developed and offered within the "Deals" section of the App. A new rack card will be developed and displayed at Miami Beach Visitor Centers and Visit Florida Visitors Centers across the state. The API will also add new categories to include legal short-term rentals.

### *Visual Memoirs Project*

On June 3, 2011, the MBVCA released a Visual Memoirs Project RFP. The goal of this RFP was to recruit a qualified organization to record and catalogue eyewitness accounts to the history of the CMB through personal interviews, creating collateral materials about the history of Miami Beach and identifying comprehensive exhibit

concepts that could be implemented. On October 1, 2011, the MBVCA awarded a contract for a period of one year to the Miami Design Preservation League (MDPL), who partnered with Close-Up Productions.

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

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

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

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

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

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

A total of 93 interviews have been transcribed and archived to date.

In FY 2016/2017, the project is expected to enhance its community and visitor awareness of the Portal through partner organizations' cross-promotional efforts and increased social media integration. A new set of interviews are also expected.

### *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:

- **2016 Food Network South Beach Wine & Food Festival** - This 4-day wine, spirits, and culinary celebration took place **February 25 – 28, 2016**. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately **61,455 people** attended the various events and generated approximately **2,575 hotel room nights** in Miami Beach alone. The Festival received both national and international coverage, generating **1,687,898,693 media impressions**. A total of 87 events took place, of which 65 were held on Miami Beach. They included Director's Welcome Party, Alain Ducasse Dinner, Tacos After Dark, Oyster Bash, The Art of Tiki, Dolce Brunch, Chicken Coupe, Chef After Party, Lucky Chopsticks, and many more.
- **2016 Miami Marathon and Half Marathon; Tropical 5K; Health and Fitness Expo** - This full marathon (26.2 miles), half marathon (13.1 miles), and Tropical 5K (3.1 miles) took place throughout Miami Beach **January 21 – 24, 2016**. The full and half marathons hosted participants from all 50 states and 84 countries, generating **63,561 participants**. In addition, the Health and Fitness Expo, held at Mana Wynwood this year, kicked off on Friday and was **attended by 24,276 people** over the two days. The 5K attracted **2,285 participants**, with a **total of 10,000 spectators** generated over the course of the weekend. The Kids Run Miami event brought in an **additional 2,500 participating students**. A total of **33 hotel room nights** were tracked in Miami Beach. The event received **1,261,072,281 in media and marketing impressions**, including **16,700,000 in television viewership** through the event broadcast on Tuff TV. The event also aired on Comcast SportsNet in Chicago and Philadelphia and in a Spanish version to an international audience. Local, national and international media placement and coverage included The Miami Herald, Runner's World, Canadian Running, Women's Running, ForbesTravelGuide.com, MySanAntonio, and many more.
- **Miami Beach Bowl** - The Miami Beach Bowl, a postseason college football game under the ownership of the American Athletic Conference, held its second annual game and ancillary events **December 19 – 21, 2015**. The game took place at Marlins Stadium while the ancillary events took place on Miami Beach. The event had over **20,000 in attendance** throughout the five days and generated **1,279 hotel room nights** in Miami Beach. Events included the South



Beach Soiree VIP Party, Lady's Day Sailing Excursion, a Welcome Bash and BBQ, the Battle of the Bands, and the Last Blast Pep Rally. In addition, the game aired on ESPN and generated **1,151,826 in viewership**. The events generated over **2,000,000 media impressions**.

- **NATPE Market & Conference 2016** - NATPE Market & Conference 2016 took place **January 19 – 21, 2016** and attracted **4,450 attendees**. This 3 day event is the global content marketplace for a digital world and the only American program market serving the worldwide television/content community. Events took place at the Fontainebleau and Eden Roc Hotels and generated **8,548 hotel room nights**. Events included a welcome party, the NATPE Content First Market & Global Conference, an Opening Night/50th Anniversary Party, and Brandon Tartikoff Legacy Award Reception & Ceremony. The event received local, national, and international media coverage from outlets such as TV Latina, Newsline Report, Variety, World News Report, Bloomberg News, and many more. The event generated **409,892,425 media impressions** as a result of paid advertisement and coverage.

### *Partnerships & Collaboration*

Leaders, staff and members of the MBVCA spend hundreds of hours with partners and City leaders to brainstorm ways to increase tourism and to improve visitors' experiences during their stays. The MBVCA receives just a small portion of the resort tax budget and pays the CMB to collect that tax. The MBVCA leverages those tax dollars through the work of its team of dedicated volunteers and its four extraordinary professionals. The MBVCA is audited annually by the CMB's outside contracted CPA firm. The annual audit is provided to the CMB and the MBVCA has had a clean audit every year, for the past 16 years.

### *About the MBVCA Grant Program*

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

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

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

### *Annual Review and Analysis of Grant Structure*

The MBVCA reviews strategy and funding priorities annually. After review and analysis of its funding strategies for FY 2015/2016, the MBVCA:

- Maintained the minimum requirements in place and the maximum grant request at \$45,000 for the Major One Time Special Event category and \$40,000 for the Special Events Recurring category.
- Maintained the minimum requirements in place and the maximum grant request at \$90,000 for the Special Projects category and \$85,000 for the Special Projects Recurring category.
- Maintained the existing declining scale.
- Maintained the minimum requirements in place and the maximum grant request for the Film Incentive Grant Program, Tourism Partnerships, and Initiatives grant categories, all at \$30,000.
- The North Beach Incentive Grant Program was renewed to encourage the enhancement of tourism in the North Beach area of Miami Beach.
- The Film Incentive Grant Program was renewed to continue to encourage film productions in Miami Beach.
- The Cultural Tourism Grant Program was retired. Those funds were reallocated towards attracting new and innovative events to Miami Beach.

Additional grant revisions included:

- Making grant contracts available in electronic format within the Application Portal of the MBVCA's website, solely for the grant applicant's retrieval, through a log in process, with hard copies mailed to grant recipients.
- Accepting Final Reports and all supporting documentation were accepted via email.
- Reviewed comments made during previous years' Board meetings and exit interviews with grant applicants during their pre-proposal conferences for the next funding year.
- Updated Application Portal for grant applicants' ease of use.
- Revamped the Application Portal to include a multi-step approval/submission process.

### *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.

The MBVCA has been a member of 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 2014/2015, the MBVCA developed a Database Administrator position in order to maintain the database established through the API and work with Miami Beach businesses to ensure the most updated information about their business is listed within the API. As a result, the MBVCA hired a professional clerk to assist the team in daily tasks. All MBVCA employees are notaries public for the State of Florida.

In 2015/2016, MBVCA employees attended customer service seminars to further enhance their skills. The MBVCA purchased new equipment to include a GoPro camera and new printers in order to assist with social media campaigns and a more efficient office.

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

Key Intended Outcome	FY 2016/2017 Strategy	FY 2016/2017 Initiative	FY 2015/2016 Accomplishments
<p>Increase tourism related business activities through strategic funding</p>	<p>Continue to develop enhanced, stronger collaborations in tourism locally and worldwide through the assistance of a PR firm and other partners</p> <p>Be alert to opportunities and partnerships</p> <p>Partner effectively with the City of Miami Beach</p>	<p>Enhance outreach to community and potential partners</p> <p>Partner with the City of Miami Beach on upcoming branding/merchandising campaign</p> <p>Continue to review/analyze funding strategies on an annual basis</p> <p>Continue to provide API services for developers in order to maintain the City of Miami Beach at the technical forefront of the industry</p> <p>Continue to place emphasis on the MBVCA's Core Initiatives:  Cultural Tourism  Customer Service  Design and Architecture  Entertainment and Nightlife  Festivals  Film and Fashion  Gay/Lesbian  Group Stimulus  Health and Wellness  Promotional Campaigns  Technology  Television Origination  Wine and Food</p> <p>Continue to update API platform for the City of Miami Beach for travel related inventory that can be expanded</p> <p>Continue to partner with GMCVB on marketing and PR efforts</p> <p>Continue to work closely with the City of Miami Beach and act as a liaison as needed</p>	<p>The Miami Beach Chamber of Commerce utilized the MBVCA API to assist with their new website design</p> <p>Funded 39 projects in FY 2015/2016</p> <p>Developed an API Strategic Plan</p> <p>Continued outreach to Miami Beach hoteliers to encourage their participation on the API; granting them access to their specific property(ies) to maintain the most updated information available</p> <p>Miami Beach Information App (version 2) was launched in June 2016. The App has been downloaded over 7,055 times on Android and IOS platforms, since its first release in March 2014</p> <p>Enhanced the promotion of the Mobile App to enhance visitors' experiences prior to and during their visit to Miami Beach, through the display of rack cards within partner Visitors Centers and Hotels.</p>
<p>Enhance City of Miami Beach brand name</p>	<p>Bring positive global visibility to the City of Miami Beach</p>	<p>Translate press releases written by PR firm to increase outreach in Latin America</p> <p>Develop a Video Blog highlighting all of Miami Beach's assets and share via social media outlets for increased visibility</p> <p>Continue to focus efforts on "Media Buckets" developed by PR firm Hill &amp; Knowlton: Arts &amp; Culture/Culinary, Global LGBT, Leisure/Lifestyle, Sports/Celebrity/Entertainment, Shopping Tourism/Music Scene</p> <p>Continue FAM Trips through H+K and GMCVB</p> <p>Continue Guest Blogger Program</p> <p>Continue to write new press releases to be distributed to appropriate press/media outlets including placing them on the wire when appropriate</p> <p>Continue to post press releases and stories to the MBVCA blog and website to enhance communication efforts with the community</p> <p>Continue and expand social media campaign</p> <p>Continue to investigate/review professional publications for tourism-related news that may directly affect the destination or the industry as a whole, with the assistance of our PR Firm</p>	<p>Renewed Public Relations Services contract with H+K/SAMCOR for a period of one year</p> <p>Continued the Guest Blogger Program that reaches 5,692 readers a month</p> <p>H+K hosted 5 FAM Trips, increasing media exposure to the destination.</p> <p>Continued promotion of MBVCA social media pages through the posting of images taken throughout Miami Beach. The Facebook page currently has 2,823 likes; Twitter currently has 413 likes; with 147 followers on Instagram, and 24 on Pinterest.</p>

Key Intended Outcome	FY 2016/2017 Strategy	FY 2016/2017 Initiative	FY 2015/2016 Accomplishments
Develop, fund and support world-class events and festivals that can be repeated annually	<p>Continue to expand Miami Beach's visibility through the recruitment and development of unique world-class events</p> <p>Work with H+K to attract world-class events to Miami Beach</p>	<p>Recommit MBVCA's dedicated resources to funding festivals and special events within the MBVCA's thirteen core initiatives</p> <p>Continue to recruit opportunities globally</p> <p>Continue to sustain and retain successful events</p> <p>Meet with potential partners worldwide to attract transformative events to Miami Beach and strengthen Miami Beach brand equity</p> <p>Work with the Greater Miami Hotel and the Beaches Hotel Association (GMBHA) to disseminate information about the newly completed API and App</p> <p>Participate on the LGBT Hospitality Council</p> <p>Work with the GMBHA on counteracting illegal short-term rentals in order to protect resort tax collection</p>	<p>H+K continued to recruit events from around the world to include the Hangout Festival, Festival of Lights, and Masterpiece Fair</p>
Strengthen and develop additional tourism partnerships	<p>Benchmark other comparable tourist destinations for ongoing creative/watershed/cutting-edge programs</p>	<p>Continue to partner with the Miami Beach Chamber of Commerce to submit articles for inclusion in their bi-weekly publication, "Miami Beach News"</p> <p>Continue to work with MDPL to develop additional interviews and cross promote through social media outlets</p> <p>Participate on the LGBT Hospitality Council</p> <p>Work with the GMBHA on counteracting illegal short-term rentals in order to protect resort tax collection</p> <p>Continue to partner with Visit Florida through the promotion of the Miami Beach Information App</p>	<p>PR Firm of record assisted in developing stories for placement in the Miami Beach Chamber of Commerce publication and others, and also provided content from the MBVCA to our blog, in addition to their monthly press releases and wire placements</p> <p>Renewed the Visual Memoirs Project funding for the fifth year with Miami Design Preservation League in partnership with Close-Up Productions. Also funded the "Window on Miami Beach" project, a digital promotional portal</p> <p>Evolved the partnership with Visit Florida through the distribution of rack cards promoting the Miami Beach Information App within their Visitors Centers</p> <p>Staff and members continued to play active roles in GMCVB Committees, such as the Sales and Marketing Committee</p>
Improve and maintain communications strategies among board members, City of Miami Beach leadership, partners and applicants	<p>Increase organizational visibility through the MBVCA's PR firm Hill &amp; Knowlton</p> <p>Develop enhanced public relations efforts and employ communications strategies effectively to publicize MBVCA efforts, goals and successes</p> <p>Report and analyze grant impact in Program of Work</p> <p>Report to board members in a timely manner that empowers them effectively and collaboratively</p> <p>Ensure volunteer and professional oversight of budget. Work efficiently with auditors</p> <p>Inform board members about grant recipient events' developments and successes highlighted within the media</p>	<p>Continue to build improved global image through press strategy including social media</p> <p>Continue to investigate industry awards and grants</p> <p>Continue to present annual Program of Work to City Commission and other partners</p> <p>Continue to provide daily updates to Board members regarding PR efforts and overall media impact</p> <p>Continue to work with the City to ensure an effective auditing process</p> <p>Continue to provide board members with grant recipients' results through economic impact data compiled</p> <p>Participate in industry shows</p>	<p>Advertised grant deadlines in English and Spanish, electronically and in print, through the Miami Herald and El Nuevo Herald</p> <p>Distributed daily, weekly, and monthly PR reports to Board Members, via email</p> <p>Increased Social Media outreach developed through the MBVCA Facebook page, with links to the MBVCA Twitter account</p> <p>Developed Instagram and Pinterest accounts</p> <p>Grant deadlines were distributed through Constant Contact, with a link posted to the MBVCA's Facebook and Twitter pages</p> <p>Posted all press releases and Miami Beach News articles written by H+K to the MBVCA website and blog</p> <p>Won the Travvy Award for the Best Wedding Destination, US &amp; Canada and 3rd place for Best Tourism Board – US</p> <p>Won the North America's Leading Tourism Board award in 2016.</p> <p>Submitted an entry for Visit Florida's Flagler Awards for the Miami Beach API and App</p>

Key Intended Outcome	FY 2016/2017 Strategy	FY 2016/2017 Initiative	FY 2015/2016 Accomplishments
<p>Be alert to horizon issues including service and attitude, weather, economic changes, political issues, interceptor cities, air lift, etc.</p>	<p>Continue to monitor local, state and federal agencies for policies/issues affecting tourism and the destination</p> <p>Continue to assist in strengthening a destination-wide Guest Services Program by expanding The Customer and You- Certificate Program in Service</p>	<p>Review and enhance crisis and hurricane plan as needed</p> <p>Continue to maintain vigilance relative to any and all tourism threats</p> <p>Create a Customer Service Webinar/Online Program as part of the MBVCA funded Customer and You Program and offer the program in multiple languages to include English, and Spanish</p> <p>Continue to review program successes as required, in an advisory capacity</p>	<p>Worked with City of Miami Beach to counter negative press</p> <p>Continued funding the Customer &amp; You Certificate Program in Service to enhance customer service to our visitors</p>
<p>Improve, review, and refine grant making process</p>	<p>Grant effectively and impartially to support goals that achieve maximum impact, within budgetary limits</p> <p>Refine methodology for measurements: improve collection of economic impact data</p>	<p>Further define Funding Restrictions to include local marketing costs and organizations who have not filed their prior year's final report</p> <p>Include restrictions on events who have not met their obligations during the prior fiscal year and/or who have committed fraudulent activity.</p> <p>Review and revitalize Film Incentive Grant Program to be better aligned with the state's definition and guidelines</p> <p>Enhance the Application Portal by designing and implementing a multi-level submission process</p> <p>Continue to evaluate success of grants awarded through data collection, media response, and exit interviews</p> <p>Continue to offer North Beach Incentive Program to promote increased activities in the North Beach area</p> <p>Continue to further define grant categories and eligibility criterion within said categories</p> <p>Continue to require organizations' reviewed and/or audited financial statements</p> <p>Require additional information within the Hotel Pick Up Form and continue to internally verify the data provided as well as require post-performance reports for media impressions and contracted television viewership.</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 use objective point system to grade/evaluate and benchmark events</p> <p>Continue to internally audit ticketing and attendance reports</p> <p>Continue to collect information from grant recipients about the total dollars spent advertising domestically and internationally and total dollars spent on television production</p> <p>Continue to measure the overall impact and success from the grants awarded through the number of hotel room nights generated in the City; the media response, and exit interviews</p>	<p>The Board reviewed and updated the Funding Restrictions list to include organization membership fees and production labor costs</p> <p>The point systems was revamped to be better aligned with the grant categories' required criteria</p> <p>The Cultural Tourism grant category was retired</p> <p>Grant contracts were made available in electronic format within the Application Portal</p> <p>Final Reports and all supporting documentation were accepted via email</p> <p>Reviewed comments made during previous years' Board meetings, with grant applicants during their pre-proposal conferences for the next funding year</p> <p>Updated Application Portal for grant applicants' ease of use</p> <p>Revamped the Application Portal to include a multi-step approval/submission process</p> <p>Continued to collect information about the hotel room nights generated by grant recipients' events through hotel pick up forms provided by hoteliers</p> <p>Continued efforts to collaborate with partners to ensure quality events and programs for Miami Beach</p> <p>Continued the Secret Shopper program for board members and staff attending grant recipients' events for contract compliance, with feedback provided to the MBVCA</p>

Key Intended Outcome	FY 2016/2017 Strategy	FY 2016/2017 Initiative	FY 2015/2016 Accomplishments
<p>Empower professional staff</p>	<p>To support MBVCA Board initiatives and strategies</p> <p>To professionally represent the MBVCA effectively with sponsors</p> <p>To collaborate with tourism partners, potential partners and City of Miami Beach leadership</p> <p>To promote continuing education</p> <p>Maintain technologically updated office</p>	<p>Attend professional tourism organizations meetings and conferences</p> <p>Update MBVCA website to incorporate the various aspects of the organization's initiatives</p> <p>Continue to participate in conferences that enhance tourism</p> <p>Continue to represent MBVCA by participating in community and industry boards such as the GMCVB Marketing Committee and various ad-hoc committees throughout the City of Miami Beach and local partners</p> <p>Continue Tuition Reimbursement Program</p> <p>Continue office digital automation</p>	<p>Represented the MBVCA by participating in community and industry boards and various ad-hoc committees throughout the City of Miami Beach and local Chambers of Commerce as requested</p> <p>Participated in the Tourism Hospitality Committee of the Miami Dade Gay and Lesbian Chamber of Commerce</p> <p>Staff attended City Board and Committee, GMCVB, and Miami Beach Chamber of Commerce tourism-related meetings</p> <p>Updated Operations Manual and Staff Travel Policy</p> <p>Increased web security measures on computer systems</p> <p>Purchased new equipment and software to maintain the MBVCA's level of technological advancement</p>

## Financial Profile

### Background

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

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

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

A budget revenue projection is provided to the MBVCA by the City of Miami Beach Budget Office annually based on 5% of the 2% Resort Tax, less 4% for administrative allowance. On an annual basis, the MBVCA must provide the City with a budget, on City forms, based on this projection as outlined in Sec. 102-252, before October 1<sup>st</sup>. The MBVCA normally budgets funding below the City’s projection, as the collection of funds can differ substantially from projection, such as the result of unanticipated problems like an airline strike, terrorism, economic issues or storms. In 2008, revenue collections came in \$48,000 under estimated projection, and in 2001, the revenue collection was down approximately \$300,000 from projection. When and if there are unallocated funds remaining at the end of the budget year, those funds are either rolled over and allocated in the next budget year, or retained in MBVCA accounts for future reserves, endowment funding, to address any funding reductions in future years. In 2001, by statute, the MBVCA began investing into the creation on an endowment fund.

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

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

### *FY 2015/2016 Review/Tourism Advancement Program (TAP)*

The MBVCA Tourism Advancement Program (TAP) was established to promote Miami Beach as a sophisticated tourist destination by increasing the number of visitors; through enhancement of visitors’ experiences; through the allocation of funds granted to events or programs that bring visitors to the CMB and strengthen the CMB brand. In fiscal year 2015/2016, the MBVCA funded the TAP in nine categories, including: Cultural Tourism, Film Incentive, Initiatives, Major One Time Special Event, North Beach Incentive, Special Events Recurring, Special Projects Recurring, and Tourism Partnerships. In 2015, the MBVCA continued to fund projects, utilizing funds rolled over from several years past.

A total of \$1,779,357.50 was awarded in FY 2015/2016, compared to \$1,801,330 in FY 2014/2015. The decrease in awards reflects several rescinded events, due to non-compliance or cancellation. Grants funded in partnership with the CMB are critical, branded tourism-related programs, such as the South Beach Wine & Food Festival and Winter Music Conference; both examples of events whose beginnings in Miami Beach stem from grants provided by the MBVCA; events which could easily be recruited by other destinations.

### *FY 2016/2017 Tourism Advancement Program*

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

#### Review process:

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

Annually, the MBVCA Board reviews and refines grant guidelines with respect to efficacy and effectiveness. In FY 2012/2013, the MBVCA implemented changes to its funding caps and declining scale. The new declining scale and funding caps allowed the MBVCA to diversify their funding into other areas and initiatives as requested by the City administration and/or the Board. In FY 2016/2017, the MBVCA voted to maintain the criteria in place for the Major One Time Special Event and Special Events Recurring grant categories requiring a total of 350 hotel room nights to be contracted, along with the 1,000,000 contracted media impressions. The viewership criteria remained at 1,000,000. The grant criteria guidelines were further defined for clarity and accuracy, requiring fully executed contracts to be submitted prior to proceeding with the next step in the application process. The application requires contract confirmation for hotel room blocks; media contract agreements, and/or television/cable contracts to be attached to the completed application. The data must be confirmed before and after funding is awarded. Grant applicants must to meet two of the three criteria in place for each of the MBVCA grant categories. MBVCA grants are paid upon performance. Therefore, grantees are required to provide post-performance reports in the form of reservation or pick up reports from Miami Beach hotels; impressions reports garnered from the organization’s PR Firm, or from a media monitoring/press clipping service such as BurrellesLuce to prove media impressions, and a broadcast post performance report from a third party reporting delivery



of Adult 18+ and Households (HH) in Thousands (000) from Nielsen, Over The Top (OTT), or Rentrak Post for viewership. The defined criteria and specific post-performance reporting structure will be implemented in FY 2016/2017.

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

### Recurring Projects

The MBVCA has a current policy in place to fund recurring projects on a declining scale. The declining scale encourages recurring events to recruit corporate and private sponsorship and; therefore, not solely rely on MBVCA funds as a means of sustaining the event year after year. The award category establishes funding caps for recurring events, funding that can be reduced based on the maximum request for the specific grant category. Below is the current scale, implemented in FY 2012/2013; applicable to non and for profit agencies. The declining scale will remain in place for FY 2016/2017.

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

### Categories

Tourism Advancement Program funds are currently awarded in eight categories, including: Film Incentive, Initiatives, Major One Time Special Event, North Beach Incentive, Special Events Recurring, Special Projects, Special Projects Recurring, and Tourism Partnerships. The MBVCA has developed pre-eligibility criteria for grants within these categories. The criteria allow staff to determine eligibility and the appropriate grant category. Applicants must meet two of three of the criteria noted. The Cultural Tourism grant program has been retired.

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

\* Industry specific eligibility criteria in place for this program

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

### Budget

Budget (TAP) FY 2016/2017:

The MBVCA has budgeted \$1,876,000 for FY 2016/2017 for its Tourism Advancement Program which reflects 60% of the total budget. This grant funding reflects an increase of \$13,755 from FY 2015/2016. This increase is due to an increase in the total number of new grants being requested.

The Tourism Partnerships category is budgeted at \$120,000, reflecting 4% of the total budget for FY 2016/2017. The category currently includes applicants at the maximum request cap of \$30,000. Four applications are anticipated to be received.

The Major One Time Special Event category, representing 6% of the total budget, is budgeted at \$180,000 in FY 2016/2017, which reflects a 20% decrease from FY 2015/2016. The MBVCA expects four new events to apply at a maximum request of \$45,000. The MBVCA works tirelessly to stimulate and recruit new events and is willing and prepared to fund valuable tourism and brand related events. In fact, the MBVCA works with all partners, city leadership and media to solicit appropriate new projects. New applicants are expected to include Sports Illustrated Volleyball Tournament, Maison d' Objet, Prizm Art Fair, and The Hangout Festival. The Special Events Recurring category, reflecting 25% of the total budget, has been calculated at \$784,000 for FY 2016/2017 based on the established declining scale and the number of applicants anticipated to return.

The Special Projects category is budgeted at \$270,000 with three applicants expected at the maximum request of \$90,000 representing 9% of the total budget.

The Special Projects Recurring category is budgeted at \$442,000 and represents 14% of the total budget. Anticipated applicants include the Orange Bowl Marketing Campaign; Lifetime Miami Marathon, Half Marathon, and Tropical 5K; the Food Network & Cooking Channel South Beach Wine & Food Festival; the Miami International Film Festival; FUNKSHION Fashion Week Miami Beach; and Winter Music Conference. These events, recruited and sustained by the MBVCA, are all marquee events and annually fill the City's hotel rooms.

The Film Incentive category is budgeted at \$60,000 for FY 2016/2017, which represents 2% of the budget; budgeting for 2 possible applicants.

The North Beach Initiative Incentive category is budgeted at \$20,000 for FY 2016/2017, representing 1% of the budget; in anticipation of 2 applicants at the maximum request of \$10,000 each.

### *Destination Marketing*

The Destination Marketing allocation reflects a 3% of the total budget for FY 2016/2017. This allocation provides for the additional placement of stories and press releases on the PR Newswire as well as the Video Blogger Program that will be implemented in FY 2016/2017.

### *New Initiatives*

The MBVCA expects to support new initiatives in FY 2016/2017. Strategic plans, goals, and initiatives are developed through consultation, the result of ongoing communications with the Mayor, Commission and City Administration. Some of these initiatives include the continued support of The Customer and You – Certificate Program in Service and the development of an online Customer Service Program, offered free of charge to all Miami Beach hospitality employees at \$30,000, as well as the World OutGames. The World OutGames, budgeted at \$150,000, is a sporting and cultural event hosted by the gay community that brings together athletes and artists from all over the world, many from countries where homosexuality remains illegal and hidden. In 2017, thousands of participants, spectators, and thought leaders from around the globe will converge on Miami Beach for World OutGames IV. This 10-day event will bring to life more than 450 events. The category is budgeted for FY 2016/2017 at \$355,000, representing 11% of the total budget.

One of these initiatives is the Visual Memoirs Project. In 2011/2012, the MBVCA issued an RFP for qualified entities to record, catalogue and warehouse, personal and eyewitness accounts of the history of the City of Miami Beach. The deliverables included a recorded detailed history of Miami Beach through personal interviews, creating collateral materials about the history of Miami Beach and identifying comprehensive exhibit concepts that can be implemented to execute a comprehensive visual memoir library and promotional campaign.

The Miami Design Preservation League (MDPL) in partnership with Close-Up Productions, was awarded a one year contract on October 1, 2011 in the amount of \$21,000, and the contract was renewed in FY 2012/2013 for an additional \$21,000, which represents 1% of the total budget. A total of forty interviews were conducted during the Project's first year.

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

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

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

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

In FY 2015/2016 MDPL conducted and transcribed an additional 15 interviews and coordinated and presented the Visual Memoirs material at the MDPL Deco Museum. In addition to their scheduled interviews, MDPL developed a digital promotional portal showcasing the video archive with links highlighting other Miami Beach historical resources, housed at institutions in Miami Beach and Miami Dade County. The "Windows on Miami Beach" portal is expected to generate local interest and support through school contests and online displays created by students and joint curating displays by portal partners; offer daily and weekly calendars of partners' events; develop social media linkages that drive people to the new website and its resources; provide easier access to the interviews, educational videos and curricula produced by the Visual Memoirs Project; increase patronizing of museums and historic sites on Miami Beach, and promote Miami Beach as a tourist destination through historic and artistic connections. A total of \$30,000 has been budgeted in FY 2016/2017 towards this project, which reflects 1% of the total budget.

### *Public Relations Initiative*

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

The current contract with H+K runs through June 27, 2017 in FY 2016/2017. Objectives include increased public relations or tourism related activities in CMB, recruitment of new events and meetings, and improvement of CMB global reputation. CMB leaders have been active participants in planning and in oversight. H+K has an extensive presence in the US and internationally. The agency's ability to network and leverage its global relationships is crucial to the growth of the 'Miami Beach' brand. In addition, H+K will develop and initiate a social media campaign to educate the public on the Zika virus. Proactive and reactive posts will be posted on Facebook, Instagram and Twitter.



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

During their fourth year, H+K developed and released a total of 12 press releases and 1 pitch, generating a total of 1,492,734,059 media impressions, valued at \$15,615,214.75. During its fifth, and most recent, year H+K wrote and released 12 press releases, generating 1,410,465,887 media impressions, valued at \$15,638,438.52. To date, H+K has generated over 3 billion media impressions for the destination.

### *IT/API Development*

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

Miami Beach visitors and residents are using smartphones and tablets to communicate and acquire information to make these kinds of decisions on-the-go. It is now critical for these visitors and residents to have access to mobile applications (Apps) that can help them obtain the information they need to make a timely and informed decisions. A new version of the App, Miami Beach Information (MBI), was released in fiscal year 2015/2016 for both Android and iOS platforms. The latest version of MBI included new and exciting features for the end-user. The newest features included a side-swipe feature; listing the information in an A-Z format; new categories added that included Shopping, Nightlife, Art & Culture, and Restaurants, and the creation of “My Miami Beach” section where users can add events, photos, and itineraries as they navigate the App. In addition, the App features a “Deals” section that has special promotional rates or offers developed by MBVCA grantees. This cross promotional effort increases the number of downloads the App receives, while also assisting with the promotion of MBVCA-funded events. The promotions in the “Deals” section were also posted to the various MBVCA social media pages such as Facebook, Twitter, and Instagram. The App has now been downloaded over 7,055 times across both mobile platforms. Approximately half of all downloads come from European users seeking to learn about Miami Beach. The first version of the App was released in FY 2013/2014.

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

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

We have allocated \$30,000 or 1% of the overall budget in FY 2016/2017 towards IT development, to add additional categories to expand the API database to include local non-business information that can be useful in App development such as beach access roads, public restrooms, and lifeguard stands. A total of \$65,000 has been allotted to market and promote the API/App to App developers in FY 2016/2017, representing 2% of the total budget.

### *Research and Development*

The MBVCA will develop a strategic list of major events worldwide as the result of ongoing communications and consulting with all partners. We expect to investigate some of these events with the goal of the development of a new major event for the destination. The MBVCA has budgeted \$10,000 of the total towards this effort.

### *Projected Cash Flow Reserve*

The MBVCA has budgeted \$2,000 of the total budget, for cash flow reserve in FY 2016/2017. The City of Miami Beach allots resort tax payments to the MBVCA a month after its collection; therefore, as a fiscal responsibility, the MBVCA has built in a \$2,000 projected cash flow reserve to its budget to ensure that all grants awarded will have the necessary funds to be reimbursed upon proper request and documentation.

### *Administration and Overhead*

The MBVCA’s administration and benefits costs are budgeted at \$365,000 for the FY 2016/2017. This figure represents 12% of the total budget. The overhead allocation is budgeted at \$210,000, which reflects 7% of the overall budget. The increase from FY 2015/2016 is attributed to the cloud information hosting and redundancy, and staffing a full office. The total administration and overhead is 19% of the total budget.

### *Rollover*

A total of \$425,000 will be rolled over from FY 2015/2016 into the FY 2016/2017 MBVCA budget to fund special projects. This rollover of funds is primarily from the grants that were either not awarded and/or were rescinded for noncompliance.

	ADOPTED BUDGET FY 2015.2016	PROPOSED FY 2016.2017
<b>REVENUES</b>		
Unrestricted		
Rollover	\$ 300,000	\$ 425,000
Projected Resort Tax	\$ 2,676,000	\$ 2,676,000
TOTAL REVENUES	<b>\$ 2,976,000</b>	<b>\$ 3,101,000</b>
<b>EXPENDITURES</b>		
Administration & Benefits	\$ 361,255	\$ 365,000
Operating Expenses	\$ 195,000	\$ 210,000
Capital	\$ 3,000	\$ 5,000
Total Administration	\$ 559,255	\$ 580,000
<b>GRANTS - Tourism Advancement Program</b>		
Tourism Partnerships	\$ 109,245	\$ 120,000
Cultural Tourism	\$ 30,000	\$ -
Major One Time Special Event	\$ 225,000	\$ 180,000
Special Events Recurring	\$ 736,000	\$ 720,000
Special Projects	\$ 270,000	\$ 180,000
Special Projects Recurring	\$ 442,000	\$ 442,000
Film Incentive	\$ 30,000	\$ 60,000
North Beach Incentive	\$ 20,000	\$ 20,000
Total Tourism Adv. Program	\$ 1,862,245	\$ 1,876,000
<b>Marketing/PR/Technology</b>		
Marketing/Communications and PR	\$ 250,000	\$ 250,000
API Marketing	\$ 65,000	\$ 65,000
IT Development	\$ 20,000	\$ 30,000
Total	\$ 335,000	\$ 345,000
<b>Other</b>		
Destination Marketing	\$ 50,000	\$ 83,000
Initiatives	\$ 130,000	\$ 355,000
R&D	\$ 7,500	\$ 10,000
Projected Cash Flow Reserve	\$ 2,000	\$ 2,000
Total Other	<b>\$ 189,500</b>	<b>\$ 300,000</b>
<b>TOTAL</b>	<b>\$ 2,946,000</b>	<b>\$ 3,101,000</b>

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TOURISM ADVANCEMENT PROGRAM

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

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

The MBVCA administration reviews any concerns the grant applicant may have expressed during the previous fiscal year during the required pre-proposal conference. These concerns may have been mentioned during the previous year's panel meeting and/or within their exit interview form submitted as part of their final report. In FY 2016/2017, the MBVCA will continue to review grant applicants' concerns and try to address them as best as possible.

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

In FY 2015/2016, the MBVCA continued to solely accept applications through their Application Portal, with the exception of the organization's reviewed or audited financials that must be sent to the MBVCA Administration directly by the organization's independent accountant. The MBVCA application submission process will be streamlined into a multi-step system in FY 2016/2017, where grant criteria must be submitted first, in order to determine eligibility.

The MBVCA also has a policy in place to formally fund recurring projects on a declining scale. The scale encourages recurring events to recruit corporate and private sponsorship and therefore, not solely rely on MBVCA funds as a means of sustaining the event. The awards mandate funding caps for recurring events, that are diminished based on the maximum request for the specific grant category and the year in which the event is in within the declining scale. This policy continued in FY 2015/2016. This encourages grant applicants to seek alternate forms of funding and support. The MBVCA continues to encourage new events to the destination; therefore, they have maintained the percentage decrease in the funding amounts a recurring event may request.

The declining scale will continue to be implemented within the Special Events Recurring and Special Projects Recurring grant categories, in FY 2016/2017.

A North Beach Incentive Program was developed in FY 2013/2014 to encourage additional tourist-driven events, to take place in the North Beach area of Miami Beach. This program was established to complement the efforts by the Mayor's Blue Ribbon Panel on North Beach Revival and will continue to be offered in FY 2016/2017. The Development Opportunity grant category remained retired for due to a lack of applicants in the past.

In 2016/2017, the Cultural Tourism Grant Program will be retired. The funds will be reallocated towards attracting new and innovative events to Miami Beach.

The Film Incentive Grant Program will be renewed in FY 2016/2017 to continue to encourage film productions to take place in Miami Beach.

In FY 2015/2016, the maximum grant requests for each of the MBVCA's grant categories remained the same. They will also remain the same in FY 2016/2017.

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

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

**Direct Impact:**

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

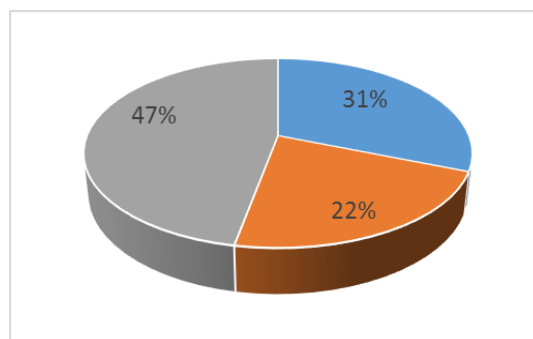
**2015/2016 General Tourism Highlights**

- Resort Tax collections account for 9% of all taxes collected by the City of Miami Beach
- Hotel rooms – 23,401
- Overnight Visitors – 7,455,500
- Average Room Rate - \$256.02
- Average RevPar (as of Aug 2016) – \$134.17
- Average Occupancy – 74.6%

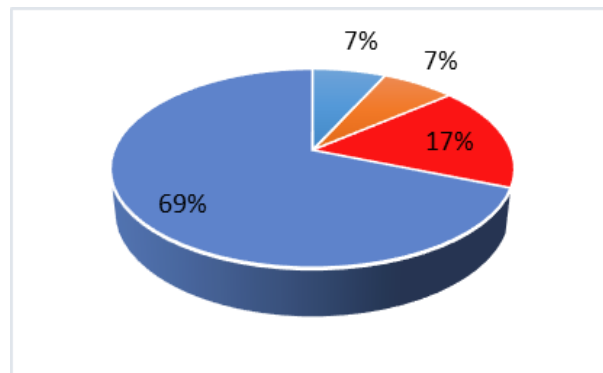
More than 911,617 people attended MBVCA sponsored events

Total Attendance of MBVCA Sponsored Events

- Resident 30%
- Regional 22%
- Tourist 48%



- Number of Events in Miami Beach – Over 1,000
- Job Creation - Over 2,500
- Average Organizational Budgets of MBVCA sponsored events – \$100,756,789.56
- Annual Income of Attendees
  - Under \$35,000 – 7%
  - \$35,000 - \$50,000 - 7%
  - \$51,000 - \$70,000 – 17%
  - Over \$70,000 – 69%



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GRANT BY CATEGORY

Category	Recipient	Event/Project	Grant Request	Actual Funding
<b>Cultural Tourism</b>	Inffinito Art & Cultural Foundation, Inc.	20th Brazilian Film Festival of Miami	\$30,000	\$30,000
	Miami Gay & Lesbian Film Festival, Inc.	MiFo LGBT Film Festival	\$30,000	\$30,000
<b>Destination Marketing</b>	City of Miami Beach	Miami Beach – Licensing and Merchandising Strategic Planning	\$100,000	\$100,000
	Miami Design Preservation League	Visual Memoirs Project	\$51,000	\$30,000
	Miami Design Preservation League	“Window on Miami Beach”	\$27,258	\$27,258
<b>Marketing/PR/Technology</b>	Miami Beach Chamber of Commerce	Zika Campaign	\$28,000	\$28,000
	Hill & Knowlton/SAMCOR	Destination Marketing, Public Relations, and Communications Consulting Services	\$250,000	\$250,000
<b>Initiatives</b>	Just Program LLC d/b/a Solodev	Mobile API	\$10,000	\$10,000
	Miami-Dade Gay and Lesbian Chamber of Commerce Foundation, Inc. F/A for Miami Beach-Miami LGBT Sports and Cultural League, Inc.	Marketing Plan for WorldOut Games Miami 2017	\$50,000	\$50,000
<b>Major One Time Special Event</b>	UNIDAD of Miami Beach, Inc.	The Customer and You – Certificate Program in Service	\$30,000	\$30,000
	Live Ultimate Run, LLC	Serena Williams Live Ultimate Run South Beach	\$45,000	\$45,000
<b>Special Events Recurring</b>	The Dirt Box, LLC	Seed Conscious Plant Based Food and Wine Festival	\$45,000	\$45,000
	ABFF Ventures, LLC	American Black Film Festival (ABFF)	\$32,000	\$32,000
<b>Special Projects</b>	Art Fairs Unlimited, LLC dba UNTITLED. Art Fair	UNTITLED. Art Fair Miami Beach	\$28,000	\$28,000
	Aqua Foundation for Women	Aqua Girl	\$24,000	\$24,000
<b>Special Projects Recurring</b>	Community AIDS Resource, Inc. dba Care Resource	Care Resource Sponsored “White Party Week” Events	\$40,000	\$40,000
	CI Foundation	South Beach Seafood Festival	\$40,000	\$40,000
<b>Tourism Partnerships</b>	Exclusive Sports Marketing, Inc.	2015 Miami Beach Halloween Half Marathon and Freaky 4 Miler	\$40,000	\$40,000
	Hialeah School of Self Defense	Pan American Internationals	\$28,000	\$28,000
<b>Special Projects Recurring</b>	IFCM Corp. dba Filmgate Interactive	FilmGate Interactive	\$28,000	\$28,000
	Irie Weekend Management Company	Irie Weekend XII	\$32,000	\$32,000
<b>Special Projects Recurring</b>	Latin Songwriters Hall of Fame	Latin Songwriters Hall of Fame “La Musa” Awards	\$40,000	\$40,000
	Life Time Fitness	South Beach Triathlon	\$24,000	\$24,000
<b>Special Projects Recurring</b>	Miami Beach Bowl, LLC	Miami Beach Bowl	\$40,000	\$40,000
	Model Volleyball, LLC	7th Annual Model Volleyball Tournament	\$40,000	\$40,000
<b>Special Projects Recurring</b>	NATPE-National Association of Television Program Executives	NATPE Market & Conference 2016	\$28,000	\$28,000
	National LGBTQ Task Force	2016 Winter Party Festival	\$24,000	\$24,000
<b>Special Projects Recurring</b>	Salsa Dance international, Inc. dba Salsa Lovers	Miami Salsa Congress	\$28,000	\$28,000
	SCOPE Art Show	SCOPE International Art Show Miami Beach	\$32,000	\$32,000
<b>Special Projects Recurring</b>	Swimwear Association of Florida	SwimShow	\$24,000	\$24,000
	The Miami Foundation F/A for Miami Beach Gay Pride, Inc.	8th Annual Miami Beach Gay Pride Parade and Festival	\$32,000	\$32,000
<b>Special Projects Recurring</b>	The Polo Life, LLC	Miami Beach Polo World Cup XI	\$24,000	\$0
	Florida International University	2016 Food Network & Cooking Channel South Beach Wine & Food Festival	\$85,000	\$85,000
<b>Special Projects Recurring</b>	FUNKSHION LLC	FUNKSHION: Fashion Week Miami Beach	\$51,000	\$51,000
	Life Time Fitness	2016 Miami Marathon and Half Marathon; Tropical 5K; and Health and Fitness Expo	\$85,000	\$85,000
<b>Special Projects Recurring</b>	Miami Dade College	2016 Miami International Film Festival	\$51,000	\$51,000
	Orange Bowl Committee	2015-2016 College Football Playoff Semi-Final at the Capital One Orange Bowl Game and Ancillary Events	\$85,000	\$85,000
<b>Special Projects Recurring</b>	Winter Music Conference	Winter Music Conference, 31st Annual	\$85,000	\$71,854.50
	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$30,000	\$30,000
<b>Special Projects Recurring</b>	Miami Beach Chamber of Commerce	Miami Beach Guest Program	\$30,000	\$30,000
	Miami Beach Latin Chamber of Commerce	Tourist Hospitality Center	\$19,245	\$19,245
<b>Special Projects Recurring</b>	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	\$30,000	\$30,000

Category	Recipient	Event/Project	Viewership	Impressions	Hotel Room Nights
<b>Cultural Tourism</b>	Infinito Art & Cultural Foundation, Inc.	20th Brazilian Film Festival of Miami	16,721,871	1,500,000	119
	Miami Gay & Lesbian Film Festival, Inc.	MiFo LGBT Film Festival-18 <sup>th</sup> Annual Miami Edition	1,000,000	82,798,730	46
<b>Destination Marketing</b>	City of Miami Beach	Miami Beach – Licensing and Merchandising Strategic Planning	0	-	0
	Miami Design Preservation League	Visual Memoirs Project	0	2,970	0
	Miami Design Preservation League	“Window on Miami Beach”	0	unknown	0
	Miami Beach Chamber of Commerce	Zika Campaign	0	0	0
<b>Marketing/PR/Technology</b>	Hill & Knowlton/SAMCOR	Destination Marketing, Public Relations, and Communications Consulting Services	0	1,248,725,234	0
	Just Program LLC d/b/a Solodev	Mobile API	n/a	-	n/a
<b>Initiatives</b>	Miami-Dade Gay and Lesbian Chamber of Commerce Foundation, Inc. F/A for Miami Beach-Miami LGBT Sports and Cultural League, Inc.	Marketing Plan for WorldOut Games Miami 2017	0	3,125,315	0
	UNIDAD of Miami Beach, Inc.	The Customer and You – Certificate Program in Service	0	4,500	0
<b>Major One Time Special Event</b>	Live Ultimate Run, LLC	Serena Williams Live Ultimate Run South Beach	0	24,038,000	367
	The Dirt Box, LLC	Seed Conscious Plant Based Food and Wine Festival	0	88,309,173	350
<b>Special Events Recurring</b>	ABFF Ventures, LLC	American Black Film Festival (ABFF)	0	66,910,971	534
	Art Fairs Unlimited, LLC dba UNTITLED: Art Fair	UNTITLED: Art Fair Miami Beach	0	1,230,581,816	633
	Aqua Foundation for Women	Aqua Girl	0	5,100,393	403
	Community AIDS Resource, Inc. dba Care Resource	Care Resource Sponsored “White Party Week” Events	0	5,457,728	350
	CI Foundation	South Beach Seafood Festival	65,800,000	32,000,000	111
	Exclusive Sports Marketing, Inc.	2015 Miami Beach Halloween Half Marathon and Freaky 4 Miler	0	15,326,749	783
	Hialeah School of Self Defense	Pan American Internationals	0	8,640,000	1,500
	IFCM Corp. dba Filmgate Interactive	FilmGate Interactive	0	89,434,042	363
	Irie Weekend Management Company	Irie Weekend XII	1,092,250	724,439,495	416
	Latin Songwriters Hall of Fame	Latin Songwriters Hall of Fame “La Musa” Awards	1,312,574	6,279,238	100
	Life Time Fitness	South Beach Triathlon	0	137,966,345	384
	Miami Beach Bowl, LLC	Miami Beach Bowl	1,151,826	2,025,835	1,279
	Model Volleyball, LLC	7th Annual Model Volleyball Tournament	0	8,130,668,900	353
	NATPE-National Association of Television Program Executives	NATPE Market & Conference 2016	0	409,892,425	8,548
	National LGBTQ Task Force	2016 Winter Party Festival	0	222,919,283	483
	Salsa Dance International, Inc. dba Salsa Lovers	Miami Salsa Congress	0	12,883,730	520
	SCOPE Art Show	SCOPE International Art Show Miami Beach	2,000,000	495,147,593	191
	Swimwear Association of Florida	SwimShow	0	236,470,856	1,244
	The Miami Foundation F/A for Miami Beach Gay Pride, Inc.	8th Annual Miami Beach Gay Pride Parade and Festival	0	1,230,963,666	502
	<b>Special Projects</b>				
<b>Special Projects Recurring</b>	Florida International University	2016 Food Network & Cooking Channel South Beach Wine & Food Festival	0	1,687,898,693	2,575
	FUNKSHION LLC	FUNKSHION: Fashion Week Miami Beach	1,000,000,000	6,206,176,916	114
	Life Time Fitness	2016 Miami Marathon and Half Marathon; Tropical 5K; and Health and Fitness Expo	16,700,000	1,261,072,281	33
	Miami Dade College	2016 Miami International Film Festival	15,000,000	1,080,657,818	519
	Orange Bowl Committee	2015-2016 College Football Playoff Semi-Final at the Capital One Orange Bowl Game and Ancillary Events	20,000,000	3,074,120,590	0
Winter Music Conference	Winter Music Conference, 31st Annual	205,000,000	13,389,489,589	125	
<b>Tourism Partnerships</b>	MDGLCC Foundation, Inc.	LGBT Visitor Center	0	3,082,976	0
	Miami Beach Chamber of Commerce	Miami Beach Guest Program	0	2,400,000	0
	Miami Beach Latin Chamber of Commerce	Tourist Hospitality Center	0	14,000,000	0
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	0	14,420,176	456

Category	Event	Rooms <sup>1</sup>	Average Daily Room Rate <sup>2</sup>	Occupancy <sup>3</sup>	Estimated Revenue to Hoteliers	Estimated Income to the City 2% Resort Tax <sup>4</sup>	Estimated Income to MBVCA; 5% of 2% Resort Tax <sup>5</sup>
Cultural Tourism	20th Brazilian Film Festival of Miami	119	\$189.23	64.8%	\$22,518.35	\$450.37	\$22.52
	MiFo LGBT Film Festival-18th Annual Miami Edition	46	\$265.83	80.6%	\$12,288.16	\$244.56	\$12.23
Destination Marketing	Miami Beach – Licensing and Merchandising Strategic Planning	N/A	\$0	0	\$0	\$0	\$0
	Visual Memoirs Project	N/A	\$0	0	\$0	\$0	\$0
	“Window on Miami Beach”	N/A	\$0	0	\$0	\$0	\$0
	Zika Campaign	N/A	\$0	0	\$0	\$0	\$0
Marketing/PR/Technology	Destination Marketing, Public Relations, and Communications Consulting Services	N/A	\$0	0	\$0	\$0	\$0
	Mobile API	N/A	\$0	0	\$0	\$0	\$0
Initiatives	Marketing Plan for WorldOut Games Miami 2017	0	\$245.54	75.3%	\$0	\$0	\$0
	The Customer and You – Certificate Program in Service	0	\$256.02	74.6%	\$0	\$0	\$0
Major One Time Special Event	Seed Conscious Plant Based Food and Wine Festival	350	\$235.99	75.8%	\$82,596.48	1,651.93	\$82.60
	Serena Williams Live Ultimate Run South Beach	367	\$232.79	67.4%	\$85,433.91	\$1,708.68	\$85.43
Special Events Recurring	2015 Miami Beach Halloween Half Marathon and Freaky 4 Miler	783	\$221.35	71.5%	\$173,317.03	\$3,466.34	\$173.32
	2016 Winter Party Festival	483	\$236.86	77.2%	\$114,403.36	\$2,288.07	\$114.40
	7th Annual Model Volleyball Tournament	353	\$333.06	83.8%	\$117,570.16	\$2,351.40	\$117.57
	American Black Film Festival (ABFF)	534	\$195.65	67.5%	\$104,477.08	\$2,089.54	\$104.48
	Aqua Girl	403	\$236.86	77.8%	\$95,454.56	\$1,909.09	\$95.45
	Care Resource Sponsored “White Party Week” Events	350	\$230.05	67.1%	\$80,517.48	\$1,610.35	\$80.52
	FilmGate Interactive	363	\$320.11	79.7%	\$116,199.91	\$2,324.00	\$116.20
	Irie Weekend XII	416	\$193.07	71.2%	\$80,317.10	\$1,606.34	\$80.32
	Latin Songwriters Hall of Fame “La Musa” Awards	100	\$222.26	72.0%	\$22,225.98	\$444.52	\$22.23
	Miami Beach Bowl	1,279	\$319.36	70.1%	\$408,461.42	\$8,169.23	\$408.46
	Miami Salsa Congress	520	\$210.35	81.2%	\$109,381.98	\$2,187.64	\$109.38
	NATPE Market & Conference 2016	8,548	\$303.10	80.3%	\$2,590,898.78	\$51,817.98	\$2,590.90
	Pan American Internationals	1,500	\$236.93	76.8%	\$355,394.98	\$7,107.90	\$355.39
	SCOPE International Art Show Miami Beach	191	\$452.89	78.6%	\$86,501.97	\$1,730.04	\$86.50
	South Beach Seafood Festival	111	\$221.35	71.5%	\$24,569.83	\$491.40	\$24.57
South Beach Triathlon	384	\$327.85	78.8%	\$125,894.38	\$2,517.89	\$125.89	
SwimShow	1,244	\$219.22	78.1%	\$272,709.66	\$5,454.19	\$272.71	
UNTITLED. Art Fair Miami Beach	468	\$452.89	\$78.6%	\$211,952.50	\$4,239.50	\$211.95	
<b>Special Projects</b>							
Special Projects Recurring	2015-2016 College Football Playoff Semi-Final at the Capital One Orange Bowl Game and Ancillary Events	0	\$519.34	88.1%	(\$0.02)	(\$0.00)	(\$0.00)
	2016 Food Network & Cooking Channel South Beach Wine & Food Festival	2,575	\$320.11	79.7%	\$824,283.23	\$16,485.66	\$824.28
	2016 Miami International Film Festival	519	\$305.41	83.5%	\$158,507.77	\$3,170.16	\$158.51
	2016 Miami Marathon and Half Marathon; Tropical 5K; and Health and Fitness Expo	33	\$303.10	80.3%	\$10,002.28	\$200.05	\$10.00
	FLINKSHION: Fashion Week Miami Beach	114	\$219.22	78.1%	\$24,991.06	\$499.82	\$24.99
	Winter Music Conference, 31st Annual	125	\$356.32	85.9%	\$44,540.00	\$890.80	\$44.54
	LGBT Visitor Center	0	\$256.02	74.6%	\$0	\$0	\$0
	Miami Beach Guest Program	0	\$256.02	74.6%	\$0	\$0	\$0
Tourism Partnerships	Miami Beach Watersports Center, Inc.	456	\$256.02	74.6%	\$116,745.10	\$2,334.90	\$116.75
	Tourist Hospitality Center	0	\$256.02	74.6%	\$0	\$0	\$0

<sup>1</sup> Confirmed rooms are contracted and tracked by the event producer; however, there are a significant number of rooms booked independently over and above these figures; i.e. during Art Basel Miami Beach and WMC.

<sup>2</sup>Based on GMCVB data.

<sup>3</sup>Based on GMCVB data.

<sup>4</sup>Tax on rooms paid by hoteliers to the City of Miami Beach. Excludes taxes collected by restaurants and bars.

<sup>5</sup> MBVCA income based on 5% of the 2% estimated at 96% of collections. Remaining 4% is charged by the City of Miami Beach as a collection fee

Category	Organization	Event	Total Dollar Value Spent on Advertising <sup>6</sup>	Domestic Advertising	International Advertising	Total Dollar Value Spent on Television
<b>Cultural Tourism</b>	Inffinito Art & Cultural Foundation, Inc.	20th Brazilian Film Festival of Miami	\$48,137	\$39,310	\$9,627	\$5,000
	Miami Gay & Lesbian Film Festival, Inc.	MiFo LGBT Film Festival-18th Annual Miami Edition	\$113,003	\$113,003	\$0	\$200,293
<b>Destination Marketing</b>	City of Miami Beach	Miami Beach – Licensing and Merchandising Strategic Planning	N/A	N/A	N/A	N/A
	Miami Design Preservation League	Visual Memoirs Project	N/A	N/A	N/A	N/A
	Miami Design Preservation League	“Window on Miami Beach”	N/A	N/A	N/A	N/A
	Miami Beach Chamber of Commerce	Zika Campaign	N/A	N/A	N/A	N/A
<b>Marketing/PR/Technology</b>	Hill & Knowlton/SAMCOR	Destination Marketing, Public Relations, and Communications Consulting Services	N/A	N/A	N/A	N/A
	Just Program LLC d/b/a Solodev	Mobile API	N/A	N/A	N/A	N/A
<b>Initiatives</b>	Miami-Dade Gay and Lesbian Chamber of Commerce Foundation, Inc. F/A for Miami Beach-Miami LGBT Sports and Cultural League, Inc.	Marketing Plan for WorldOut Games Miami 2017	\$67,534	\$54,027	\$13,507	\$0
	UNIDAD of Miami Beach, Inc.	The Customer and You – Certificate Program in Service	\$0	\$0	\$0	\$0
<b>Major One Time Special Event</b>	The Dirt Box, LLC	Seed Conscious Plant Based Food and Wine Festival	\$109,000	\$106,820	\$2,180	\$20,000
	Live Ultimate Run, LLC	Serena Williams Live Ultimate Run South Beach	\$72,000	\$72,000	\$0	\$0
<b>Special Events Recurring</b>	ABFF Ventures, LLC	American Black Film Festival (ABFF)	\$107,450	\$107,450	\$0	\$50,000
	Art Fairs Unlimited, LLC dba UNTITLED. Art Fair	UNTITLED. Art Fair Miami Beach	\$33,000	\$8,250	\$24,750	\$0
	Aqua Foundation for Women	Aqua Girl	\$58,455	\$40,919	\$17,536	\$45,000
	Community AIDS Resource, Inc. dba Care Resource	Care Resource Sponsored “White Party Week” Events	\$80,000	\$72,000	\$8,000	\$20,000
	CI Foundation	South Beach Seafood Festival	\$248,100	\$248,100	\$0	\$32,600
	Exclusive Sports Marketing, Inc.	2015 Miami Beach Halloween Half Marathon and Freaky 4 Miler	\$171,000	\$153,900	\$17,100	\$0
	Hialeah School of Self Defense	Pan American Internationals	\$31,813	\$12,089	\$19,724	\$0
	IFCM Corp. dba Filmgate Interactive	FilmGate Interactive	\$27,000	\$21,600	\$5,400	\$0
	Irie Weekend Management Company	Irie Weekend XII	\$100,000	\$20,000	\$0	unknown
	Latin Songwriters Hall of Fame	Latin Songwriters Hall of Fame “La Musa” Awards	\$30,000	\$12,000	\$18,000	\$10,000
	Life Time Fitness	South Beach Triathlon	\$69,363	\$69,363	\$0	\$0
	Miami Beach Bowl, LLC	Miami Beach Bowl	\$16,700	\$16,700	\$0	\$0
	Model Volleyball, LLC	7th Annual Model Volleyball Tournament	\$510,000	\$255,000	\$255,000	unknown
	NATPE-National Association of Television Program Executives	NATPE Market & Conference 2016	\$376,500	\$176,955	\$199,545	\$0
	National LGBTQ Task Force	2016 Winter Party Festival	\$71,900	\$54,644	\$17,256	\$20,000
	Salsa Dance international, Inc. dba Salsa Lovers	Miami Salsa Congress	\$29,000	\$20,300	\$8,700	\$0
	SCOPE Art Show	SCOPE International Art Show Miami Beach	\$1,294,577	\$686,126	\$608,451	unknown
	Swimwear Association of Florida	SwimShow	\$90,000	\$45,000	\$45,000	\$0
	The Miami Foundation F/A for Miami Beach Gay Pride, Inc.	8th Annual Miami Beach Gay Pride Parade and Festival	\$390,076	\$386,175	\$3,901	\$150,000
	<b>Special Projects</b>					
<b>Special Projects Recurring</b>	Florida International University	2016 Food Network & Cooking Channel South Beach Wine & Food Festival	\$2,000,000	\$1,950,000	\$50,000	800,000
	FUNKSHION LLC	FUNKSHION: Fashion Week Miami Beach	\$10,000,000	\$6,000,000	\$4,000,000	\$2,000,000
	Life Time Fitness	2016 Miami Marathon and Half Marathon; Tropical 5K; and Health and Fitness Expo	\$147,763	\$140,375	\$7,388	\$67,268
	Miami Dade College	2016 Miami International Film Festival	\$722,000	\$389,880	\$332,120	\$506,500
	Orange Bowl Committee	2015-2016 College Football Playoff Semi-Final at the Capital One Orange Bowl Game and Ancillary Events	\$1,629,000	\$1,629,000	\$0	\$212,526
	Winter Music Conference	Winter Music Conference, 31st Annual	\$667,972	\$293,907.68	\$374,064.32	\$543,000
<b>Tourism Partnerships</b>	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$35,216	\$15,847	\$19,369	\$0
	Miami Beach Chamber of Commerce	Miami Beach Guest Program	\$30,000	\$30,000	\$0	\$2,000
	Miami Beach Latin Chamber of Commerce	Tourist Hospitality Center	\$3,565	\$1,782.50	\$1,782.50	\$0
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	\$38,000			\$0
				\$34,960	\$3,040	

<sup>6</sup> Includes actual, in-kind, and barter



HOTEL PICK – UP STATISTICS

Category	Recipient	Event/Project	Funding	HRN Contracted	HRN Generated	Variance
Cultural Tourism	Inffinito Art & Cultural Foundation, Inc.	20th Brazilian Film Festival of Miami	\$30,000.00	0	119	100.00%
	Miami Gay & Lesbian Film Festival, Inc.	MiFo LGBT Film Festival-18th Annual Miami Edition	\$30,000.00	0	46	100.00%
Destination Marketing	City of Miami Beach	Miami Beach – Licensing and Merchandising Strategic Planning	\$50,000.00	n/a	n/a	n/a
	Miami Design Preservation League	Visual Memoirs Project	n/a	n/a	n/a	n/a
Marketing/PR/Technology	Miami Design Preservation League	“Window on Miami Beach”	n/a	n/a	n/a	n/a
	Hill & Knowlton/SAMCOR	Destination Marketing, Public Relations, and Communications Consulting Services	n/a	n/a	n/a	n/a
Initiatives	Just Program LLC d/b/a Solodev	Mobile API	n/a	n/a	n/a	n/a
	Miami-Dade Gay and Lesbian Chamber of Commerce Foundation, Inc. F/A for Miami Beach-Miami LGBT Sports and Cultural League, Inc.	Marketing Plan for WorldOut Games Miami 2017	\$50,000.00	n/a	n/a	n/a
Major One Time Special Event	UNIDAD of Miami Beach, Inc.	The Customer and You – Certificate Program in Service	\$30,000.00	n/a	n/a	n/a
	The Dirt Box, LLC	Seed Conscious Plant Based Food and Wine Festival	\$45,000.00	355	350	-1.43%
Special Events Recurring	Live Ultimate Run, LLC	Serena Williams Live Ultimate Run South Beach	\$45,000.00	350	367	4.63%
	ABFF Ventures, LLC	American Black Film Festival (ABFF)	\$32,000.00	1,337	534	-150.37%
Special Events Recurring	Art Fairs Unlimited, LLC dba UNTITLED. Art Fair	UNTITLED. Art Fair Miami Beach	\$28,000.00	468	633	26.07%
	Aqua Foundation for Women	Aqua Girl	\$24,000.00	392	403	2.73%
Special Events Recurring	Community AIDS Resource, Inc. dba Care Resource	Care Resource Sponsored “White Party Week” Events	\$40,000.00	456	350	-30.29%
	CI Foundation	South Beach Seafood Festival	\$40,000.00	0	111	100.00%
Special Events Recurring	Exclusive Sports Marketing, Inc.	2015 Miami Beach Halloween Half Marathon and Freaky 4 Miler	\$40,000.00	555	783	29.12%
	Hialeah School of Self Defense	Pan American Internationals	\$28,000.00	350	1,500	76.67%
Special Events Recurring	IFCM Corp. dba Filmgate Interactive	FilmGate Interactive	\$28,000.00	350	363	3.58%
	Irie Weekend Management Company	Irie Weekend XII	\$32,000.00	420	416	-0.96%
Special Events Recurring	Latin Songwriters Hall of Fame	Latin Songwriters Hall of Fame “La Musa” Awards	\$40,000.00	40	100	60.00%
	Life Time Fitness	South Beach Triathlon	\$24,000.00	460	384	-19.79%
Special Events Recurring	Miami Beach Bowl, LLC	Miami Beach Bowl	\$40,000.00	1,225	1,279	4.22%
	Model Volleyball, LLC	7th Annual Model Volleyball Tournament	\$40,000.00	350	353	0.85%
Special Events Recurring	NATPE-National Association of Television Program Executives	NATPE Market & Conference 2016	\$28,000.00	9,387	8,548	-9.82%
	National LGBTQ Task Force	2016 Winter Party Festival	\$24,000.00	510	483	-5.59%
Special Events Recurring	Salsa Dance international, Inc. dba Salsa Lovers	Miami Salsa Congress	\$28,000.00	440	520	15.38%
	SCOPE Art Show	SCOPE International Art Show Miami Beach	\$32,000.00	91	191	52.36%
Special Events Recurring	Swimwear Association of Florida	SwimShow	\$24,000.00	1,469	1,244	-22.99%
	The Miami Foundation F/A for Miami Beach Gay Pride, Inc.	8th Annual Miami Beach Gay Pride Parade and Festival	\$32,000.00	442	502	11.95%
Special Projects			-	-	-	-
Special Projects Recurring	Florida International University	2016 Food Network & Cooking Channel South Beach Wine & Food Festival	\$85,000.00	3,438	2,575	-33.51%
	FUNKSHION LLC	FUNKSHION: Fashion Week Miami Beach	\$51,000.00	0	114	100.00%
Special Projects Recurring	Life Time Fitness	2016 Miami Marathon and Half Marathon; Tropical 5K; and Health and Fitness Expo	\$85,000.00	444	33	-1,245.45%
	Miami Dade College	2016 Miami International Film Festival	\$51,000.00	422	519	18.69%
Special Projects Recurring	Orange Bowl Committee	2015-2016 College Football Playoff Semi-Final at the Capital One Orange Bowl Game and Ancillary Events	\$85,000.00	0	0	0.00%
	Winter Music Conference	Winter Music Conference, 31st Annual	\$71,854.50	400	125	-220.00%
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBT Visitor Center	\$30,000.00	0	0	0.00%
	Miami Beach Chamber of Commerce	Miami Beach Guest Program	\$30,000.00	0	0	0.00%
Tourism Partnerships	Miami Beach Latin Chamber of Commerce	Tourist Hospitality Center	\$19,245.00	0	0	0.00%
	Miami Beach Watersports Center, Inc.	Miami Beach Watersports Center, Inc.	\$30,000.00	1,520	456	-233.33%

## Year Long

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

<b>FY 2015/2016</b>	<b>\$30,000</b>	The LGBT Visitor Center provides LGBT travelers and their allies a sense of welcome, hospitality and vital resources for a successful stay on Miami Beach. The LGBT Center, through its newly updated website provides visitors with information about planning a trip, accessing an interactive community event calendar, experience the work of LGBT artists and attend events, seminars and networkers. Through the Visitor Center, the larger LGBT community is connected with the businesses and organizations that will assist any traveler in planning a fulfilling experience in Miami Beach. In addition to their daily services, the Center holds monthly Friday night Cocktail mixers; offers ticket sales for Big Bus Tours, with plans to begin offering the MDPL, LGBT walking tour tickets. The organization also hosts "Pink Flamingo Awards: honoring people, places, and organizations that have demonstrated a level of excellence within the community throughout the year. They also offer a Gay and Lesbian walking tour in conjunction with MDPL while also offering a map for self-guided tours. In 2015/2016, the Center received <b>52,000 inquiries</b> , made up of walk-ins, telephone/fax/email; and website hits. In addition, the Center generated <b>3,082,976 media impressions</b> through its media buys with Hot Spots and Passport Magazines.
FY 2014/2015	\$30,000	
FY 2013/2014	\$30,000	
FY 2012/2013	\$30,000	
FY 2010/2011	\$30,000	

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

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

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

<b>FY 2015/2016</b>	<b>\$30,000</b>	The Miami Beach Guest Program is comprised of Visit Miami Beach, the Visitors Center at the Miami Beach Convention Center, MiamiBeachGuest.com, and the Apogee card. The Center currently responds to over thousands of inquiries each year regarding vacation planning, tours, complaint resolution and much more. The Center works closely with the City of Miami Beach, the GMCVB, and other tourist related entities to ensure that their resources on promoting the destination are coordinated and maximized. Services currently offered by the Center and through MiamiBeachGuest.com include over 30 daily tours, sale of the Go Card, Museum Mile Pass, and tour bookings for bus tours, duck tours, boat tours, and much more. In 2015/2016, the Center was expected to respond to <b>approximately 479,000 tourist related inquiries</b> , composed of 170,000 walk-ins and 309,000 inquiries via other inquiry methods such as telephone, email, and the website. While the Center does not generate hotel room nights, they expect to refer visitors to area hotels; thereby, generating approximately 200 hotel room nights. The Center was also expected to generate <b>2,400,000 media impressions</b> as a result of their media partnerships.
FY 2014/2015	\$30,000	
FY 2013/2014	\$30,000	
FY 2012/2013	\$30,000	
FY 2011/2012	\$30,000	
FY 2010/2011	\$30,000	
FY 2009/2010	\$30,000	
FY 2008/2009	\$30,000	
FY 2007/2008	\$30,000	
FY 2006/2007	\$30,000	
FY 2005/2006	\$30,000	
FY 2004/2005	\$40,000	
FY 2003/2004	\$40,000	
FY 2002/2003	\$20,000	
FY 2001/2002	\$75,000	
FY 2000/2001	\$26,000	
FY 1999/2000	\$26,000	
FY 1998/1999	\$25,000	
FY 1997/1998	\$25,000	
FY 1996/1997	\$25,000	

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

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

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

<b>FY 2015/2016</b>	<b>\$30,000</b>	The rowing series promoted North Beach to national and international universities as a desirable watersports destination. The Center attracted a combination of over <b>5,000 participants and spectators</b> , between <b>October 1, 2015 and September 30, 2016</b> . As a result, <b>456 hotel room</b> nights were generated in Miami Beach. The project included a major rowing race, winter and spring training camps, regattas, summer camps, and year-round programs for youth and adults in the community. They also offered the rental of their 400-person conference space. Utilization of the rowing center reflects the commitment of the MBVCA to attract events that generate national and international acclaim. In addition, the Center generated <b>14,420,176 media impressions</b> through a combination of promotional efforts and media coverage.
FY 2014/2015	\$30,000	
FY 2013/2014	\$30,000	
FY 2012/2013	\$30,000	
FY 2011/2012	\$30,000	
FY 2010/2011	\$30,000	
FY 2009/2010	\$30,000	
FY 2008/2009	\$30,000	
FY 2007/2008	\$30,000	
FY 2006/2007	\$30,000	
FY 2005/2006	\$30,000	
FY 2004/2005	\$30,000	
FY 2003/2004	\$20,000	
FY 2002/2003	\$18,875	
FY 2001/2002	\$17,500	
FY 2000/2001	\$10,000	
FY 1999/2000	\$ 7,500	
FY 1998/1999	\$ 7,500	
FY 1997/1998	\$ 5,000	
FY 1996/1997	\$ 5,000	

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

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

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

<b>FY 2015/2016</b>	<b>\$19,245</b>	<p>The purpose of the Tourist Hospitality Center is to provide direct visitor assistance. An average of <b>35,000 to 40,000 visitors</b> are assisted by the Center; through a combination of walk-ins; telephone/fax/email inquiries, and their pay-per-click campaign in Latin America. A wide range of visitor information and assistance is offered. The Center’s website is an effective online marketing tool that attracts more visitors to Miami Beach. Through their Google pay-per-clicks campaign in Latin America, during the low season, the Center adds more exposure to the destination. In addition, this increase in marketing efforts builds and manages monthly ads/phrases of hotel discounts in Spanish and Portuguese to attract Google travelers to stay in Miami Beach hotels. During the 2015/2016, the Center was expected to receive <b>40,000 inquiries</b> through a combination of walk-ins, telephone/fax/email, website hits, and google pay-per-clicks. In addition, <b>over 1200 hotel room nights</b> were expected to be generated as a result of referrals and bookings through the Google pay-per-click campaign. The Center was also expected to generate <b>over 14,000,000 media impressions</b> through their promotional efforts.</p> <p>This program generated year-round programming through the processing of visitors’ inquiries and providing a free service to the tourist community, which therefore developed a Tourism Partnership with the MBVCA.</p>
FY 2014/2015	\$22,500	
FY 2013/2014	\$22,664	
FY 2012/2013	\$25,000	
FY 2011/2012	\$18,250	
FY 2010/2011	\$10,000	
FY 2008/2009	\$10,000	
FY 2007/2008	\$25,000	
FY 2006/2007	\$25,000	
FY 2005/2006	\$16,250	
FY 2004/2005	\$15,000	
FY 2003/2004	\$15,000	
FY 2002/2003	\$10,165	
FY 2001/2002	\$ 8,500	
FY 2000/2001	\$ 8,700	

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

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

<b>FY 2015/2016</b>	<b>\$30,000</b>	<p>This program provided its participants with the opportunity to participate in a 4-hour program to gain skills needed in customer service. The program was offered free of charge and provided potential Miami Beach employers with employees who have already obtained the skills needed to improve their customer service. The program is a result of a partnership with Florida International University who provided the instructor for the course as well as all the course materials. The program trained approximately <b>550 Miami Beach hospitality employees</b> and generated <b>approximately 4,500 impressions</b> as a result of their promotional efforts.</p> <p>The program satisfied the MBVCA’s core initiative of providing customer service in Miami Beach.</p>
FY 2014/2015	\$26,000	
FY 2013/2014	\$30,000	
FY 2012/2013	\$30,000	
FY 2011/2012	\$30,000	
FY 2010/2011	\$24,000	
FY 2009/2010	\$24,000	
FY 2008/2009	\$30,000	
FY 2007/2008	\$30,000	
FY 2006/2007	\$65,000	
FY 2005/2006	\$30,000	

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

### Miami-Dade Gay & Lesbian Chamber of Commerce Foundation, Inc. F/A for Miami Beach–Miami LGBT Sports and Cultural League, Inc. – Marketing Plan for World OutGames Miami 2017

<b>FY 2015/2016</b>	<b>\$50,000</b>	<p>The World OutGames is a sporting and cultural event hosted by the gay community, open to all who wish to participate, without regard to sexual orientation. Elements of the World OutGames are based upon three equal pillars: HUMAN RIGHTS, SPORTS and CULTURE. The OutGames will bring together athletes and artists from all over the world, many from countries where homosexuality remains illegal and hidden. The cultural and human rights components make the event a well-rounded experience for athletes and activists alike. Their 3 year marketing campaign will include a save the dates awareness campaign, a formal ad campaign that will be utilized across various channels, a social media campaign, a field marketing team, and event marketing activations through attendance at large scale LGBT pride events. Through their partnership with Multimedia Platform, a national media house, and Grupo 916, the campaign generated <b>3,125,315 media impressions</b>.</p> <p>The program satisfied the MBVCA’s core initiative of attracting LGBT events and group stimulus to Miami Beach.</p>
FY 2014/2015	\$50,000	
FY 2013/2014	\$50,000	

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

## October 2015

### CI Foundation - South Beach Seafood Festival

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

The Hess Select South Beach Seafood festival is a 4-day festival that took place from **October 22-24, 2015**. This culinary festival creates 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 a kickoff dinner, a chef showdown, a wine and dine experience, the Seafood Festival as the main event and much more. The event had **12,505 attendees**, which in turn generated **111 hotel room nights** in Miami Beach. The event received media coverage from the Miami Herald, FOX Sports, SUN Sports, the Beach Channel, and REV'N TV, creating **32,000,000 media impressions** and **65,800,000 in viewership**.

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) and [www.ci-mgmt.com](http://www.ci-mgmt.com)

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

FY 2015/2016 \$40,000  
FY 2014/2015 \$20,000

This annual event, that took place **October 23-24, 2015**, has placed a creative twist on the traditional running event. The majority of participants were dressed in full costume while running the 13.1 mile course. The event attracted over **5,100 participants and spectators**, and has grown steadily since its inception. Other events included packet pick-up at Footworks in South Beach, a post-race party, awards ceremony, and happy hour at the host hotel, which led to **783 hotel room nights**. There was also a "Freaky 4-Miler" that took place in conjunction with the half marathon. The event received coverage by the Active Network and Cox Media Group generating **15,326,749 in media impressions**.

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

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

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

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

This awards show is an all-star salute to the legends of Latin music as they honor them by inducting them into the Latin Songwriters Hall of Fame. The event took place on **October 15, 2015**. Events take place throughout the year and include master classes four times a year in Miami Beach. The show was sold out with **1,200 attendees**, earning **100 hotel room nights**. Over 100 international press covered the event and the Red Carpet gaining **6,279,238 media impressions**; the Red Carpet event was also televised on VME PBS Latino earning **1,312,574 in viewership**.

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

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

## November 2015

### Hialeah School of Self Defense - Pan American Internationals

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

The Pan American Internationals is one of the largest and most prestigious sport martial arts events in the world today. Established in 1980 it has become one of the Best Sport Karate Tournaments in the world with competitors travelling from all over the United States and the world. This year the event took place on **November 6 - 8, 2015** in Miami Beach. This event attracted **936 competitors and 6,463 spectators** generating **1,500 hotel room nights**. A total of **8,640,000 media impressions** were generated through a combination of regional, national, and international media placement and coverage, to include the Miami New Times, VisitFlorida.com, Facebook, and many more.

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

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

**The Dirt Box, LLC - Seed Conscious Plant Based Food and Wine Festival**

FY 2015/2016 \$45,000 This event is the first conscious plant-based food and wine festival in the country. The festival, that took place **November 18 – 22, 2015**, gathered some of the brightest speakers, chefs, celebrities, athletes and authors for a fun, thought-provoking, collaborative, but most of all delicious, week of inspired food, cocktails, film, parties, and events. The festival, that attracted **6,424 attendees**, was designed to teach people the life changing opportunities plant based conscious living provides to our health and planet. The event generated **350 hotel room nights** in Miami Beach. Events included a film screening, Burger Battle, Modern Miami Dinner, “Food Forward”, Chad Sarno Dinner; Farm to Table Made in Miami Dinner; a 5K Run & Yoga, Seed Festival Day, Mantra Yoga Brunch and the Sprouts Kid Day. As a result, the festival attracted local, regional, and national media attention to include Ocean Drive Magazine, Deco Drive, Haute Living, and many more; generating **88,309,173 media impressions**.

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

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

**Community AIDS Resource, Inc. d/b/a Care Resource – Care Resource Sponsored “White Party Week” Events**

FY 2015/2016	\$40,000	<p>White Party Week events took place <b>November 25 – 30, 2015</b>, with the Muscle Beach Party taking place <b>November 29, 2015</b>. Approximately <b>5,270 persons</b> were in attendance throughout the 10 events that took place in Miami and Miami Beach, of which 5 events took place in Miami Beach. The Muscle Beach Party represented one of the larger White Party events of the year and generated over <b>1,000 attendees</b>. Other Miami Beach events included, White Splash Pool Party, White Starz, Women’s White Party, and Noche Blanca. A total of <b>350 hotel room nights</b> were generated in Miami Beach with <b>5,457,728 media impressions</b> generated as a result of ad placement and coverage received by media outlets such as BOI Magazine, Frontiers/In LA, NEXT Magazine, Just Circuit Magazine, Ambiente, and many more.</p> <p>The event satisfied the MBVCA’s initiative of attracting events in the nightlife industry within the gay and lesbian niche market.</p> <p><a href="http://www.whiteparty.net">www.whiteparty.net</a></p>
FY 2014/2015	\$23,760	
FY 2013/2014	\$28,000	
FY 2012/2013	\$32,000	
FY 2011/2012	\$35,000	
FY 2010/2011	\$35,000	
FY 2009/2010	\$24,300	
FY 2008/2009	\$30,000	
FY 2007/2008	\$35,600	
FY 2006/2007	\$27,000	
FY 2005/2006	\$30,000	
FY 2004/2005	\$16,200	
FY 2003/2004	\$18,000	
FY 2002/2003	\$20,000	
FY 2001/2002	\$25,000	
FY 2000/2001	\$22,700	
FY 1999/2000	\$23,000	

**December 2015**

**Art Fairs Unlimited d/b/a UNTITLED. Miami Beach – UNTITLED. Art Fair Miami Beach**

FY 2015/2016	\$28,000	<p>This year’s international art fair took place <b>December 1 – 6, 2015</b> and attracted approximately <b>over 36,000 attendees</b>; generating a 35% increase in daily attendance as compared to last year. The fair included 127 international exhibitors and an innovative program of events including performances and talks, a book launches and signings, and daily performances. The fair presented an innovative program of events to which top accolades were received from visitors and exhibitors. A total of <b>1,230,581,816 media impressions</b> were generated as a result of ad placement and coverage, as well as <b>633 hotel room nights</b> in Miami Beach.</p>
FY 2014/2015	\$32,000	
FY 2013/2014	\$40,000	
FY 2012/2013	\$45,000	

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

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

**SCOPE Art Show – Scope International Contemporary Art Show–Miami Beach 2015**

FY 2015/2016	\$32,000	<p>SCOPE International Art Show Miami Beach, which took place <b>December 1 – 6, 2015</b>, welcomed <b>56,187 attendees</b> to the art show and ancillary events, representing a 20% increase in attendees from their 2014 show. A total of <b>191 hotel room nights</b> were generated in Miami Beach as a result. In addition to the art show, a total of 4 ancillary events took place and included a Platinum First View Event, Press Preview, Bombay Sapphire Artisan Series Finale, and the Official Party presented by VH1 and BMI. Media coverage was received by over 100 printed and digital publications, generating <b>495,147,593 media impressions</b>. Various media outlets were in attendance and included Juxtapoz Magazine, Aesthetica Magazine, ArtForum, Blouin ArtInfo, Whitehot Magazine, Women’s Wear Daily, and many more. In addition, the partnership with VH1 generated <b>2 million in viewership</b>.</p>
FY 2014/2015	\$30,000	
FY 2013/2014	\$45,000	

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)

### Live Ultimate Run LLC – Serena Williams Live Ultimate Run South Beach

**FY 2015/2016**      **\$45,000**      The Serena Williams Live Ultimate Run South Beach is a prestigious quarter marathon and 5K run/walk. The event, that took place, **December 11 – 13, 2015**, attracted **over 3,000 runners and spectators** from around the country and the world. This year’s event also included a pre-race Health & Fitness Expo/packet pick-up and post-race party. The event generated **367 hotel room nights** on Miami Beach and as a result of promotional efforts and media coverage, the event also received **24,038,000 in media impressions**. Media coverage was received locally, regionally, nationally, and internationally by NY Daily News, Sports Illustrated, South Florida Times, People Magazine, ESPN, Washington Post, Runner’s World, Guardian (UK), and many more.

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

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

### Orange Bowl Committee – 2015-2016 College Football Playoff Semifinal at the Capital One Orange Bowl Game and Ancillary Events

<b>FY 2015/2016</b>	<b>\$85,000</b>	<p>The Orange Bowl hosted its first College Football Playoff Semifinal as part of the 82<sup>nd</sup> Capital One Orange Bowl. The game was held on <b>December 31, 2015</b> at Sun Life Stadium and televised on ESPN generating <b>20 million</b> in viewership. The game was surrounded by a series of ancillary events that welcomed college football fans from around the country to enjoy in the Orange Bowl’s rich history and tradition, attracting <b>67,615 fans</b> to the destination, between <b>December 26, 2015 and January 1, 2016</b>. The various events included welcome receptions, team outings, dinners, coaches’ outings, and many more, promoting Miami Beach as an outstanding family and sporting destination with superb visitor services. A total of <b>292,161,658 marketing impressions</b> and <b>2,781,958,932 media impressions</b> were generated as a result of promotional efforts and editorial exposure.</p> <p>This event satisfied two of the MBVCA’s core initiatives of attracting events related to health and wellness with a television component.</p> <p><a href="http://www.orangebowl.org">www.orangebowl.org</a></p>
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	

### Miami Beach Bowl – Miami Beach Bowl

**FY 2015/2016**      **\$40,000**      The Miami Beach Bowl, a postseason college football game under the ownership of the American Athletic Conference, held its second annual game and ancillary events **December 19 – 21, 2015**. The game took place at Marlins Stadium while the ancillary events took place on Miami Beach. The event had over **20,000 in attendance** throughout the five days and generated **1,279 hotel room nights** in Miami Beach. Events included the South Beach Soiree VIP Party, Lady’s Day Sailing Excursion, a Welcome Bash and BBQ, the Battle of the Bands, and the Last Blast Pep Rally. In addition, the game aired on ESPN and generated **1,151,826 in viewership**. The events generated **over 2,025,835 media impressions**.

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

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

**Life Time Fitness—2016 Miami Marathon and Half Marathon; Tropical 5K: Health and Fitness Expo**

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

This full marathon (26.2 miles), half marathon (13.1 miles), and Tropical 5K took place throughout Miami Beach **January 21 – 24, 2016**. The full and half marathons hosted participants from all 50 states, and 84 countries, generating a total of **63,561 participants**. In addition, the Health and Fitness Expo, held at Mana Wynwood this year, kicked off on Friday and was attended by **24,276 people** over the two days. The 5K attracted **2,285 participants**, with a total of **10,000 spectators** generated over the course of the weekend. The Kids Run Miami event brought in an additional **2,500 participating students**. A total of **33 hotel room nights** were tracked in Miami Beach. The event received **1,261,072,281 in media and marketing impressions**, including **16,700,000 in television viewership** through the event broadcast on Tuff TV. The event also aired on Comcast SportsNet in Chicago and Philadelphia and in a Spanish version to an international audience. Local, national and international media placement and coverage included The Miami Herald, Runner’s World, Canadian Running, Women’s Running, ForbesTravelGuide.com, MySanAntonio, and many more.

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

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

**NATPE-National Association of Television Program Executives – NATPE Market & Conference 2016**

<b>FY 2015/2016</b>	<b>\$28,000</b>
FY 2013/2014	\$32,000
FY 2012/2013	\$40,000
FY 2011/2012	\$42,500

NATPE Market & Conference 2016 took place **January 19 – 21, 2016** and attracted **4,450 attendees**. This 3 day event is the global content marketplace for a digital world and the only American program market serving the worldwide television/content community. Events took place at the Fontainebleau and Eden Roc Hotels and generated **8,548 hotel room nights**. Events included a welcome party, the NATPE Content First Market & Global Conference, an Opening Night/50th Anniversary Party, and Brandon Tartikoff Legacy Award Reception & Ceremony. The event received local, national, and international media coverage from outlets such as TV Latina, Newline Report, Variety, World News Report, Bloomberg News, and many more. The event generated **409,892,425 media impressions** as a result of paid advertisement and coverage.

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

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

**IFCM Corp. d/b/a Filmgate Interactive – FilmGate Interactive**

<b>FY 2015/2016</b>	<b>\$28,000</b>
FY 2014/2015	\$39,350
FY 2013/2014	\$45,000

FilmGate Interactive, which took place **February 20 – 28, 2016**, is a festival that exhibited the cutting edge of filmmaking technology. Events included workshops, screenings, film labs, and a new Virtual Reality Pavilion, where six virtual reality projects were curated and that created a bug buzz and lineups of audience members, eager to experience the projects. A total of nearly **3,000 persons were in attendance**, who as a result generated **363 hotel room nights** in Miami Beach. The event also generated a total of **89,434,042 media impressions** as a result of promotional efforts and coverage received. Media who covered the event included Miami New Times, Atlanta Business Chronicle, Filmmaker Magazine, Monocle, and many more.

This event satisfied the MBVCA’s core initiative of attracting events that promote the film industry, to Miami Beach.

[www.filmgate.miami](http://www.filmgate.miami)



## Florida International University – 2016 Food Network & Cooking Channel South Beach Wine & Food Festival

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

This 4-day wine, spirits and culinary celebration took place **February 25 – 28, 2016**. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately **61,455 people attended** the various events and generated approximately **2,575 hotel room nights** in Miami Beach alone. The Festival received both national and international coverage, generating **1,687,898,693 media impressions**. A total of 87 events took place, of which 65 were held on Miami Beach. They included Director’s Welcome Party, Alain Ducasse Finner, Tacos After Dark, Oyster Bash, The Art of Tiki, Dolce Brunch, Chicken Coupe, Chef After Party, Lucky Chopsticks, and many more.

The program was part of the MBVCA’s core initiative of recruiting top-quality food and wine events to Miami Beach.

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

## Model Volleyball LLC – 7<sup>th</sup> Annual Model Volleyball Tournament

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

Since its inception in 2010, the Model Volleyball Tournament, which took place **February 20 – 21, 2016**, has become one of the staple events in Miami Beach. Over 200 models and 10 modeling agencies participated in the 2 day event that garnered **approximately 15,000 attendees**. In addition to the tournament, other events included a VIP reception, kick-off party, LaBellaMafia model fitting party, DNCE performance, and a closing party. These events generated **353 hotel room nights** in Miami Beach. Through a combination of promotional efforts and media coverage, the event generated **8,130,668,900 media impressions**. Media promotion and coverage included iHeart Media, Miami New Times, NY Post, Univision, Associated Press, TMZ, and many more. In addition, a live global story, 3 minutes in length, was curated and made available through SnapChat, generating over **185 million viewers**.

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)

## March 2016

### National LGBTQ Task Force – 2016 Winter Party Festival

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

This festival was a five day celebration of social and cultural events targeted at the gay and lesbian community. The week of events, that took place **March 5 – 7, 2016**, included 23 events, of which 17 took place in Miami Beach. These included Spark!, Fuse, a VIP Cocktail Reception, Ignite, Elevate, a Happy Hour Spotlight, Under One Sun Pool Party, film screenings, a Shopping Spotlight, the Winter Party Beach Party, WET Day Party, Illuminate, WE Party, and Finale.. A total of **483 hotel room nights** were generated in Miami Beach as a result of Festival’s estimated **12,000 attendees**. As a result of ad placements and coverage from local, national and international media outlets such as the Dallas Voice, Edge Media Networks, Noize Magazine, She Magazine, and many more, the event generated **222,919,283 media impressions**. The event was also featured on 3 NBC news broadcasts and featured on an episode of NBC’s Six in the Mix.

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)



### Miami Dade College – 2016 Miami International Film Festival

<b>FY 2015/2016</b>	<b>\$51,000</b>
FY 2014/2015	\$58,270
FY 2013/2014	\$68,000
FY 2012/2013	\$85,000
FY 2011/2012	\$75,000
FY 2010/2011	\$70,000
FY 2009/2010	\$25,000
FY 2008/2009	\$35,000
FY 2007/2008	\$80,000
FY 2006/2007	\$26,400
FY 2005/2006	\$20,000
FY 2004/2005	\$20,000
FY 2003/2004	\$15,000
FY 2002/2003	\$17,500
FY 2001/2000	\$17,500

This festival, celebrating its 33<sup>rd</sup> year, brought the best of world cinema to South Florida. This year the Festival presented 135 films participating from 40 countries, highlighting 42 premieres of world, international, North American, and US status. The Festival, that took place **March 4 – 13, 2016**, attracted an audience of approximately **61,500 people** while promoting Miami Beach as a place do to film business through its Industry. Other events included panel discussions, a Marquee series, a Filmmaker and Industry Luncheon, Desserts + Directors Soiree Series Party, The Standard Affair Soiree Series Party, Filmmakers’ happy hours, two press junkets, and Getty Image photo shoots. The event generated **1,080,657,818 media impressions** as a result of promotional efforts and Festival coverage and **519 hotel room nights** on Miami Beach. In addition, the Festival was televised and featured on Somos TV, generating over **15,000,000 in viewership**.

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

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

### Winter Music Conference – Winter Music Conference, 31st Annual

<b>FY 2015/2016</b>	<b>\$71,854.50</b>
FY 2014/2015	\$88,200
FY 2013/2014	\$32,000
FY 2012/2013	\$40,000
FY 2011/2012	\$45,000
FY 2010/2011	\$35,000
FY 2009/2010	\$35,000
FY 2008/2009	\$40,000
FY 2007/2008	\$45,000

This event, that celebrated its 31<sup>st</sup> year, took place **March 21 – 24, 2016** and attracted the world’s most lauded and innovative artists, DJs and professionals. The 4 day event featured over 139 events including 65 official events, 9 sanctioned events, and 50 free events presented in Miami and Miami Beach. The events drew **over 1,800 music industry professionals** and **38,000 additional attendees** who traveled to Miami Beach to attend the various events. As a result, a total of **125 hotel room nights** were generated in Miami Beach. The event placed ads in, and received coverage from local, regional, national, and international publications such as DJ Magazine, DJ Times, Shake 108FM, Club District, and many more, and generated **13,389,489,589 media impressions**. In addition, the event was televised on MTV Latin America, VH1, and TR3S (US), generating **205,000,000 in viewership**.

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

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

## April 2016

### Life Time Fitness –South Beach Triathlon

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

This year marked the event’s ninth year in Miami Beach taking place **April 1- 3, 2016**. Events included the triathlon, a health and fitness expo, a celebrity pasta party, and a kids’ race. The event attracted **7,000 attendees of which 2,093 were athlete participants**. As a result, **384 hotel room nights** were generated in Miami Beach. Through a combination of paid advertisements and generated media coverage, the event generated **137,966,345 media impressions**. Coverage was received by local, regional, and national media such as NBC Los Angeles, South Florida Scene Magazine, People Magazine, DailyMe.com, US Weekly Online, and many more.

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

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

### Miami Gay and Lesbian Film Festival, Inc. – MiFo LGBT Film Festival–18<sup>th</sup> Annual Miami Edition

<b>FY 2015/2016</b>	<b>\$ 30,000</b>
FY 2014/2015	\$ 25,000
FY 2011/2012	\$ 16,500
FY 2010/2011	\$ 18,000
FY 2009/2010	\$ 22,500
FY 2008/2009	\$ 25,000
FY 2007/2008	\$26,666.66
FY 2006/2007	\$ 26,400
FY 2005/2006	\$ 20,000
FY 2004/2005	\$ 20,000
FY 2003/2004	\$ 15,000
FY 2002/2003	\$ 15,000
FY 2001/2002	\$ 15,000

The newly re-branded MiFo LGBT Film Festival took place **April 22 – May 1, 2016** and offered a wide range of films, including features, documentaries and shorts, to film industries guests, over the 10 day festival. A total of 66 official Festival events took place, of which 65 took place in Miami Beach, attracting **8,797 attendees**. Events included film screening events, gala events, VIP/Industry receptions, panel discussions, filmmaker Q&A sessions, meet-and-greets and much more. As a result **46 hotel room nights** were generated. In addition, the event generated **82,798,730 media impressions** as a result of media buys and coverage and **1,000,000 in viewership** through their partnership with Comcast.

The event satisfied the MBVCA’s core initiatives of attracting festivals within the gay and lesbian market with a television component.

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

## The Miami Foundation F/A for Miami Beach Gay Pride – 8<sup>th</sup> Annual Miami Beach Gay Pride Parade & Festival

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

This event, which took place **April 8 – 10, 2016**, was the eighth year of collaboration of the gay, lesbian, bisexual, and transgender (GLBT) community. Events included a legacy couples reception, a rainbow flag raising ceremony, the Miss Miami Beach Gay Pride pageant, a silent auction, fundraisers, a mega-mixer, a pride ceremony, a kick-off event, VIP pride kick-off reception, a festival, parade, and many more. The events were attended by over **110,000 persons**, who in turn generated **502 hotel room nights** in Miami Beach. Media coverage was generated by Wire Magazine, Edge Magazine, Extra (online), People, iHeart Radio, and many more. Media coverage and promotional efforts generated **1,230,963,666 media impressions**.

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

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

## May 2016

### Aqua Foundation for Women – Aqua Girl

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

This diverse weekend of events took place **May 11 – 15, 2016** throughout Miami Beach. A total of 12 events took place, of which 11 took place in Miami Beach. Events included a Game Night, Playdating (Speed Dating event), Traffic Jam, Morning Yoga, Splash Pool Party, a VIP Cocktail Reception, Fuego, Aqualicious Pool Party, Aqua Tea Dance, and a Karaoke event. The overall attendance was **5,953 attendees**, generating **403 hotel room nights** on Miami Beach. The event was publicized locally, regionally, and nationally through various media platforms such as Facebook, Curve Magazine, Google AdWords, NBC6, and many more, generating a total of **5,100,393 media impressions**.

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

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

## June 2016

### Irie Weekend Management Company - Irie Weekend XII

FY 2015/2016	\$32,000
FY 2014/2015	\$39,200
FY 2013/2014	\$45,000

This is one of South Florida's most buzz-worthy and highly anticipated weekends of the year. Irie Weekend that took place **June 23–25, 2016** is a star-studded weekend of festivities that draws participants and media from across the globe. Events included performances by Jaime Foxx, Fat Joe, T-Pain, and Dru Hill, a celebrity golf tournament, a BBQ Beach Bash at the Shelbourne, and closing party hosted T-Pain. The various events attracted approximately **6,000 attendees** and generated **416 hotel room nights** in Miami Beach. The event also received local, regional and national media attention from Miami Magazine, MIAMI Modern Luxury, People Magazine, BET, and many more. The event generated **724,439,495 media impressions** and **1,092,250 in viewership** with TUFF TV.

The event satisfied the MBVCA's core initiatives of attracting festivals with an entertainment component.

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

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

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

Celebrating its 20th anniversary in 2016, the American Black Film Festival (ABFF) is an annual event dedicated to showcasing quality film and television content by and about people of African descent. The festival events, that took place **June 15 – 19, 2016**, 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 67 events, which included over 30 film screenings, attracted **5,700 persons** and generated **534 hotel room nights** in Miami Beach. The Festival received local, national, and international coverage from media such as EBONY, Aspire Television, Upscale Magazine, and many more, generated **66,910,971 media impressions**.

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

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

## July 2016

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

<b>FY 2015/2016</b>	<b>\$51,000</b>
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 six day event, that took place **July 13 – 19, 2016**, brought the best designers from all around the world to showcase their newest collections in Miami Beach. Approximately **30,000 persons** attended the various shows over the 6 days, generating **114 hotel room nights** in Miami Beach. **Events included** to include over 20 fashion shows, presentations, showrooms, musical performances, after parties, and a cabana tradeshow, as well as, high-end events for designers and magazines such as Surf Magazine, Harpers Bazaar, and Vogue Brasil. The event received national and international coverage from media outlets such as Elle Magazine, OK Magazine, MODEM, Huffington Post, and many more generating **6,206,176,916 media impressions**. The fashion shows were featured on Fashion Television (FTV), generating **1,000,000,000 in viewership**.

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

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

### Swimwear Association of Florida – SwimShow

<b>FY 2015/2016</b>	<b>\$24,000</b>
FY 2014/2015	\$27,440
FY 2013/2014	\$32,000
FY 2012/2013	\$40,000
FY 2011/2012	\$32,500
FY 2010/2011	\$40,000
FY 2009/2010	\$42,000
FY 2008/2009	\$45,000

This 4-day event, took place **July 16 – 19, 2016**, and attracted **close to 10,000 attendees** that included designers, buyers, manufacturers, company personnel, social media specialists, bloggers, journalists, fashion consultants, stylists, and other industry leaders. As a result, **1,244 hotel room nights** were generated in Miami Beach. Events, in addition to the trade show, included a Swim Lounge, Breakfast Bar, High Tea, Informal Modeling, a Cocktail Party, Zen Lounge, and seminars. Examples of media that covered the event included The Swim Journal, Ocean Drive Magazine, California Apparel News, New York Observer, and many more, generating **236,470,856 media impressions**.

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

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

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

<b>FY 2015/2016</b>	<b>\$28,000</b>
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 event, took place **July 27 – 31, 2016**, attracted **5,800 attendees** from around the world to Miami Beach. Day and evening events took place at the Deauville Beach Resort where **520 hotel room nights** were generated. Events included over 30 dance workshops and over 70 evening showcases; a kick-off party; an opening party, and pool parties. The event received coverage from media such as The Miami Herald, El Nuevo Herald, Gusto y Sabor, and many more. The event generated **12,883,730 media impressions** through a combination of print ads and social media promotion.

The event satisfied the MBVCA's core initiative of attracting festivals to Miami Beach.

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

## September 2016

### Inffinito Art & Cultural Foundation, Inc. – 20th Brazilian Film Festival of Miami

<b>FY 2015/2016</b>	<b>\$17,500</b>
FY 2014/2015	\$17,500
FY 2013/2014	\$20,000
FY 2012/2013	\$20,000
FY 2011/2012	\$16,500
FY 2010/2011	\$18,000
FY 2009/2010	\$26,000
FY 2008/2009	\$25,000
FY 2007/2008	\$26,667
FY 2006/2007	\$26,400
FY 2005/2006	\$15,000
FY 2004/2005	\$15,000
FY 2003/2004	\$15,000
FY 2002/2003	\$15,000
FY 2001/2002	\$15,000
FY 2000/2001	\$15,000

The 20th annual Brazilian Film Festival took place **September 17 – 24, 2016**, and offered the best in Brazilian Cinema to a diverse Latin audience. Events included 20<sup>th</sup> anniversary celebration screenings, an opening night event, tribute screenings, a marketplace, competitive screenings, and a closing award ceremony, and attracted 4,887 attendees. The various events generated **119 hotel room nights** in Miami Beach. The event was expected to receive significant local and international coverage through television and print media such as Globo TV, Brazilian Times, Contigo Magazine, Gazeta News, and many more, which in turn would generate **over 2,500,000 media impressions**. In addition, the festival was schedule to be broadcast on Canal Brasil and generate **over 16 million in viewership**.

This event satisfied the MBVCA's core initiatives of generating quality events related to cultural tourism and the film industry.

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

### Miami Beach Chamber of Commerce – Zika Campaign

FY 2015/2016 \$28,000

As a result of the Zika Health Advisory, the Miami Beach Chamber of Commerce felt a sense of responsibility to help protect Miami Beach businesses; therefore, they began distributing insect repellent to businesses, residents, and event producers whose events took place in Miami Beach. The Miami Beach Chamber of Commerce distributed the product through their Visitor's Center and various special events.

This project satisfied the MBVCA's core initiatives of developing promotional campaigns for the destination.

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

### City of Miami Beach - Licensing and Merchandising Strategic Plan

FY 2015/21016 \$100,000

The City of Miami Beach sought to increase global brand awareness while strengthening existing relationships with enthusiasts; enhance consumer perception of Miami Beach as a lifestyle brand; grow their merchandising volume and footprint, and generate external partner revenue stream with a positive return on investment. Through a partnership with BEANSTALK & BLUEPRINT, they have recommended the following: Style Guide, Sales Materials, and a Legal Contract Boilerplate.

This project satisfied the MBVCA's core initiatives of developing promotional campaigns for the destination.

[www.miamibeachfl.gov](http://www.miamibeachfl.gov)

**The Polo Life LLC – Miami Beach Polo World Cup XI**

Over a period of four days, the Miami Beach Polo World Cup was scheduled to bring 8 international teams from around the world to compete for ‘La Martina Trophy’ in this international polo tournament expected to attract worldwide media attention. Events were expected to include a welcome dinner and several after parties, champagne brunch, press conference, award ceremony, dinner/cocktail parties, and a closing party.

**The event was cancelled due to a scheduling conflict.**

*Peggy Benua, Chair*



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

Peggy earned her Bachelor of Fine Arts at the University of North Florida, where she graduated cum laude, and obtained her Master's in Hotel and Food Service Management from Florida International University. After completing her management training program with ITT Sheraton, she held various positions in San Diego and Los Angeles area Sheraton Hotels, including the Sheraton LAX and the Sheraton Grande, part of the ITT Sheraton Luxury Collection. Prior to relocating back to Miami, Peggy was Hotel Manager at Le Meridien Dallas from 1994 to 1999.

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

*Danny Hertzberg, Vice Chair*



Danny Hertzberg was appointed to the MBVCA in February 2015. He is member of the leading luxury real estate sales team known as The Jills®. This last year, his team was recognized by the Wall Street Journal as the number one residential team in the United States. He was featured in Forbes 30 Under 30 list as an industry leader, as well as on CNBC's financial news program, Squawk on the Street.

Mr. Hertzberg has a unique understanding of print and online advertising as well as a particular expertise in social media marketing. While studying for his master's in business administration at University of Miami, Mr. Hertzberg developed innovative marketing strategies, many of which he has discussed at speaking engagements, seminars and conferences nationwide.

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

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

*Adrian Gonzalez*



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

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

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

*Stephen Hertz*



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

## Jeffrey Lehman



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

He also has served on the Greater Miami Convention & Visitors Bureau Boutique Task Force, and has served on the Mayor's Blue Ribbon Task Force on Tourism, the Miami Beach Convention Center Advisory Board, and was the Vice Chair of the Collins Avenue Reconstruction Task Force. In 2007, he was given a "Key to the City" of Miami Beach for his commitment to Community Service, and his current hotel (The Betsy) twice won the Community Service Award from the Greater Miami and the Beaches Hotel Association's annual "Inn Key Awards". In 2009, Mr. Lehman accompanied Mayor Bower and a local delegation on a goodwill journey to our sister city of Fujisawa, Japan, to further this diplomatic and economic relationship. In 2016, Mr. Lehman was awarded the Out magazine 50.

## Tim Nardi



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

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

Mr. Nardi's commitment to community involvement and philanthropy have been demonstrated throughout his career. In 2010, Mr. Nardi was appointed by the City of Miami Beach to serve on the Miami Beach Convention Center Advisory Board as well as the developer selection committee for the Convention Center renovation and expansion. For over ten years, Mr. Nardi has been active in the Greater Miami & the Beaches Hotel Association serving as Chairman, Vice Chairman and current Board Member. Over the past 20 years, Mr. Nardi has been an active leader in the Greater Miami Convention and Visitors Bureau where he spent six years on the Board of Directors, six years as a Sales Development Committee Member, and five years on the Finance Committee, where he currently serves. Mr. Nardi has been recognized for his contributions to the local community with numerous awards and accolades including the 2007 Miami Beach Chamber of Commerce Pillar Trustee Award as well as the City of Miami Beach Proclamation of "Tim Nardi Day" on February 8, 2012.

## Aaron Perry



Aaron Perry was appointed to the MBVCA board in 2011. A well-known businessman and entrepreneur, Aaron's business career has included a number of ventures including co-ownership of Miami Fashion Week, one of the world's premiere international fashion events, co-founder and president of Reputation Protection Group and Principal/Chairman of the Board of the Council of International Fashion Designers. Aaron's professional experience has also included a long spanning career producing and promoting hundreds of live concerts featuring some of music's top recording artists.

Giving back to the community has always been a priority for Aaron. He is a past Chairman of the Board of the Miami Beach Chamber of Commerce, served as the Vice-Chairman of the Miami Beach Charter Review Board which meets every decade to review & recommend changes to the City's charter and also a past member of the Mayor's Blue Ribbon Task Force. Aaron also played a key role in educating and rallying the Miami Beach community to vote in favor of the resort tax referendum which will play a key role in helping fund the expansion of the Convention Center. He is also one of the founders and past chairman of the editorial board of The Miami Beach News, a bi-monthly newspaper serving the Miami Beach community. Supporting public education has also been a passion for Mr. Perry. He is a past board member of the Miami Beach Quality Education Committee & has spearheaded many initiatives to support local school programs & their leaders, including the naming of the street, Rosann Sidener Way, which pays tribute to former Miami Beach Senior High principal Rosann Sidener who passed away in 2012.



Hill & Knowlton Total Placement and Pick Up Data

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	87,714,019	\$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	\$1,054,914.14	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
<b>July 2013</b>	7/9/2013	Miami Beach Presents Fashion Swim Week 2013	114,200,703	\$1,142,007.03	126,583,853	\$1,203,476.39	234,554,149	\$688,356.03
	7/15/2013-7/23/2013	Additional Coverage: Miami Beach Presents Fashion Swim Week 2013	12,383,150	\$61,469.36				
<b>August 2013</b>	8/13/2013	Superstar Architect Rem Koolhaas Chosen to Design New Miami Beach Convention Center	102,644,538	\$1,026,445.38	102,644,538	\$1,026,445.38	337,198,687	\$5,714,801.41
<b>September 2013</b>	9/17/2013	What's In A Name	185,287,882	\$1,852,878.82	185,287,882	\$1,852,878.82	522,486,569	\$7,567,680.23
<b>October 2013</b>	10/15/2013	Miami Beach Continues To Attract "Everything New" as The City Evolves Into One of the Most Intriguing And Hottest International Destinations	185,338,404	\$1,853,384.04	185,338,404	\$1,853,384.04	707,824,973	\$9,421,064.27
<b>November 2013</b>		Harris Poll Conducted - No Press Release				\$-	0	\$-
<b>December 2013</b>	12/18/2013	Notable Nightlife and Sexy Scene Draw Visitors to Miami Beach	19,016,024	\$1,400,896.91	19,016,024	\$1,400,896.91	726,840,997	\$10,821,961.18
<b>January 2014</b>	1/20/2014	Miami Beach: Just What the Doctor Ordered	174,230,875	\$1,742,308.75	174,230,875	\$1,742,308.75	901,071,872	\$12,564,269.93
<b>February 2014</b>	2/13/2014	Miami Beach, Sun-Kissed City Lends its Name to a Line of Suncare Products Hitting Shelves this Month	180,061,219	\$1,800,612.19	180,061,219	\$1,800,612.19	1,081,133,091	\$14,364,882.12
<b>March 2014</b>	3/1/2014	Explore Miami's Eclectic Neighborhoods	140,444	\$196,487.00	1,139,275,513	\$12,931,294.78	2,220,408,604	\$27,296,176.90
	3/17/2014	Miami Beach launches its own line of sunscreens	973,303,239	\$11,076,489.48				
	3/25/2014	The Madness of March & Beyond	165,831,830	\$1,658,318.30				
<b>April 2014</b>	4/16/2014	Miami Beach's MBI App is Here!	75,408,193	\$754,081.93	75,408,193	\$754,081.93	2,295,816,797	\$28,050,258.83
<b>May 2014</b>	5/28/2014	Miami Beach Continues to Transform into a Global Powerhouse	172,363,100	\$1,723,631.00	172,363,100	\$1,723,631.00	2,468,179,897	\$29,773,889.83
<b>June 2014</b>	6/26/2014	Boom at the Beach: Hotel construction and renovations continue to explode in Miami Beach	176,143,447	\$1,881,175.00	315,189,921	\$2,428,437.08	2,783,369,818	\$32,202,326.91
	6/9/2014	World Cup Fever: Where to Experience It Without Leaving the U.S.	39,227,416	\$339,970.80				
	6/26/2014	Last-minute July 4 weekend travel deals	99,819,058	\$207,291.28				
<b>YTD TOTAL</b>							<b>2,783,369,818</b>	<b>\$32,202,326.91</b>

## Year 2

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

## Year 1

Total Pick Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Running Total	
							Circulation	Value
June 2011	6/30/2011	MBVCA Selects Hill & Knowlton as Agency of Record	230,040,699	\$115,629.62	230,037,699	\$115,629.62	230,037,099	\$120,005.62
August 2011	8/13/2011	Miami Beach Has Hot Tickets on the Culture Calendar	3,000	\$4,376.00	3,000	\$4,376.00	230,040,099	\$124,831.62
September 2011	9/15/2011	Orgullo Pitch	217,163	\$424.50	620,879,406	\$2,438,332.50	850,919,505	\$2,562,714.12
	9/16/2011	Legendary Architect Zaha Hadid Chosen to Design Miami Beach Parking Garage at Collins Park	445,138,341	\$2,033,293.00				
	9/28/2011	Miami Beach Launches Gay Friendly Hospitality Program	175,523,902	\$404,615.00				
October 2011	10/25/2011	Bursting at the Seams: Another Famous Restaurant Moves to Miami Beach	24,735,839	\$64,402.10	24,735,839	\$64,402.10	875,655,344	\$2,627,116.22
November 2011	11/28/2011	Miami Beach International Bridal Week Launches to Rave Reviews	185,606	\$789.00	185,606	\$789.00	875,840,950	\$2,627,905.22
December 2011	12/1/2011	Art Basel CBS Segment	382,304,536	\$822,065.80	382,307,546	\$22,066.80	1,258,148,496	\$3,449,972.02
	12/8/2011	Miami Beach Ranks Number One on TripAdvisor's List of Top Winter Sun Vacation Rental Getaway Destinations for 2011	3,010	\$1.00				
January 2012	1/19/2012	Top Television Entertainers Hit Miami Beach	175,192,723	\$290,470.26	175,192,723.00	290,470.26	1,433,341,219	\$3,740,442.28
February 2012	2/15/2012	Fab, Fab, February in Miami Beach	438,444,661	\$288,798.89	438,444,661	288,798.89	1,871,785,880	\$4,029,241.17
March 2012	3/1/2012	Influx of Celebrity Chefs makes Miami Beach a new foodie haven	4,320,844	\$2,318.27	393,373,813	231,620.60	2,265,159,693	\$4,260,861.77
	3/20/2012	Building a Sustainable Paradise	389,052,969	\$229,302.33				
April 2012	4/17/2012	Chaz Bono Leads Gay Pride Parade	602,159,425	\$217,513.83	602,159,425	217,513.83	2,867,319,118	\$4,478,375.60
May 2012	5/10/2012	The Miami Beach Visitor and Convention Authority is Bringing a Fresh Perspective, Encouraging Cultural Events and Helping to Drive the Economic Engine of Miami Beach	549,262,442	\$210,258.33	549,262,442	210,258.33	3,416,581,560	\$4,688,633.93
YTD TOTAL							3,416,581,560	\$4,688,633.93

## Visual Memoirs Update of Interviewees

Interviewees for Miami Beach Visual Memoirs Project  
October 2016

1. Leonard Abess: City National Bank
2. Michael Aller: Former Tourism and Convention Director
3. Arlene Amaran: Miami Beach High Graduate; big Hungarian Jewish family on Beach
4. Aristotle Ares: born and raised on Beach, Former Public Works Assistant Director
5. JoAnn Bass: third-generation owner of Joe's Stone crab restaurant;
6. Rey Baumel: "Mambo Rey" popular entertainer in the 1950's
7. Rey Baumel: 2nd Interview for Educational Video
8. Bette Baron Bernstein: grew up on Miami Beach, contracted polio as a girl, advocate for disabled
9. Lynn Bernstein: City of Miami Beach Community Outreach Coordinator; former MDPL director
10. Stuart Blumberg: Miami Beach hotelier
11. Mayor Matti Bower: grassroots organizer; MDPL director; former Miami Beach Commissioner and Mayor
12. Robert Bowman: Grew up and worked on Miami Beach: Joes, etc.
13. Seth Bramson; Miami Beach High graduate; local historian and author
14. Diane Camber: Art Consultant, Bass Museum
15. Andrew Capitman: son of Barbara, investor, Deco developer
16. Norman Ciment – former Mayor
17. Sabrina Cohen – disabled activist
18. Marlo Courtney - runs the Park Central Hotel on Ocean Drive and leads the Ocean Drive Association; works for Tony Goldman; was involved in the 1980s/90s transformation of South Beach
19. Alex Daoud: Former Miami Beach Mayor
20. David Dermer: Former Miami Beach Mayor
21. Richard Dixon: Miami Beach High graduate class of 1953; son of prolific Miami Beach architect L. Murray Dixon
22. Jeff Donnelly: Miami Design Preservation League's historian and board member, long-time tour guide
23. Margaret Ann Doyle: preservationist, Capitman cadre6.
24. Judy Drucker: raised on Miami Beach, Miami Beach High graduate, world-renowned impresario
25. Lynne Elster: Miami Beach High graduate class of 1960; father was involved in Miami Beach nightlife
26. Ray Fisher: Photographer
27. Russell Galbut: developer and hotel owner; 3rd generation resident
28. Luis Garcia: Cuban exile, former Miami Beach Fire Chief, State Legislator, running for Congress
29. Dan Gelber: Florida State Senator
30. Seymour Gelber: Former Miami Beach Mayor
31. Barbara Gillman: art gallery owner on Lincoln Mall; hosted Andy Warhol during his visit to Miami Beach
32. Barton Goldberg: grew up on Miami Beach, banker, Chamber of Commerce leader
33. Thorn Grafton: local architect, preservationist and descendant of John Collins/Panocoast family
34. Pepi Granat: Family Physician, WWII on the Beach
35. Ben Grenald: Decorated Naval officer, pharmacist entrepreneur; former member of the Visitor and Convention Authority, and 3 time Vice Mayor of Miami Beach
36. Selma Grenald: born and raised on Miami Beach, local reporter, actor
37. Saul Gross: Deco developer; former Miami Beach Commissioner, Design Review Board member
38. Betty Gutierrez: Founding member of MDPL; employee of Washington Storage Company; friend of Leonard Horowitz
39. Robert Hauser: nephew of Henry Hohausser (prolific Art Deco architect); Miami Beach High School alumni
40. Irving Heller: raised on Miami Beach, a Miami Beach High School graduate; retired Assistant Chief of Police Miami-Dade County.
41. Stephen Hertz: father helped design Lincoln Mall
42. Beatrice Hines: African-American who worked as a domestic for Miami Beach family, as did her mother; first female African-American reporter for the Miami Herald
43. Richard Hoberman: Long-time Miami Beach resident
44. Herbert Hofer: Miami Beach resident since 1988; artist
45. Manuel Izquierdo: Miami Beach High School student
46. Coman Leonard: History Washington Storage, Wolfsonian Museum
47. Nancy Liebman: Chair of Historic Preservation Board; former MB Commissioner
48. Mitchell Kaplan: Owner of Book & Books bookstores; Miami Beach High graduate and Miami Beach native.
49. Mr. Joseph and Mrs. Helen Sir Kaplan: Mr. Kaplan was a labor attorney and represented the Beach hotel workers in 1955 in a landmark suit to form a union; Mrs. Kaplan moved to Miami Beach in 1936 (at the age of 6) and is a Miami Beach High alumna.
50. Ruth Karp: started Carnival Fruit Company; resident since the 1950s; mother of Martin Karp- MDCPS school board
51. Niesden Kasdin: Former Mayor; Miami Beach Community Development Corporation
52. Norman Kassoff: born and raised on Miami Beach; Miami Beach High graduate; former law enforcement
53. Mac Klein: Long-time bar owner
54. Michael Kinerk: MDPL Chair Emeritus
55. Philip Levine: media entrepreneur, Miami Beach Mayor
56. Cathy Leff: Former director of the Wolfsonian Museum

57. Mateo Lopez: Miami Beach Senior High School student
58. Joy Malakoff: grew up on Beach; banker; Miami Beach Commissioner
59. Arthur Marcus: Deco architect; member of MDPL board; Miami Beach Design Review Board member
60. Ernie Martin: Long-time Beach resident
61. Rosalind Merritt: Miami Beach High graduate; active in the MBSH alumni association; interior decorator; father was a builder on Miami Beach
62. Jimmy Morales: Miami Beach High graduate; former County Commissioner, Miami Beach City Manager
63. George Neary: Barbara Capitman cadre; MDPL director
64. Jonathan Nelson: Miami Beach Senior High Teacher, grew up at 13<sup>th</sup> Street and Michigan Avenue
65. Jonathan Nelson: Miami Beach Senior High School teacher (twice)
66. Tamara Nixon: grew up on Miami Beach; advocate with Funding Arts Network
67. Michele Oka Doner: renowned artist born and raised in Miami Beach
68. Mel Olman: Musician, Fontainebleau
69. Michael Orovitz: Miami Beach Senior High graduate class of 1960; banker; son of Max Orovitz who helped found Mt. Sinai Hospital
70. Ruth Pasarell: Cuban Immigration/Mariel
71. Facundo Perez: Miami Beach Senior High School student
72. Enid Pinkney: African-American parents worked on Miami Beach
73. Frank Pinkney: African-American worked on Miami Beach
74. Craig Robins: Miami/Miami Beach Developer
75. Randall Robinson: Miami Beach resident; Coined the term “Miami Modern” architecture to distinguish the unique Miami style
76. Harold Rosen: attorney; former Miami Beach Commissioner and former Mayor
77. Denis Russ: Capitman cadre, MBCDC, MDPL
78. Mickey Schermer: grew up on South Beach; builder
79. Susan Schermer: grew up in Mid-Beach; business owner, photographer
80. Dennis Scholl: Knight Foundation
81. Allan Shulman: prominent architect; expert in historic preservation and architecture on Miami Beach.
82. Gerald K. Schwartz: Lawyer/JCC/Community Leader
83. Charles Seraydar: Former Miami Beach Police Department detective
84. Mark Soyka: restaurateur: News Cafe
85. Alfred Spellman: movie and television producer, “Cocaine Cowboys”
86. Robert Swedroe: prominent architect, worked with Morris Lapidus, artist
87. Bruce Turkel: born and raised on Beach in 1960s; family involved in civil rights
88. Nathalia Valdes: Miami Beach Senior High School student
89. Richard Winer: Miami Beach High graduate; grew up on Miami Beach
90. Dennis Wilhelm: MDPL, Capitman’s cadre, Capitman archivist
91. Nancy Wolcott: Miami Beach resident, active since the 80s in promoting the artistic and cultural aspects of Miami Beach.
92. Micky Wolfson: Collector; Wolfsonian Museum founder
93. Linda Zilber: Miami Beach High graduate and former Mayor of Bay Harbor Islands

# API Update

Organization: Miami Beach Visitor & Convention Authority

Project Management: Lansight Consulting

Developer: Solodev

Coming Year Objectives: Partnering and Marketing Continued

## Project Updates

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

## Project Goals for coming year

### Partnering

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

### Marketing

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

### Monetizing

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