

MIAMI BEACH VISITOR AND CONVENTION AUTHORITY
Program of Work 2025 2026

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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.



In 2025, Miami Beach stood proud as a destination sought out by travelers from near and far. Despite external factors, including a decrease in Canadian visitors, we made strategic strides in targeting and converting domestic and key international audiences into Miami Beach visitors. Throughout the year, we put a laser focus on expanding our luxury distribution channels, understanding the influx in global brands working to call Miami Beach home. From the recently reimagined Shelbourne by Proper to the upcoming Thompson Miami Beach, our destination is attracting brands with distribution power and investors with a concentrated effort on thoughtfully developing Miami Beach to accommodate new audiences. As supply is added to the destination, the Miami Beach Visitor and Convention Authority (MBVCA) is dedicated to supporting our hotel partners and working to continuously raise the bar on the trifecta of success, increasing occupancy, rate and RevPAR to remain a leader in the economic engine that drives tourism dollars in our region.

Our recent campaigns including “The Art of Miami Beach,” and “Stylish Stays on Miami Beach,” strategically tapped into new audiences that have a vested interest in fashion, style, travel and have the incremental income to be repeat destination visitors. National media has continued to recognize the undeniable appeal of Miami Beach, penning feature articles that shine a light on the culture and community that make our destination world-class and award-winning. Year-over-year, we have been nominated and recognized as destination and industry leaders by the likes of the World Travel Awards, Merit Awards and the Travel Weekly Magellan Awards. Our team continues to gain attention from industry professionals and insiders, opening new opportunities for collaborations and partnerships that drive awareness and action. As the No. 1 Honeymoon Destination in the US in 2025, we have worked to align with partners, including The Knot, to connect with all couples to highlight Miami Beach as a welcoming destination that celebrates all love.

While the market has returned to a “business as usual” seasonality, Miami Beach has successfully held occupancy and rate nationwide, ranking in the Top 10 of market performance in 2025. This is a testament to the ongoing work being done to capture share and drive demand, even in economic uncertainty. Miami Beach is home to annual marquee events including the South Beach Wine and Food Festival, SWIM Week Miami, Art Basel Miami Beach, and is the epicenter for travelers visiting the area for peripheral events including the Miami Open, Formula 1 Miami Grand Prix, Orange Bowl and returning for its third year, Open House Miami. We also look forward to leveraging the upcoming World Cup North America 2026 and the College Football National Championship Game.

A first-ever collaboration with The Today Show and Shop Today, allowed Miami Beach to take center stage on a national broadcast and continued our strong alliance with the Greater Miami Convention & Visitors Bureau. In addition, we reached core audiences in the realms of arts + culture, culinary, hotels, wellness and experiences through partnerships with media outlets including Architectural Digest, Vogue, Vanity Fair, Swanky Retreats and USA Today’s Go Escape summer edition. Through these multi-channel efforts, we directly spoke to consumers with above-average open and click through rates, helping drive EXP Miami Beach Tour App downloads and positively impacting our Instagram following as we move towards reaching our goal of 50k followers by year’s end.

Our plans for the year ahead are in motion, starting with the launch of a new web site, ExperienceMiamiBeach.com that will allow us to capture traveler segments and deliver direct recommendations, offers, discounts and information to their hands, making it even easier to book their next Miami Beach vacation. The newly designed Miami Beach Visitor and Convention Authority logo has elevated our visual representation to our partners, grantees and target audiences. We will continue to double down on storylines that go beyond the surface level of Miami Beach with a focus on community and the arts. The “100 Years of Art Deco” campaign is on the horizon and will take the history, glamour and importance of the Art Deco movement and its impact on Miami Beach to the forefront of communications efforts and content creation. We will continue to stay on the front lines of emerging trends to best connect with our audiences to encourage new and repeat stays, incentivize travelers to stay longer and to support the destination through hotel stays and culinary adventures at hotel restaurants, many featuring celebrity chefs and personalities. Our vision and mission are clear as we build upon our team’s past work and focus our efforts on a transformative future for our home, Miami Beach.

Peggy Benua, Chairwoman



As we move through 2025, Miami Beach continues to be recognized as an international destination offering a collection of new, luxury hotels, Michelin-recognized restaurants, marquee experiences, market-exclusive events and a community that is all-welcoming. Despite an ever-changing economic landscape, Miami Beach is a driving force in the economic engine, continuing to outperform competitive markets across the country in both occupancy and average daily rate (ADR). Specific traveler segments have seen growth including couples, thanks to the recent recognition of Miami Beach as the No. 1 Honeymoon Destination in the U.S. A combination of strategic campaigns, like-minded partner collaborations and elevated communications efforts across all distribution channels, have highlighted Miami Beach as a headline-worthy, celebrated destination with a focus on arts + culture, architecture, design, cuisine, development and upcoming market debuts from global brands.

We will continue to keep a close eye on domestic travel patterns, targeting our key audience markets and expanding awareness to additional regions in the south and west. This past year, the Miami Beach Visitor and Convention Authority (MBVCA) doubled down on style and fashion, tapping into consumers through the “Stylish Stays on Miami Beach” campaign, inclusive of cross-promotional and direct-marketing through established partners including Vogue, Vanity Fair and Glamour. For the first time, we expanded efforts to the coveted “cruiser community” with a dedicated out-of-home installation at Port Miami which allowed us to remind travelers to spend time pre-and-post cruise on Miami Beach. Through these efforts, we have seen a significant increase in EXP Miami Beach Tours App downloads and steady growth on Instagram – we are pacing to meet our stretch goal of 50k followers by the calendar year’s end.

New initiatives and opportunities allowed us to make waves on TV through a first-ever integration with the Today Show and Shop Today to develop the debut “Miami Beach” box, showcased during a five-minute, prime-time morning segment. This effort helped support our summer push, resulting in a sell-out of boxes and hand-delivering of branding and messaging to key household decision makers.

Media accolades were front and center in 2025 including “The Most Beautiful Beaches in the US,” “10 Best Beaches in the World,” “No. 1 Honeymoon Destination US,” and “Best Family-Friendly Vacation Spots in Florida.” In 2025, our work was recognized with Gold by the Merit Awards for “The Art of Miami Beach” multi-channel campaign and nominations in the World Travel Awards categories “North America’s Leading City Destination,” “North America’s Leading Beach Destination,” North America’s Leading Honeymoon Destination” and “North America’s Leading Tourist Board.”

Grantee events continued to draw new audiences and provide opportunities for cross-marketing and promotions including the South Beach Wine and Food Festival, SWIM Week Miami, The Miami Takeover, Model Volleyball, South Beach Seafood Festival, and Open House Miami that celebrated a successful second year and will return in 2026. Our team is actively working to provide opportunities for returning and new grantee prospects, further showcasing our commitment to attract and support immersive experiences and events that draw visitors to the destination.

Digital enhancements resonated with core audiences throughout the year. The EXP Miami Beach Tours App continues to see an increase in downloads both year-over-year and month-over-month thanks to specific CTAs through marketing channels and QR code inclusion in travel-centric outlets including a full-page, color feature in the summer issue of USA Today’s Go Escape edition. The uptick in downloads and overall interest in additional planning resources is driving our upcoming launch of ExperienceMiamiBeach.com later this year. This new site will serve as a central hub and new destination URL in all external communications plans and will showcase our recently refreshed MBVCA logo. We’re proud to have unveiled this new logo design, representative of Miami Beach’s vibrant history and modern future. The fresh take features clean lines and an eye-catching, signature combination of blue and green hues that capture the essence of the natural beauty that surrounds us.

Looking ahead, our strategic roadmap includes a highly anticipated “100 Years of Art Deco” Campaign that will allow us to target specialty and affluent audiences, expanding our efforts through content-driven storytelling through media relations, influencer collaborations and integrated philosophies that connect our areas of focus with our ultimate goal of generating more hotel nights and longer stay patterns.

The MBVCA is focused on the future and dedicated to continuing its work as emissaries for Miami Beach and our vibrant, strong and passionate community. As travelers evolve in how they seek and digest information and make purchase decisions, we too will remain agile and aware of ever-changing trends and landscapes that can have a direct impact on driving tourism to Miami Beach. We remain optimistic, energized and ready to take Miami Beach to the next level of destination recognition in the year ahead.

Grisette Marcos, Executive Director

2025 Magellan Travel Weekly Awards GOLD – Destination Marketing: Social Media Campaign for Destinations
2025 Magellan Travel Weekly Awards GOLD – Destination Marketing: Advertising/Marketing Campaign for Destinations
2025 Merit Award: Multichannel Customer Engagement Innovation, Gold
2024 Travel Weekly Magellan Awards: Hospitality Marketing-Mobile App for Hospitality (EXPMiamiBeach.Tours), Gold
2024 Travel Weekly Magellan Awards: United States - Overall Destinations-City for Destinations, Silver
2024 Travel Weekly Magellan Awards: Social Media Campaign for Hospitality - Beyond the Beach, Silver
2024 World Travel Awards: North America's Leading City Destination
2024 World Travel Awards: North America's Leading Honeymoon Destination

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

Fiscal Year 2024/2025 Key Initiatives

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

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

Core Initiative	Hotel Room Nights	Viewership	Impressions
Cultural Tourism	5,040	0	9,974,837,481
Customer Service	0	0	520,225
Design and Architecture	0	0	4,074,000
Entertainment and Nightlife	258	0	2,490,070,073
Festivals	930	885,431,990	1,273,209,750
Film and Fashion	851	97,644,267	20,393,581,442
Gay and Lesbian	620	0	885,348,195
Group Stimulus	262	0	11,727,211
Health and Wellness	2,318	0	3,669,091,166
Promotional Campaign	0	0	0
Television Origination	0	29,159,725	8,725,103,999
Wine and Food	2,372	0	3,430,077,378
TOTAL	12,651	1,012,235,982	50,857,641,220

Destination Marketing

In 2011, the Miami Beach Visitor and Convention Authority (MBVCA) partnered with Hill & Knowlton (H+K) for destination marketing and communications services. The partnership focused on refining messaging around four primary tracks: Leisure/Lifestyle, Arts and Culture, Sports/Celebrity/Entertainment, and Global GLBT. H+K's responsibilities included enhancing Miami Beach's social media presence, promoting cultural experiences, and attracting the LGBTQ+ community.

The MBVCA and H+K supported grant recipients through social media messaging, promotions, and featuring them on the Experience Miami Beach App and website. They also developed social media giveaways and utilized influencers to showcase Miami Beach positively. Their efforts aimed to improve visitor services, foster collaboration with tourism partners and residents, and recruit productions to highlight Miami Beach through various media channels.

The MBVCA and Miami Beach have received numerous prestigious awards and accolades. and has been recognized with awards such as the World Travel Awards' World's Leading City Tourist Board and North America's Leading Tourist Board. Miami Beach has also been honored with top accolades, including North America's Leading City Destination, Beach Destination, and Lifestyle Destination. These awards demonstrate the city's and the MBVCA's excellence in tourism, hospitality, and destination marketing.

After the pandemic, H+K helped lure tourists back to Miami Beach with marketing campaigns like "My Miami Beach, Your Escape" and "Why I Love Miami Beach". They worked with local influencers, hosted media trips, and secured coverage in top outlets like Forbes and The New York Times. In 2022, Private Label, LLC (PLM) took over as the new Agency of Record and launched two campaigns: "Connect with the Waters" and "Architectural Tourism", featuring a celebrity spokesperson and initiatives like Open House Miami.

In FY 2022/2023, the MBVCA generated 2.5 billion media impressions and expanded its social media presence to X, and Pinterest. They also hosted influencer trips and launched campaigns, won several awards, including North America's Leading Honeymoon Destination. The MBVCA launched new campaigns, including "Beyond the Beach" and "Beyond the Waters", and partnered with Saks Fifth Avenue. They hosted 17 influencer trips and distributed 12 press releases, generating 2.3 billion media impressions worth \$21 million

As of July 2025, Private Label Marketing had distributed 10 press releases, generating 1,811,007,991 media impressions with a value of \$16,692,158.65.

FY 2025/2026, Private Label Marketing, LLC will continue to promote the destination through a series of social media influencers, FAM trips, monthly press releases, and campaigns to continue to lure visitors to Miami Beach.

The MBVCA's partnerships with these agencies has resulted in significant media coverage and brand awareness for Miami Beach. The Destination Marketing allocation reflects 13% of the total budget for FY 2025/2026. This allocation provides for the additional placement of stories and press releases on the PR Newswire as well as the continuation of our FAM trips, online sweepstakes to promote increased activity on our social media channels, as well as ticket giveaway promotions/sweepstakes from MBVCA-funded events.

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Mobile APP

The MBVCA launched the Miami Beach Information App in 2014, which then won a Gold Magellan Award in 2015. The app was later rebranded as the Experience Miami Beach (EMB) App, and as of 2024, it had approximately 34,038 downloads, with significant international appeal.

In 2023, the MBVCA introduced the EXPMiamiBeach Tours, a destination tour app with various curated tours developed in collaboration with local partners. The app has been downloaded 3,743 times.

The MBVCA refreshed the Experience Miami Beach app, adding features like visual deals, and improved event highlighting. The EXPMiamiBeach.Tours app was updated with additional tours and new ones to appeal to visitors.

FY 2025/2026, the MBVCA will continue to partner with the City and local partners to enhance the EXPMiamiBeach.Tours app. Tours will be developed to cater to the diverse tourism the City enjoys year round as well as tours specific to the impactful events to the City.

Forbes Travel Guide Hospitality Training

The MBVCA offers a comprehensive hospitality training program, including online webinars and luxury hospitality standards training with Forbes Travel Guide. Since 2017, over 5,975 hospitality employees have received training. The program aims to improve customer service and support Miami Beach's reputation as a premier tourist destination.

In 2025/2026 the MBVCA will continue to partner with Forbes Travel Guide and offer Leadership and Front-Line level webinars on topics relevant to the industry.

Partnerships

Tourism Enrichment has been budgeted at \$240,000 for FY 2025/2026, representing 6% of the budget. This will allow for partnerships with the Miami Beach Cultural Arts Council, for the No Vacancy project and for additional citywide projects like Open House Miami. The No Vacancy, project is an annual art initiative that turns Miami Beach hotels into temporary art galleries, showcasing local and international artists' work during its annual Artweek. The project has grown from 10 hotels and 30,000 attendees to 12 hotels and 50,000 attendees over four years.

Over the years, No Vacancy has grown in popularity and attendance, with tens of thousands of people experiencing art projects in person. The event typically takes place over several weeks in November and December, making it a significant part of Miami Beach's cultural calendar. No Vacancy is committed to providing art experiences that are accessible to everyone, free and open to the public as well as reinventing Cultural Tourism on Miami Beach.

In 2024/2025, the MBVCA collaborated with the GMCVB and MCAD to launch Open House Miami. Approximately 110 unique tours took place across 80 hosts throughout South Florida including tours of the Art Deco District, private home tours, The Betsy South Beach Hotel, the Miami Design Preservation League (MDPL), the Miami Beach Bandshell, and many more.

In 2025/2026, the MBVCA will once again partner with the City of Miami Beach for the 5th rendition of No Vacancy, scheduled to take place November 13 – December 20, 2025. Since its inaugural year, the project has expanded from 10 hotels and artists to an anticipated 12 hotels and artists for 2025. All participating hotels will continue to be within walking distance of accessible by the Miami Beach Trolley system. In addition, the project that once took place over the course of 2 weeks, will now span a full 6 weeks.

About the MBVCA Grant Program

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

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

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

best as possible. Any other concerns that may have been expressed throughout the application submission process are reviewed and addressed accordingly.

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

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

The MBVCA also has a policy in place to formally fund recurring projects on a declining scale. The scale encourages recurring events to recruit corporate and private sponsorship; and therefore, not solely rely on MBVCA funds as a means of sustaining the event. The awards mandate funding caps for recurring events that are diminished based on the maximum request for the specific grant category and the year in which the event is within the declining scale. 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 Film Incentive Grant Program will continue to be updated to be better aligned with the film industry and will be offered to scripted feature films and television shows, documentaries (non-political and non-sports only), and short films. The Program will be also promoted through the City of Miami Beach's Film Office as an additional incentive to the City's Film Grant; the Miami Dade County's Film Office; Film Florida; through film festival grantee organizations, and through publications such as Cast & Crew to assist with the promotion of the program to possibly attract new productions to the destination.

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

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

In 2025/2026, the maximum grant request will increase to \$35,000, with the minimum criteria increasing to 200 hotel room nights; 650,000 in media impressions; and 2,000 in engagement. In the upcoming fiscal year, these measures will remain in place through internal auditing processes. The grant revisions introduce more stringent requirements for hotel agreements, emphasizing the need for fully executed contracts with clear group names and prohibiting third-party hotel pick-up forms. Grantees must also report any changes to these agreements in writing before the event.

In terms of social media engagement, the revisions encourage grantees to participate in giveaways with the MBVCA's PR firm to boost promotional efforts. There's a significant emphasis on social media content creation, requiring grantees to post at least six pieces of content per channel. This includes tagged content during live activations and post-event content within a specified timeframe. Grantees are also expected to provide detailed metrics on reach, engagement, and other key performance indicators within 30 days of the last posting, along with proof of these metrics in their final reports.

These changes suggest a focus on enhancing the partnership between the MBVCA and grantees, ensuring clearer guidelines, and leveraging social media for greater event visibility and engagement.

Additional grant revisions will include:

- Increasing maximum grant requests across all categories to attract events and continue supporting past grant recipients.
- Allowing income tax returns and verified financial compilations to be submitted to meet grant requirements.
- Allowing for 3rd party hotel partner agreements to be utilized for grant eligibility
- Reducing film incentive grant program requirements to attract more film productions to the destination.
- Requiring grantees to proactively socialize event information, photos and details with the specific inclusion and tagging the MBVCA's Experience Miami Beach social media platform handles throughout Facebook, Instagram, and X. A minimum number of posts and live activation in-market posts and reels are required from each grantee. In addition, the Grantee will be required to provide a topline recap of reach, engagement and any other key metrics based on performance from their respective channels within 30 days of the last posting.

Professional Advancement

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

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

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

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

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

Key Intended Outcome	FY 2025/2026 Strategy	FY 2025/2026 Initiatives	FY 2024/2025 Accomplishments
<p>Increase tourism related business activities through strategic funding</p>	<p>Grant effectively and impartially to support goals that achieve maximum impact, within budgetary limits</p> <p>Refine methodology for measurements: improve collection of economic impact data</p> <p>Develop, fund and support world-class events that can be repeated annually</p> <p>Meet with potential partners worldwide to attract transformative events to Miami Beach and strengthen Miami Beach brand equity, by promoting the destination and available funding opportunities especially in the shoulder season</p>	<p>Partner with complementary organizations or businesses to leverage collective resources and expertise through Tourism Enrichment Program.</p> <p>Leverage social media, crowdfunding platforms, and online communities to promote grant applications. Utilize compelling storytelling, data visualization, and influencer partnerships to amplify your brand's mission and grant objectives.</p> <p>Implement 3rd party web-based grant application submission system for increased accuracy and efficiency.</p> <p>Increase maximum requests across all grant categories</p> <p>Reduce criteria on Film Incentive Grant Category to attract film production to Miami Beach</p> <p>Allow for 3rd party hotel partner agreements to be utilized for grant eligibility and qualifications</p> <p>Allow applicants to submit their most recent income tax return and verified compilation as part of their grant requirement</p>	<p>Funded 25 projects in FY 2024/2025</p> <p>Integrated additional data analysis tools from grant recipient final reports.</p> <p>Analyzed and increased grant criteria and maximum requests to encourage new events to apply for the TAP.</p> <p>Renamed the Major One Time Special Event category to Major Events for clarity.</p> <p>Reviewed grants whose Final Project Budgets incur more than a 10% reduction as compared to their Original Project Budget submitted with the grant application and/or the grant amount decreases to below 25% of the Final Project Budget (not including in-kind).</p> <p>Revamped contract forms to include checklists and specific deadlines for each part of the required documents due.</p>

Key Intended Outcome	FY 2025/2026 Strategy	FY 2025/2026 Initiatives	FY 2024/2025 Accomplishments
Enhance City of Miami Beach brand name	<p>Bring positive global visibility to the City of Miami Beach</p> <p>Partner effectively with the City of Miami Beach</p> <p>Continue strengthening a destination-wide Hospitality Training Program with Forbes Travel Guide</p> <p>Strengthen and develop additional tourism partnerships by benchmarking other comparable tourist destinations for ongoing creative/watershed/cutting edge programs and events</p>	<p>Enhance the storytelling approach that showcases the destination's history, culture, and people, making emotional connections with potential visitors</p> <p>Develop immersive experiences (e.g. virtual tours)</p> <p>Highlight sustainable tourism practices</p> <p>Collaborate with GMCVB and other stakeholders</p> <p>Share engaging content (videos, blog posts, infographics)</p> <p>Establish collaboration with one-two marquee backlink/search partners to drive downloads of the EXP Miami Beach Tours App, lift in IG followers and increase in web traffic</p> <p>Host 5-7 media contacts and 10-15 content creators to story-tell on behalf of the destination through traditional media coverage and dynamic, online assets, resulting in media coverage and a 25% increase in IG followers YoY</p> <p>Partner with one to two national media brands (Today Show, The Skim, Refinery29, The Points Guy) to tap into lifestyle content and an audience segment interested in beauty, wellness, sports and fashion - leveraging the upcoming year of sports</p> <p>Proactively vet and host 1-2 celebrity personalities to serve as an authentic brand ambassador with content capture to share through all channels including social, direct-email, web site, newsletter and traditional media</p> <p>Pursue industry accolades and new award opportunities for the industry and select Board members, as appropriate</p> <p>Continue to showcase Miami Beach to a variety of travelers (both in-state and in key feeder markets) through at least two signature, integrated campaigns with a specific CTA to the new brand.com with an ROI of a 12-15% lift in web site visitors</p>	<p>Received key coverage in national press;s Southern Living, Better Homes and Gardens, Travel and Leisure, Conde Nast, Time Out Worldwide, Brides, AFAR and more</p> <p>Nominated for 4 World Travel Awards: North America's Leading City, Beach, Honeymoon Destination & Tourist Board. Received Gold Merit Award for The Art of Miami Beach Campaign for Marketing + Communications innovation.</p> <p>Recognized as the No. 1 Honeymoon Destination in the US. Activated targeted campaign with bridal publications including The Knot and Bridal Guide, reaching more than 250K opt-in subscribers with a click-thru rate of 3.1% (above benchmark of 2.3%)</p> <p>Launched integrated campaigns - Art of Miami Beach & Stylish Stays - featuring collaborations with top publications (Architectural Digest, Vanity Fair, Vogue, Glamour), Swanky Retreats, USA Today, and out-of-home ads at Port Miami. Results: 49% social follower growth, boosted EXP Miami Beach Tours App downloads, and standout performance with Architectural Digest (high open rates)</p> <p>Miami Beach partnered with The Today Show and Shop Today, featuring on national broadcast and strengthening ties with the GMCVB. Highlights: over 5-minute segment with Savannah Guthrie, integrations on Shop Today, shop today.com, today.com, and social channels. Miami Beach itinerary boxes sold out same business day as airing.</p> <p>Experience Miami Beach's Instagram performance (June 30, 2024 - July 1, 2025) showed significant growth: reach was up 42%, link clips increased 89.4%, profile visits jumped 103.8%, and followers grew 49% from 28k to 41.6k, acquiring over 9,400 new followers.</p> <p>Fodor's Travel 3-month campaign: Beach Takeover on homepage, dedicated emails, and spin cube units drove traffic to Miami Beach and app, yielding over 2.2K direct content clicks</p>

Key Intended Outcome	FY 2025/2026 Strategy	FY 2025/2026 Initiatives	FY 2024/2025 Accomplishments
Improve and maintain organizational communications strategies	<p>Continue to develop enhanced, stronger collaborations in tourism locally and worldwide through the assistance of PR firm and other partners</p> <p>Increase organizational visibility through the MBVCA's PR firm</p> <p>Inform board members about grant recipient events' developments and successes highlighted within the media</p>	<p>Enhance strong digital presence</p> <p>Engage on social media platforms relevant to the audience, sharing content that resonates with the brand</p> <p>Train employees on brand values, messaging; ambassadors</p> <p>Build strategic partnerships and collaborations</p> <p>Identify partners with brand values and target audience</p> <p>Collaborate on events, content, or initiatives that amplify the brand message</p> <p>Leverage partnerships to expand reach, credibility, and influence</p> <p>Collaborate with the County, through the City of Miami Beach, to advertise deadlines and public notices through their online system</p>	<p>Created consistent visual identity elements (logo, color palette, typography, style guide)</p> <p>Updated distribution lists within Constant Contact to offer promotional opportunities to the hospitality industry</p> <p>Posted all press releases and Miami Beach News articles written by Agency of Record to the MBVCA website</p> <p>Participated in GMCVB Boards and Committees</p> <p>Included grantee events within the event calendar on the Experience Miami Beach App and MBVCA website</p>

Key Intended Outcome	FY 2025/2026 Strategy	FY 2025/2026 Initiative	FY 2024/2025 Accomplishments
Empower professional staff	To support MBVCA Board initiatives and strategies	<p>Improve Operational Efficiency: Streamline processes, reduce redundancy, and enhance productivity through effective time management, workflow optimization, and technological integration</p> <p>Enhance Communication and Collaboration: Foster open communication, build strong relationships with colleagues and stakeholders, and facilitate effective teamwork to achieve shared objectives</p> <p>Develop Strategic Planning and Implementation: Contribute to organizational goal setting, prioritize tasks, update Employee Handbook and ensure successful execution of plans and projects</p> <p>Cultivate professional development and growth: pursue training, certifications, or education to enhance administrative skills, stay updated on industry trends, and career advancement</p> <p>Ensure compliance and risk management: Maintain accurate records, adhere to policies and regulations, and identify and mitigate potential risks to safeguard organizational integrity</p>	<p>Attended City Board and Committee, GMCVB, and Miami Beach Chamber of Commerce tourism-related meetings</p> <p>Hosted part-time employee during the summer period</p> <p>Represented MBVCA by participating in community and industry boards such as the GMCVB Marketing Committee and various ad-hoc committees throughout the City of Miami Beach and local partners as requested</p> <p>Encouraged employee participation in industry events to stay current.</p> <p>Encouraged employees to participate in courses on AI, social media, and other relevant topics.</p>

MIAMI BEACH VISITOR AND CONVENTION AUTHORITY

FY 2025/2026

	APPROVED FY 2024.2025	APPROVED FY 2025.2026	VARIANCE
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REVENUES

Unrestricted

Rollover

Reserves

Projected Resort Tax

TOTAL
REVENUES

EXPENDITURES

Administration & Benefits

Operating Expenses

Capital

Total Administration

GRANTS - Tourism Advancement Program

Tourism Partnerships

Major Events

Special Events Recurring

Special Projects

Special Projects Recurring

Film Incentive

Development Opportunities

Total Tourism Adv. Program

PARTNERSHIPS

Tourism Enrichment

Total

MARKETING/PR/TECHNOLOGY

Marketing/Communications & PR

Destination Marketing

APP Marketing

IT Development

Total

OTHER

Initiatives

R&D

Projected Cash Flow Reserve

Total Other

TOTAL

\$ -
\$ 410,000
\$ 3,526,000
\$ 3,936,000

\$ -
\$ 300,000
\$ 3,494,000
\$ 3,794,000

\$ -
\$ (110,000)
\$ (32,000)
\$ (142,000)

\$ 569,800
\$ 150,000
\$ 2,000
\$ 721,800

\$ 586,894
\$ 150,000
\$ 5,000
\$ 741,894

\$ 17,094
\$ -
\$ 3,000
\$ 20,094

\$ 90,000
\$ 150,000
\$ 508,500
\$ 200,000
\$ 646,000
\$ 100,000
\$ 120,000
\$ 1,814,500

\$ 90,000
\$ 120,000
\$ 581,000
\$ 240,000
\$ 610,000
\$ 70,000
\$ 105,000
\$ 1,816,000

\$ -
\$ (30,000)
\$ 72,500
\$ 40,000
\$ (36,000)
\$ (30,000)
\$ (15,000)
\$ 1,500

\$ 220,000
\$ 220,000

\$ 240,000
\$ 240,000

\$ 20,000
\$ 20,000

\$ 200,000
\$ 500,000
\$ 30,000
\$ 50,000
\$ 780,000

\$ 200,000
\$ 500,000
\$ 30,000
\$ 50,000
\$ 780,000

\$ -
\$ -
\$ -
\$ -
\$ -

\$ 150,000
\$ 244,700
\$ 5,000
\$ 399,700

\$ 150,000
\$ 64,106
\$ 2,000
\$ 216,106

\$ -
\$ (180,594)
\$ (3,000)
\$ (183,594)

\$ 3,936,000

\$ 3,794,000

\$ (142,000)

Direct Impact

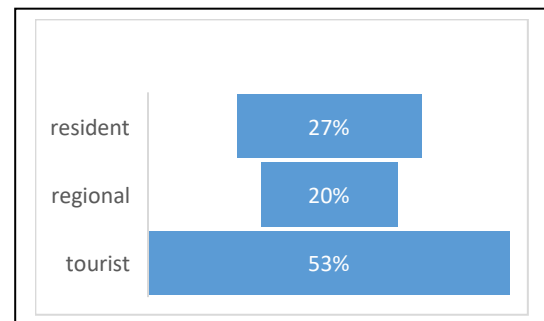
Direct impact of MBVCA sponsored events in Miami Beach is derived from calculating the average of the projects' overall impacts to the City of Miami Beach. Grant recipients are asked for the hotel room nights, media impressions, and/or viewership figures their events generated. The figures are determined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

2024/2025 General Tourism Highlights

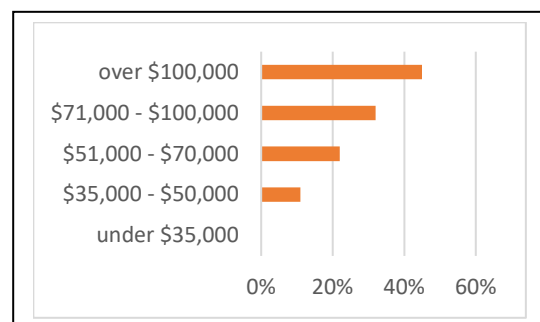
- Hotel rooms (as of September 2025) – 21,041
- Overnight Visitors (2024-Miami Beach) – 10,369,000 (of 20.1 million overnight visitors to Miami-Dade County)
- Average Room Rate (as of September 2025) - \$282.27
- Average RevPar (January to September 2025) – \$208.44
- Average Occupancy (as of September 2025) – 72.1%

Total Attendance of MBVCA Sponsored Events – 1,483,328

○ Resident	27%
○ Regional	20%
○ Tourist	53%



- Number of Events in Miami Beach – 629
- Job Creation – 9,738
- Average Organizational Budgets of MBVCA sponsored events – \$142,947,594
- Annual Income of Attendees
 - Under \$35,000 – 0%
 - \$35,000 - \$50,000 – 11%
 - \$51,000 - \$70,000 – 22%
 - \$71,000 - \$100,000 – 22%
 - Over \$100,000 – 45%



GRANT BY CATEGORY

Category	Recipient	Event/Project	Grant Request	Amount Awarded
Development Opportunities	TB Meets, Inc	Miami Grit Classic	\$30,000	\$30,000
Film Incentive				
Applications were not received in FY 2024/2025				
Major Events	Loud and Live WZA, LLC	TYR Wodapalooza Miami	\$50,000	\$50,000
	Upsolut Sports America Inc. dba HYROX	HYROX - Miami Beach	\$50,000	\$50,000
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival	\$45,000	\$45,000
	Exclusive Sports Marketing	Miami Beach Halloween Half Marathon	\$45,000	\$45,000
	Fish Hard Events	Miami Billfish Tournament of Champions	\$45,000	\$45,000
	GroundUP Music Foundation, Inc.	GroundUP Miami Beach	\$36,000	\$36,000
	LTF Operations Holdings, Inc.	Life Time Miami Marathon & Half	\$31,500	\$31,500
	Model Volleyball	Model Volleyball	\$45,000	\$45,000
	National LGBTQ Task Force	2025 Winter Party Festival	\$31,500	\$31,500
	SCOPE Art Fair, Inc	SCOPE Miami Beach 2024	\$36,000	\$36,000
	South Beach Seafood Festival	South Beach Seafood Festival	\$27,000	\$27,000
	The Miami Takeover	17th Annual Miami Takeover	\$31,500	\$31,500
	URGE Miami, LLC	2024 Urge Thanksgiving Festival	\$36,000	\$36,000
	Zebra3 Productions	Miami Vice Annual Reunion	\$45,000	\$45,000
Special Projects Recurring	A National Salute to America's Heroes	National Salute to America's Heroes	\$95,000	\$95,000
	Florida International University-SOBEWFF	Food Network South Beach Wine & Food Festival	\$76,000	\$76,000
	FUNKSHION LABS LLC	Paraiso Miami Beach/Swim Week Miami	\$57,000	\$57,000
	Miami Music Festival, Inc	Miami Beach Holiday Festival of Lights	\$95,000	\$95,000
	Miami Music Festival, Inc.	Miami Beach Classical Music Festival 2025	\$57,000	\$57,000
	Orange Bowl Committee	The College Football Playoff Semifinal at the Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	\$95,000	\$95,000
Tourism Enrichment	City of Miami Beach	No Vacancy	\$100,000	\$100,000
	Miami Center for Architecture & Design, Inc.	Open House Miami	\$90,000	\$90,000
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBTQ Visitor Center	\$30,000	\$30,000
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	\$30,000	\$30,000

IMPACT OVERALL

Category	Recipient	Event/Project	Hotel Room Nights	Viewership	Impressions
Development Opportunities Film Incentive	TB Meets, Inc	Miami Grit Classic	659	0	709,601
Applications were not received for this category in 2024/2025					
Major Events	Loud and Live WZA, LLC	TYR Wodapalooza Miami	313	0	27,497,970
	Upsolut Sports America dba HYROX	HYROX Miami Beach	528	0	8,044,446
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival	462	0	9,923,678,665
	Exclusive Sports Marketing	Miami Beach Halloween Half Marathon	312	0	151,533,718
	Fish Hard Events	Miami Billfish Tournament of Champions	255	0	1,551,362
	GroundUP Music Foundation, Inc.	GroundUP Miami Beach	286	0	1,674,993
	LTF Operations Holdings, LLC	Life Time Miami Marathon & Half	269	0	3,429,158,063
	Model Volleyball	Model Volleyball	255	0	50,576,006
	National LGBTQ Task Force	2025 Winter Party Festival	359	0	870,999,916
	SCOPE Art Fair, Inc	SCOPE Miami Beach 2024	601	0	774,652,091
	South Beach Seafood Festival	South Beach Seafood Festival	250	0	430,032,490
	The Miami Takeover	17th Annual Miami Takeover	262	0	11,727,211
	Urge Miami LLC	2024 Urge Thanksgiving Festival	261	0	12,236,850
	Zebra3 Productions	Miami Vice Annual Reunion	258	0	2,490,070,373
Special Projects					
Applications were not received for this category in 2024/2025					
Special Projects Recurring	A National Salute to America's Heroes	National Salute to America's Heroes	644	885,431,990	1,271,534,757
	Florida International University-SOBEWFF	Food Network South Beach Wine & Food Festival	2,122	0	3,000,044,888
	FUNKSHION LABS LLC	Paraiso Miami Beach/Swim Week Miami	389	97,644,267	10,469,902,777
	Miami Music Festival, Inc	Miami Beach Holiday Festival of Lights	2,303	0	161,728,275
	Miami Music Festival, Inc.	Miami Beach Classical Music Festival 2025	2,136	0	7,863,508,173
	Orange Bowl Committee	The College Football Playoff Semifinal at the Capital One Orange Bowl Marketing Campaign and Ancillary Events	0	29,159,725	8,725,103,999
Tourism Enrichment	City of Miami Beach	No Vacancy	0	0	1,174,948,942
	Miami Center for Architecture & Design, Inc.	Open House Miami	0	0	4,074,000
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBTQ Visitor Center	0	0	2,111,429
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	0	0	520,225

Category	Event	Rooms	Average Daily Room Rate	Occupancy	Estimated Revenue to Hoteliers	Estimated Income to the City 2% Resort Tax	Estimated Income to MBVCA; 5% of 2% Resort Tax
Development Opportunities	Miami Grit Classic	659	\$354.41	84.0%	\$233,556.17	\$4,671.12	\$233.56
Film Incentive							
Applications were not received for this category in 2024/2025							
Major Events	TYR Wodapalooza	313	\$323.78	83.7%	\$101,343.12	\$1,026.86	\$101.34
	HYROX Miami Beach	255	\$370.48	85.3%	\$94,472.38	\$1,889.45	\$94.47
Special Events Recurring	American Black Film Festival	462	\$220.43	71.4%	\$101,838.64	\$2,036.77	\$101.84
	Miami Beach Halloween Half Marathon	312	\$275.56	73.8%	\$85,974.70	\$1,719.49	\$85.97
	Miami Billfish Tournament of Champions	255	\$354.41	84.0%	\$90,374.53	\$1,807.49	\$90.37
	GroundUP Miami Beach	286	\$365.68	79.2%	\$104,584.46	\$2,091.69	\$104.58
	Life Time Miami Marathon & Half	269	\$354.41	84.0%	\$95,336.27	\$1,906.73	\$95.34
	Model Volleyball	255	\$368.76	84.3%	\$94,033.78	\$1,880.68	\$94.03
	2025 Winter Party Festival	359	\$370.69	84.0%	\$133,077.69	\$2,661.55	\$133.08
	SCOPE Miami Beach 2024	601	\$500.32	79.4%	\$300,692.30	\$6,013.85	\$300.69
	South Beach Seafood Festival	250	\$275.56	73.8%	\$68,889.98	\$1,377.80	\$68.89
	17th Annual Miami Takeover	262	\$218.51	69.8%	\$57,249.60	\$1,144.99	\$57.35
	2024 Urge Miami Thanksgiving Festival	261	\$236.27	66.5%	\$61,666.45	\$1,233.33	\$61.67
	Miami Vice Annual Reunion	258	\$178.55	55.0%	\$46,065.88	\$921.32	\$46.07
Special Projects							
Applications were not received for this category in 2024/2025							
Special Projects Recurring	National Salute to America's Heroes	644	\$258.12	72.7%	\$166,229.26	\$3,324.59	\$166.23
	Food Network South Beach Wine & Food Festival	2,122	\$432.75	89.6%	\$918,295.48	\$18,365.91	\$918.30
	Paraiso Miami Beach/Swim Week Miami	389	\$238.70	69.5%	\$92,854.28	\$1,857.09	\$92.85
	Miami Beach Holiday Festival of Lights	2,303	\$368.92	73.1%	\$849,622.74	\$16,992.45	\$849.62
	Miami Beach Classical Music Festival 2025	2,136	\$216.04	68.6%	\$461,461.42	\$9,229.23	\$461.46
	The College Football Playoff Semifinal at the Capital One Orange Bowl Game Marketing Campaign and Ancillary Events	0	\$356.11	73.0%	\$0.00	\$0.00	\$0.00
Tourism Enrichment	No Vacancy	0	\$301.39	72.2%	\$0.00	\$0.00	\$0.00
	Open House Miami	0	\$398.09	88.5%	\$0.00	\$0.00	\$0.00
Tourism Partnerships	LGBTQ Visitor Center	0	\$282.27	72.1%	\$0.00	\$0.00	\$0.00
	Miami Beach Visitor Center	0	\$282.27	72.1%	\$0.00	\$0.00	\$0.00

Category	Organization	Event	Total Dollar Value Spent on Advertising	Domestic Advertising	International Advertising	Total Dollar Value Spent on Television
Development Opportunities	TB Meets, Inc.	Miami Grit Classic	\$2,962	\$2,073	\$887	\$0
Film Incentive	Applications were not received for this category in 2024/2025					
Major Events	Loud and Live WZA, LLC	TYR Wodapalooza Miami	\$142,077	\$71,038.50	\$71,038.50	\$0
	Upsolut Sports America dba HYROX	HYROX Miami Beach	\$60,000	\$60,000	\$0	\$0
Special Events	ABFF Ventures, LLC	American Black Film Festival	\$65,000	\$56,550	\$8,450	\$0
Recurring	Exclusive Sports Marketing	Miami Beach Halloween Half Marathon	\$50,000	\$45,000	\$5,000	\$0
	Fish Hard Events	Miami Billfish Tournament of Champions	\$2,962	\$2,073	\$889	\$0
	GroundUP Music Foundation, Inc.	GroundUP Miami Beach	\$22,250	\$6,675	\$15,575	\$0
	LTF Operations Holdings, LLC	Life Time Miami Marathon & Half	\$87,576	\$78,818	\$8,758	\$0
	Model Volleyball	Model Volleyball	\$205,500	\$154,125	\$51,375	\$0
	National LGBTQ Task Force	2025 Winter Party Festival	\$11,546	\$10,969	\$577	\$0
	SCOPE Art Fair, Inc	SCOPE Miami Beach 2024	\$620,000	\$341,000	\$279,000	\$0
	South Beach Seafood Festival	South Beach Seafood Festival	\$193,000	\$0	\$0	\$0
	The Miami Takeover	17th Annual Miami Takeover	\$7,395	\$7,395	\$0	\$200
	Urge Miami LLC	2024 Urge Thanksgiving Festival	\$18,000	\$17,100	\$900	\$0
	Zebra3 Productions	Miami Vice Annual Reunion	\$1,463,540	\$1,024,478	\$439,062	\$270,000
Special Projects	Applications were not received for this category in 2024/2025					
Special Projects	A National Salute to America's Heroes	National Salute to America's Heroes	\$86,676	\$86,676	\$0	\$0
Recurring	Florida International University-SOBEWFF	Food Network South Beach Wine & Food Festival	\$179,000	\$173,630	\$5,370	\$0
	FUNKSHION LABS LLC	Paraiso Miami Beach/Swim Week Miami	\$55,000	\$16,500	\$38,500	\$0
	Miami Music Festival, Inc	Miami Beach Holiday Festival of Lights	\$5,818	\$5,236	\$582	\$0
	Miami Music Festival, Inc.	Miami Beach Classical Music Festival 2025	\$6,075	\$5,468	\$607	\$0
	Orange Bowl Committee	The College Football Playoff Semifinal at the Capital One Orange Bowl Marketing Campaign and Ancillary Events	\$782,000	\$782,000	\$0	\$0
Tourism	City of Miami Beach	No Vacancy	\$10,000	\$9,000	\$1,000	\$0
Enrichment	Miami Center for Architecture & Design, Inc.	Open House Miami	\$59,843	\$59,843	\$0	\$8,174
Tourism	MDGLCC Foundation, Inc.	LGBTQ Visitor Center	\$51,265	\$29,221.05	\$22,043.95	\$0
Partnerships	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	\$20,000	\$15,000	\$5,000	\$0

Category	Recipient	Event/Project	Funding	HRN Contracted	HRN Generated	Variance
Development Opportunities	TB Meets, Inc.	Miami Grit Classic	\$ 30,000	131	659	403.05%
Film Incentive						
Applications were not received for this category in 2023/2024						
Major Events	Loud and Live WZA, LLC	TYR Wodapalooza Miami	\$ 50,000	540	313	-42.04%
	Upsolut Sports America dba HYROX	HYROX Miami Beach	\$ 50,000	255	528	107.06%
Special Events	ABFF Ventures, LLC	American Black Film Festival	\$45,000	430	462	7.44%
Recurring	Exclusive Sports Marketing	Miami Beach Halloween Half Marathon	\$45,000	390	312	-20.0%
	Fish Hard Events	Miami Billfish Tournament of Champions	\$45,000	270	255	-5.56%
	GroundUP Music Foundation, Inc.	GroundUP Miami Beach	\$ 36,000	250	286	14.4%
	LTF Operations Holdings, LLC	Life Time Miami Marathon & Half	\$31,500	304	269	-11.51%
	Model Volleyball	Model Volleyball	\$45,000	252	255	1.2%
	National LGBTQ Task Force	2025 Winter Party Festival	\$31,500	324	359	-10.8%
	SCOPE Art Fair, Inc.	SCOPE Art Miami Beach 2024	\$36,000	1,622	601	-62.95%
	South Beach Seafood Festival	South Beach Seafood Festival	\$27,000	290	250	-13.79%
	The Miami Takeover	17 th Annual Miami Takeover	\$31,500	270	262	-2.96%
	Urge Miami LLC	2024 Urge Thanksgiving Festival	\$36,000	250	261	4.41%
	Zebra3 Productions	Miami Vice Annual Reunion	\$45,000	252	258	2.38%
Special Projects						
Applications were not received for this category in 2024/2025						
Special Projects	A National Salute to America's Heroes	National Salute to America's Heroes	\$95,000	460	644	40.0%
Recurring	Florida International University-SOBEWFF	Food Network South Beach Wine& Food Festival	\$76,000	2,035	2,122	4.28%
	FUNKSHION Labs LLC	Paraiso Miami Beach/Swim Week Miami	\$57,000	0	389	100.00%
	Miami Music Festival, Inc.	Miami Beach Classical Music Festival	\$57,000	1,579	2,136	35.28%
	Miami Music Festival, Inc.	Miami Beach Holiday Festival of Lights	\$95,000	1,500	2,303	53.53%
	Orange Bowl Committee	The College Football Playoff Semifinal at the Capital One Orange Bowl marketing Campaign and Ancillary Events	\$95,000	0	0	0.00%
Tourism Enrichment	City of Miami Beach	No Vacancy, Miami Beach	\$100,000	0	0	0.00%
	Miami Center for Architecture & Design, Inc.	Open House Miami	\$ 90,000	0	0	0.00%
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBTQ Visitor Center	\$ 30,000	0	0	0.00%
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	\$30,000	0	0	0.00%

Yearlong

Forbes Travel Guide Online Hospitality Training— Forbes Travel Guide

FY 2024/2025	\$11,200
FY 2023/2024	\$10,600
FY 2022/2023	\$9,750
FY 2021/2022	\$22,500
FY 2020/2021	\$22,500
FY 2019/2020	\$38,943.75
FY 2018/2019	\$50,025
FY 2017/2018	\$42,000
FY 2016/2017	\$14,000

Through a partnership with Forbes Travel Guide and support from the Greater Miami and The Beaches Hotel Association (GMBHA), the MBVCA hosted several online training events for Miami Beach based employees. Due to the successful implementation of the online webinars during the pandemic, the MBVCA has continued to offer online webinars throughout the year for a total of 8 during FY 2024/2025. Each webinar included different topics while providing the fundamentals of customer service, as offered worldwide by Forbes Travel Guide. The online training sessions remained free of charge to anyone who resides and/or works within the City of Miami Beach as well as to those in the hospitality industry. A total of **735 learners** participated in the Leadership webinars, with **413 learners** participating in the 4 Frontline webinars offered. In total, **1,148 hospitality employees** received training throughout the fiscal year.

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

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

LGBTQ Visitor Center – MDGLCC Foundation, Inc.

FY 2024/2025	\$30,000
FY 2023/2024	\$30,000
FY 2022/2023	\$30,000
FY 2021/2022	\$22,329
FY 2020/2021	\$12,000
FY 2019/2020	\$19,530
FY 2018/2019	\$28,300
FY 2017/2018	\$30,000
FY 2016/2017	\$30,000
FY 2015/2016	\$30,000
FY 2014/2015	\$30,000
FY 2013/2014	\$30,000
FY 2012/2013	\$30,000
FY 2010/2011	\$30,000

The LGBTQ Visitor Center provides tourists with the resources to ensure a successful stay in Miami Beach, while promoting socioeconomic development and tourism. In addition to their daily services, the Center proudly offers ongoing panel discussions, educational workshops, special social events, recovery & support groups, and dance & fitness classes. In 2023/2024, the Center received **10,029 total walk-in visitors, 1,300 phone calls, and 4,366 emails**. It also maintained its online presence generating **2,111,429 media impressions** through its partnership with HotSpots magazine and Q Digital, as well as through its social media channels to include Facebook, Instagram, and X. The Center received additional promotional support through the GMCVB, social media, flyers, and the LGBT Weekly E-Blast Newsletter. A total of **2,299 hits** were generated by the Center's website over the course of the year.

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

www.gogaymiami.com

Miami Beach Visitor Center – Miami Beach Chamber of Commerce

FY 2024/2025	\$30,000
FY 2023/2024	\$30,000
FY 2022/2023	\$30,000
FY 2021/2022	\$30,000
FY 2020/2021	\$30,000
FY 2019/2020	\$19,530
FY 2018/2019	\$30,000
FY 2017/2018	\$30,000
FY 2016/2017	\$30,000
FY 2015/2016	\$30,000
FY 2014/2015	\$30,000
FY 2013/2014	\$30,000
FY 2012/2013	\$30,000
FY 2011/2012	\$30,000
FY 2010/2011	\$30,000
FY 2009/2010	\$30,000
FY 2008/2009	\$30,000
FY 2007/2008	\$30,000
FY 2006/2007	\$30,000
FY 2005/2006	\$30,000
FY 2004/2005	\$40,000
FY 2003/2004	\$40,000
FY 2002/2003	\$20,000
FY 2001/2002	\$75,000
FY 2000/2001	\$26,000
FY 1999/2000	\$26,000
FY 1998/1999	\$25,000
FY 1997/1998	\$25,000
FY 1996/1997	\$25,000

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

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

www.miamibeachvisitorcenter.com

October 2024

South Beach Seafood Festival – South Beach Seafood Festival

FY 2024/2025	\$27,000
FY 2023/2024	\$28,000
FY 2022/2023	\$32,000
FY 2021/2022	\$40,000
FY 2019/2020	\$24,000
FY 2018/2019	\$28,000
FY 2017/2018	\$32,000
FY 2015/2016	\$40,000
FY 2014/2015	\$40,000

The South Beach Seafood festival is a 4-day festival that took place from **October 23 – 26, 2024**. This culinary festival created an experience to attract tourists and locals to enjoy a culinary showcase featuring some of Miami Beach's very own restaurants and kicking off stone crab season. Events included Crabs, Slabs and Cabs; Cooking & Cocktails; An Evening at Joe's Stone Crab; a Chef Showdown, and the main seafood festival at Lummus Park. The event attracted **14,657 attendees** to its 3 events, all of which took place in Miami Beach. The event was covered by over 200 media representatives from local and regional media organizations. The festival delivered **250 hotel nights** and generated **430,032,490 media impressions** through local and national promotional efforts and media coverage.

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

www.sobeseafoodfest.com

Miami Beach Halloween Half Marathon – Exclusive Sports Marketing

FY 2024/2025	\$45,000
FY 2017/2018	\$28,000
FY 2016/2017	\$32,000
FY 2015/2016	\$40,000
FY 2014/2015	\$20,000

This annual event, that took place **October 25 – 26, 2024**, 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 **4,027 participants and spectators** and has grown steadily since its inception. Other events included packet pick-up the Halloween Mega Store on South Beach; a post-race party Trick or Treat Kids Dash, a Freaky 4-miler, Happy Hour at South Beach Group Hotels and a "free" day to explore Miami Beach. This in turn generated **312 hotel room nights** in Miami Beach. The event generated **151,553,718 media impressions**.

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

www.HalloweenHalfMarathon.com

November 2024

No Vacancy – City of Miami Beach

FY 2024/2025	\$100,000
FY 2023/2024	\$100,000
FY 2022/2023	\$100,000
FY 2021/2022	\$75,000
FY 2020/2021	\$75,000

No Vacancy, Miami Beach, took place **November 14 – December 12, 2024**, as a contemporary art experience that celebrated artists, provokes critical discourse, and invited the public to experience Miami Beach's famed hotels as destination art spaces by turning hotels into temporary cultural institutions – the very definition of Cultural Tourism. Like last year, the art exhibition was held at 12 hotels in Miami Beach, where lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools served as a canvas. Public voting took place through an online social media campaign for the Public Prize Award. In addition, to the online votes it is estimated that over **50,000 persons** experienced at least one of the art projects in person. The selected hotels included the Avalon Hotel, The Betsy Hotel South Beach; Cadillac Hotel & Beach Club; Catalina Hotel, Esme, Miami Beach, Casa Faena Hotel Miami Beach, Hotel Croydon, International Inn by the Bay, Kimpton Hotel Palomar, South Beach, The Royal Palm South Beach, Sherry Frontenac Hotel, and the Kimpton Surfcomber Hotel. A total of **1,174,948,942 social media impressions** were generated this year.

This event satisfied the City's efforts to promote cultural tourism to the destination.

www.mbartandculture.org/no-vacancy

FY 2024/2025	\$36,000
FY 2023/2024	\$40,000
FY 2022/2023	\$45,000
FY 2019/2020	\$30,000

2024 Urge Miami Thanksgiving Festival – URGE Miami LLC

One of the biggest LGBTQ events on Miami Beach returned on **November 29 – December 2, 2024**. This event took place during the Thanksgiving holiday weekend and offered a fun, gay dance festival getaway. Urge Miami activated 5 events in Miami Beach out of a total of 9 events and attracted **11,750 attendees** overall; 44% of which were out of town visitors. The event generated **261 hotel room nights** and **12,236,850 media impressions**. This project satisfied the MBVCA's core initiative of attracting LGBT tourism to the destination.

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

www.urgemiamifestival.com

December 2024

SCOPE Miami Beach 2024 – SCOPE Art Fair Inc.

FY 2024/2025	\$36,000
FY 2023/2024	\$40,000
FY 2022/2023	\$24,000
FY 2021/2022	\$28,000
FY 2019/2020	\$32,000
FY 2018/2019	\$40,000
FY 2017/2018	\$24,000
FY 2016/2017	\$28,000
FY 2015/2016	\$32,000
FY 2014/2015	\$30,000
FY 2013/2014	\$45,000

SCOPE Miami Beach took place **December 2 - December 8, 2024**, and welcomed **90,001 attendees** to the art show and ancillary events. Events included a 6-day art show; preview event; artisan series finale event; SCOPE Official Party, various panel discussions, and a VIP Cocktail Party. A total of **601 hotel room nights** were generated in Miami Beach as a result. Media coverage was received from local, national, and international outlets including The New York Times, Artnet, Artsy, Miami New Times, Hi-Fructose, Whitewall Magazine, Blouion, Artinfo, and many more, generating **774,652,091 media impressions**.

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

www.scope-art.com

FY 2024/2025	\$ 95,000
FY 2023/2024	\$ 51,000
FY 2022/2023	\$ 59,500
FY 2021/2022	\$ 68,000
FY 2019/2020	\$ 85,000
FY 2018/2019	\$ 51,000
FY 2017/2018	\$ 59,500
FY 2016/2017	\$ 68,000
FY 2015/2016	\$ 85,000
FY 2014/2015	\$ 48,450
FY 2013/2014	\$ 59,500
FY 2012/2013	\$ 68,000
FY 2011/2012	\$ 70,000
FY 2010/2011	\$ 68,000
FY 2009/2010	\$ 50,000
FY 2008/2009	\$ 80,000
FY 2007/2008	\$ 65,000
FY 2006/2007	\$ 50,000
FY 2005/2006	\$100,000
FY 2004/2005	\$100,000
FY 2003/2004	\$ 40,000
FY 2002/2003	\$ 20,000
FY 2001/2002	\$ 25,000
FY 2000/2001	\$ 25,000
FY 1999/2000	\$ 25,000
FY 1998/1999	\$ 10,000
FY 1997/1998	\$ 25,000
FY 1996/1997	\$ 50,000

The College Football Playoff Semifinal at the Capital One OrangeBowl Marketing Campaign and Ancillary Events – Orange Bowl Committee

The College Football Playoff Semi-Final Game took place at the Hard Rock Stadium on **January 9, 2025**, surrounded by a series of events that took place from **December 7, 2024 through January 9, 2025**. The events welcomed members of the community along with college football fans from around the country to the destination, for a total of **66,881 fans**. Aside from the game itself, events such as the team beach outings at the Fontainebleau hotel; special dinners at Dolce Italian; Joe's Stone Crab; Coaches Luncheon at Indian Creek Country Club and others. A total of **8,725,103,999 media impressions** were generated as a result of promotional efforts and press coverage, while the event was televised on ESPN, generating **29,159,725 in viewership**.

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

www.orangebowl.org

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

FY 2024/2025	\$95,000
FY 2023/2024	\$90,000

The Miami Beach Holiday Festival of Lights made the holiday season a bit brighter with a blend of music, lights, and projection mapping displays that celebrated the rich tapestry of international holiday traditions intended to captivate audiences of all ages. Taking place from **Thursday, December 11, 2024 – Monday, January 1, 2025** and presented by the Miami Music Festival, the event attracted an estimated **25,000 attendees**, of which 39% (9,750) were expected to be tourists. A total of **2,303 hotel room nights** were generated at The Betsy Hotel and **161,728,275 media impressions**. The festival featured a series of live performances spanning a variety of genres and will include appearances by holiday characters such as Santa Claus, Elsa (Frozen) and the Grinch. Cutting-edge projection displays were combined with the music to create exciting and memorable experiences for all to enjoy. The use of projection mapping technology created vibrant imagery onto some of Ocean Drive's many façades. There are 19 events that took place over the three-week period of the festival.

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

miamimusicfestival.com

January 2025

FY 2024/2025 \$50,000

TYR Wodapalooza– Loud and Live WZA , LLC

A new event for the MBVCA. It took place over a weekend from **January 23 – 26, 2025** with a total attendance of over 12,000 spectators, athletes, staff and volunteers, and brand sponsors. Spectators witnessed world-class fitness competitions, interactive brand experiences, and community-building events. The event generated **313 hotel room nights** and **27,497,970 impressions**. The event also provided seminars and workshops along with hundreds of heats of competition throughout the three-day event.

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

www.wodapalooza.com

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

FY 2024/2025 \$31,500
FY 2023/2024 \$32,000
FY 2022/2023 \$40,000
FY 2021/2022 \$24,000
FY 2019/2020 \$28,000
FY 2018/2019 \$32,000
FY 2017/2018 \$40,000
FY 2016/2017 \$68,000
FY 2015/2016 \$85,000
FY 2014/2015 \$51,000
FY 2013/2014 \$59,500
FY 2012/2013 \$68,000
FY 2011/2012 \$85,000
FY 2010/2011 \$75,000
FY 2009/2010 \$50,000
FY 2008/2009 \$70,000
FY 2007/2008 \$70,750
FY 2006/2007 \$60,000
FY 2005/2006 \$30,000
FY 2004/2005 \$11,250
FY 2003/2004 \$15,000
FY 2002/2003 \$20,000

This full marathon (26.2 miles), half marathon (13.1 miles), and Tropical 5K took place throughout Miami Beach **from January 31 through February 2, 2025**. The full and half marathons hosted participants from 48 states, and 50 countries, throughout the weekend's events. In addition, the Health and Fitness Expo, held at the Miami Beach Convention Center, kicked off and was attended by **36,000 people** over the three days. The Tropical 5K sold out in record time, with the Half Marathon and Full Marathon had a 10,000 person wait list and attracted **22,680 runners**. The events generated **269 hotel room nights** in Miami Beach and received **3,429,158,063 in media and marketing impressions** through Yahoo! Sports, Despierta America!, CNN En Español, BBC Mundo, Local News 7, NBC6 News and Six in the Mix, CBS 4, Telemundo, Univision, ESPN Run, and many more.

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

www.themiamimarathon.com

Miami Grit Classic – TB Meets, Inc.

FY 2024/2025 \$30,000

This event exceeded expectations with 1,822 registered athletes from a target of 1,500. The event took place from **January 31 – February 2, 2025**. Total attendance was over **6,300 individuals** including athletes. Participation included teams from 8 different countries and several states across the US. The event generated **659 hotel room nights** and **709,601 media impressions**. The tournament took place at the Miami Beach Convention Center exclusively over three days.

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

www.miamigritclassic.com

Miami Billfish Tournament of Champions – Fish Hard Events

FY 2024/2025 \$45,000
FY 2023/2024 \$45,000
FY 2022/2023 \$30,000

This event took place on the waters off Miami Beach and at the Miami Beach Marina **January 30 – February 1, 2025**. The competition for a substantial \$400,000 purse by **30 separate teams** was cheered on by crowds at the Marina over the course of the two days. Spectators were also invited to come out prior to the start of the tournament. Dinners from local eateries including Joe's Stone Crab, Rusty Pelican, Lobster Shack, and others were held as well as an awards ceremony at the conclusion of the tournament to celebrate the winners. A total of **255 hotel room nights** were generated as were **1,551,362 media impressions** through a combination of digital marketing, direct mail, sport fishing publications, and social media.

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

questfortheringfl.com/tournament-of-champions/

February 2025

GroundUP Music Festival – GroundUp Music Foundation

FY 2024/2025	\$36,000
FY 2023/2024	\$90,000
FY 2022/2023	\$40,000
FY 2021/2022	\$24,000
FY 2019/2020	\$28,000
FY 2018/2019	\$32,000
FY 2017/2018	\$40,000
FY 2016/2017	\$45,000

This Festival, that took place **February 8 – 9, 2025** in the North Beach area of Miami Beach, created an immersive experience where attendees could enjoy the music up close and interact. Through this endeavor a total of **2,992 people attended** the 2-day event, generating **286 hotel room nights** in Miami Beach. The event included 19 performances, in which many featured multiple artists. In addition, 3 VIP events took place at The Faena. The event generated an estimated **1,674,993 media impressions** through ad placement and promotion on media such as the Miami New Times, WLRN, WDNA, NPR, NBC6 South Florida Live, Telemundo Acceso Total, and many more.

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

festival.groundupmusic.net

FY 2024/2025	\$76,000
FY 2023/2024	\$85,000
FY 2022/2023	\$51,000
FY 2021/2022	\$59,500
FY 2020/2021	\$68,000
FY 2019/2020	\$85,000
FY 2018/2019	\$51,000
FY 2017/2018	\$59,500
FY 2016/2017	\$68,000
FY 2015/2016	\$85,000
FY 2014/2015	\$50,000
FY 2013/2014	\$59,500
FY 2012/2013	\$68,000
FY 2011/2012	\$90,000
FY 2010/2011	\$100,000
FY 2009/2010	\$70,000
FY 2008/2009	\$75,000
FY 2007/2008	\$89,416
FY 2006/2007	\$100,000
FY 2005/2006	\$30,000
FY 2004/2005	\$12,757
FY 2003/2004	\$14,175
FY 2002/2003	\$15,750
FY 2001/2002	\$15,000

2025 Food Network South Beach Wine & Food Festival – Florida International University-SOBWFF

This 4-day wine, spirits and culinary celebration took place **February 20 – 23, 2025**. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately **60,000 people** attended various events and generated **2,122 hotel room nights** in Miami Beach alone. The Festival received both national and international coverage, generating **3,000,044,888 media impressions**. A total of **110 events** took place, of which 57 were held on Miami Beach. They included a host of participating chefs, the return of Bubble Q, a Tribute dinner for Gerard Bertrand and Dominique Crenn, the third iteration of a new event, FoodieCon described as the first of its kind celebration of the most influential digital content creators in food and beverage, on the annual the Burger Bash and many more.

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

www.sobewff.org

FY 2024/2025	\$31,500
FY 2023/2024	\$32,000
FY 2022/2023	\$40,000
FY 2019/2020	\$15,624
FY 2018/2019	\$28,000
FY 2017/2018	\$32,000
FY 2016/2017	\$40,000
FY 2015/2016	\$24,000
FY 2014/2015	\$27,350
FY 2013/2014	\$32,000
FY 2012/2013	\$40,000
FY 2011/2012	\$42,000
FY 2010/2011	\$35,000
FY 2009/2010	\$40,000
FY 2008/2009	\$35,000
FY 2007/2008	\$41,000
FY 2006/2007	\$10,500
FY 2005/2006	\$12,757
FY 2004/2005	\$14,175
FY 2002/2003	\$15,750
FY 2001/2002	\$17,500
FY 2000/2001	\$20,000
FY 1999/2000	\$20,000
FY 1998/1999	\$25,000

2025 Winter Party Festival – National LGBTQ Task Force

This festival celebrated its 32nd year and was a week-long celebration of social and cultural events for the LGBTQ community that took place **February 26 – March 4, 2025**, and included The Welcome Center Reception, Localize, Elevate Pool Party, VIP Cocktail Reception, Under One Sun Pool Party, The Beach Party, Masterbeat Shipwrecked and Graffiti parties and others. A total of **359 hotel room nights** were generated in Miami Beach as a result of the festival's estimated **5,000 attendees**. In addition, a total of **870,999,916 media impressions** were generated as a result of print and digital outlets from Edge Media Network, Deco Drive, Time Out Worldwide, EDM Tunes, Out Voices, OutCoast, Queerty, WSVN, Hot Spots, Wire, and others.

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

www.winterparty.org

FY 2024/2025	\$90,000
FY 2023/2024	\$90,000
FY 2022/2023	\$15,000

Open House Miami – Miami Center of Architecture & Design, Inc.

Open House Miami, took place **February 28 - March 2, 2025**, is part of a global network of nearly 60 nonprofit organizations that have created a worldwide movement to open cities and engage citizens in conversations about how to shape the future of where they live. The event provided attendees with behind-the-scenes tours of individual cultural facilities including various museums throughout the Greater Miami area and Miami Beach, specifically, the Art Deco District. In the US, Miami is now only the fourth city following New York City, San Diego, and Chicago to hold this event. This event is supported by organizations such as the GMCVB, Miami Design Preservation League, Dade Heritage Trust, The Miami Chapter of the American Institute of Architects as well as University of Miami and FIU's School of Architecture among others. A total of 110 events including **individual tours** of buildings, of which **45 took place on Miami Beach**, were held, drawing an overall attendance of **3,406 people, across 15 distinct neighborhoods**. A total of **4,074,000 media impressions** were generated as a result of coverage from Travel and Tour World, Bustler, Miami New Times, Miami Community News, Miami Curated, Issuu, Design Courier, Miami Guide, and many more.

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

www.openhousemia.org

March 2025

Model Volleyball - Model Volleyball

FY 2024/2025	\$45,000
FY 2023/2024	\$24,000
FY 2022/2023	\$28,000
FY 2021/2022	\$32,000
FY 2019/2020	\$40,000
FY 2018/2019	\$24,000
FY 2017/2018	\$28,000
FY 2016/2017	\$32,000
FY 2015/2016	\$40,000
FY 2014/2015	\$43,200

Since its inception in 2010, the Model Volleyball Tournament, that took place **March 28 – 30, 2025**, has become one of the staple events in Miami Beach. Models and modeling agencies participated in the 2-day event that attracted approximately **7,500 attendees**. Events kicked off *on* Wednesday prior to the tournament with the remaining events taking place on Miami Beach including a Model Fitting Party at the Gale Hotel as well as a post event party at Foxhole Miami Beach on Sunday. As a result, a total of **255 hotel room nights** were generated in Miami Beach. Through a combination of promotional efforts and media coverage, the event generated **50,576,006 media impressions**. Media promotion and coverage included a partnership with iHeart Media, promotion through various social media outlets, and coverage by the Miami Herald, Miami New Times, Fox Sports and many more.

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

www.modelbeachvolleyball.com

April 2025

HYROX Miami Beach – Upsolut Sports America Inc. dba HYROX

FY 2024/2025	\$50,000
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HYROX is the fastest growing mass-participant event in the world and includes a combination of functional strength exercises, high-intensity interval training and endurance which makes HYROX, as a fitness event, unique. The single day event took place on **April 19, 2025** at the Miami Beach Convention Center with attendance reaching **9,950 athletes and spectators**. It generated **528 hotel room nights** and a total of **8,044,446 media impressions**.

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

www.hyrox.com

May 2025

FY 2024/2025	\$95,000
FY 2023/2024	\$90,000
FY 2022/2023	\$40,000
FY 2021/2022	\$24,000
FY 2020/2021	\$28,000
FY 2018/2019	\$32,000
FY 2017/2018	\$40,000
FY 2016/2017	\$45,000

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

This event, that took place **May 22 – 25, 2025**, and is a year-round initiative anchored by what has become the largest Air & Sea Show and 2-day Beachside concert in the U.S. This year's entertainment included 3D mapping projection and was hosted by Music Explosion along Ocean Drive followed by the fireworks Extravaganza sponsored by the Florida Restaurant and Lodging Association on Sunday. Other events included performers' parties, a media day, and dignitary dinners. The events attracted over **1 million spectators** and generated **644 hotel room nights** on Miami Beach. A One-Hour Nationally Syndicated Television Special delivered a total **viewership of 885,431,990**. Also, the event attracted local, national, and international media such as Audacy, Miami Herald and local television media outlets among many others, generating **1,271,534,757 media impressions**.

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

www.usasalute.com

Paraiso Miami Beach/Swim Week Miami - FUNKSHION Labs

FY 2024/2025	\$57,000
FY 2023/2024	\$59,500
FY 2022/2023	\$68,000
FY 2021/2022	\$85,000
FY 2020/2021	\$51,000
FY 2019/2020	\$30,000
FY 2018/2019	\$59,500
FY 2017/2018	\$68,000
FY 2016/2017	\$76,500
FY 2015/2016	\$51,000
FY 2014/2015	\$58,310
FY 2013/2014	\$68,000
FY 2012/2013	\$85,000
FY 2011/2012	\$90,000
FY 2010/2011	\$62,500
FY 2009/2010	\$45,000
FY 2008/2009	\$70,000
FY 2007/2008	\$50,000
FY 2006/2007	\$15,000
FY 2005/2006	\$15,000
FY 2004/2005	\$20,000

This 4-day event took place **May 29 – June 1, 2025**, and presented a total of 52 events that brought the best designers from all around the world to showcase their newest collections in Miami Beach. The event attracted over **10,000 attendees** and took place at numerous Miami Beach venues. All **events** were held in Miami Beach. The event generated **389 hotel room nights** in Miami Beach and received national and international coverage from media outlets such as Yahoo! Entertainment/Finance, Daily Mail UK, Marca.com, Hollywood Life, Hola Magazine, Fashion Week Online, Parade.com, Bustle, Ocean Drive, Byrdie, FOX, and many others, generating **10,469,902,777 media impressions**. The fashion shows were featured on Fashion TV, Deco Drive and other international media outlets throughout the world, generating **97,644,267 in viewership**.

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

www.funkshion.com

June 2025

FY 2024/2025	\$57,000
FY 2023/2024	\$59,500
FY 2022/2023	\$68,000
FY 2021/2022	\$85,000
FY 2020/2021	\$90,000

Miami Beach Classical Music Festival 2025 – Miami Music Festival, Inc.

The Miami Beach Classical Music Festival brought over 150 talented pre-professional and emerging classical music artists ranging in age from 16-30 from 25 different countries to study and perform public concerts and operatic performances throughout Miami Beach, between **June 9 and August 3, 2025**. Performances included symphonic concerts, chamber music, and masterclasses culminating with 6 sold-out performances at the Faena Forum. A total of **23 performances** took place in various venues throughout Miami Beach. All events were free with a selected number of events offering upgraded seating. The festival attracted an estimated **40,000 attendees**, including the July 4th concert. As a result, a total of **2,136 hotel room nights** were generated in Miami Beach. Public concerts were held in local venues such as Faena Forum, Temple Beth Emanu-El, Ocen Drive Promenade, and the Betsy Hotel. Through a combination of promotional efforts and coverage, the festival generated **7,863,508,173 media impressions**.

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

www.miamimusicfestival.com

FY 2024/2025	\$45,000
FY 2023/2024	\$24,000
FY 2022/2023	\$28,000
FY 2021/2022	\$32,000
FY 2017/2018	\$24,000
FY 2016/2017	\$25,200
FY 2015/2016	\$32,000
FY 2012/2013	\$40,000
FY 2011/2012	\$50,000
FY 2010/2011	\$35,000
FY 2009/2010	\$37,000
FY 2008/2009	\$35,000
FY 2003/2004	\$20,000

American Black Film Festival - ABFF Ventures LLC

The American Black Film Festival (ABFF) is an annual event dedicated to showcasing quality film and television content by and about people of African descent. It celebrated its 29th anniversary in 2025. The festival events, that took place **June 11 – 15, 2025**, included educational workshops, informative panel discussions, celebrity conversations, as well as networking receptions. In addition, independent features, documentaries, shorts, and world premieres of several films. The festival's 90+ events, all took place in Miami Beach, attracted **5,300 attendees** and generated **462 hotel room nights** in Miami Beach. The festival also received local, national, and international coverage from media such as Empower Magazine, The Root, IMDb, JetMag.com, Miami New Times, and many more, generating **9,923,678,665 media impressions**.

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

www.abff.com

July 2025

17th Annual Miami Takeover – The Miami Takeover

FY 2024/2025	\$31,500
FY 2023/2024	\$32,000
FY 2022/2023	\$40,000
FY 2021/2022	\$45,000
FY 2020/2021	\$30,000

This signature event for the mature urban traveler (ages 28-45), took place **July 25 - 28, 2025**. The aim of the event is to bring together like-minded individuals looking for a stress-free getaway and participate in several social events that included peer networking, an All-White Welcome to Miami event, an Art of Go-Go Music and Culture Exchange, and an HBCU pool party at the Marseilles Host Hotel. The event attracted **3,000 event participants** to the area, of which 80% were tourists. A total of approximately **262 hotel room nights** were generated as well as an estimated **11,727,211 million media impressions** through a combination of media partnerships and event coverage.

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

www.themiamitakeover.com

August 2025

The MBVCA did not receive any applications for this month

September 2025

Miami Vice Annual Reunion – Zebra3 Productions

FY 2024/2025	\$45,000
FY 2023/2024	\$45,000

The Miami Vice 40th Anniversary Reunion Weekend took place **September 9 – 14, 2025** and attracted approximately **2,000 attendees**. The event was significant for Miami Beach in that it attracted local, national, and international fans of Miami Vice, in addition to some members of the original cast and A-list guest stars whose careers began on the show. A total of 17 events took place over a 6-day period and included filming location guided bus tours, bar crawls, meet & greet events, dinners, brunches, autograph signings, receptions, and a museum opening that contained original memorabilia, a closing night party and screening, and a vehicle display. A total of **234 hotel room nights** were generated as a result of the event with a total of **2.5 billion media impressions** generated as a result of ad placement and coverage received.

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

www.MiamiViceEvents.com

Peggy Benua, Chair



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

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

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

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

Peggy is the recipient of the 2022 Miami Beach Chamber's "Excellence in Tourism" award, 2016 Miami Beach Commission for Women "Women Worth Knowing" Award, 2014 Recipient of the Red Cross "Sara Hopkins Woodruff Spectrum Awards for Women," and 2012 Recipient HSMIA South Florida Chapter's "General Manager of the Year". In October 2016 she was listed by Florida Trend as a Miami Dade "Must Know Contact". When not operating her hotel or participating in industry-related activities, she enjoys outdoor activities such as cycling and scuba diving.

George Neary, Vice Chair



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

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

Prior to his tenure at the GMCVB, George was the Executive Director of the Miami Design Preservation League of Miami Beach, Florida, where he was responsible for creating marketing and public outreach programs to preserve the historic Art Deco District, better known as South Beach, for seven years. He is currently serving as a Trustee for Dade Heritage Trust; is a past Trustee of Miami-Dade Art in Public Places, is a past board member of the Florida Trust for Historic Preservation, Co-Chair of The Miami Beach Sister Cities International Miami Beach Committee, and a founding member of The Miami Beach Cultural Arts Council. Additionally, he has served 8 years and was a founding member on the Miami Beach Pride Committee; founding member of the Mayor's LGBT Business Enhancement Committee and served for 7 years, holds membership in the Black Archives is a founding board member of the Greater Miami Gay & Lesbian Chamber of Commerce, and is an Advisor from Florida to The National Trust for Historic Preservation in Washington, D.C. He is also an adjunct professor at Miami Dade College and the former Chair/Member of the Board of Advisors at the Design and Architecture Senior High School (DASH). He is also on the Board of Directors and Fundraising Chair for the MDCPS Academy of Hospitality and Tourism (AOHT). George is also a Board member of the Ancient Spanish Monastery; Vice President of the Flamingo Terrace Enterprise; Vestry Board member of All Souls Episcopal Church in Miami Beach, and Board Member for the Miami Beach Visitor and Convention Authority. George was previously the President of Neary Enterprise in Brooklyn, New York, that created, directed, and administrated marketing, advertising, and promotional plans. He was Director of U.S. Marketing for AFS Intercultural Programs, Inc. the International student and teacher exchange program in New York. George was also with the Peace Corps for seven years as training and orientation coordinator, recruiter/publicist, and a volunteer in St. Vincent & The Grenadines, West Indies. He received his B.A. from St. Anselm College in Manchester, New Hampshire, and has been involved in many community organizations over the years.

Faye Goldin, Board Member



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

Mohan Koka, Board Member



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

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

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

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

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

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

Steven Haas, Board Member



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

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

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



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

Before launching the company in 1996, Cori held the position of head of worldwide communications for Burger King Corporation. She was directly involved with every aspect of international communications for the fast-food industry giant. Her expertise in reputation management and crisis communications was critical to protecting and building the BK brand and has proven invaluable to H+K clients. Cori began her career as

an anchor and field reporter for WNWS All-News Radio in Miami. She served as the first female civilian spokeswoman for the City of Miami Police Department and managed the public face of Eastern Airlines.

Public Relations Total Placement and Pick Up Data

Year 15

Running Total

Total Pick-Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Circulation	Value
October 2024	10/3/2024	Miami Beach Welcomes Travelers to Experience Fall with Spectacular Events and Hotel Deals	215,732,097	\$1,987,835.98	215,732,097	\$1,987,835.98	215,732,097	\$1,987,835.98
November 2024	11/8/2024	Miami Beach Offers Holiday Season Experiences and Specials as Destination with Award-Winning Appeal	109,590,792	\$1,009,570.38	109,590,792	\$1,009,570.38	325,322,889	\$2,997,406.36
December 2024	12/3/2024	A Showcase of Art, Culture and Exclusive Experiences Are Accessible All Year Long on Miami Beach	208,976,850	\$1,929,883.43	208,976,850	\$1,929,883.43	534,299,739	\$4,927,289.79
January 2025	1/7/2025	Discover Unforgettable Experiences on Miami Beach in Early 2025: Culture, Cuisine, Music and Wellness	164,310,694	\$1,510,973.44	164,310,694	\$1,510,973.44	698,610,433	\$6,438,263.23
February 2025	2/3/2025	Miami Beach Hotels Bring Iconic Design, Art, and Luxury Services to Visitors	212,607,738	\$1,957,533.54	212,607,738	\$1,957,533.54	911,218,171	\$8,395,796.77
March 2025	3/6/2025	Discover Spring on Miami Beach with a Variety of Experiences, Activities and Hotel Offers	220,495,919	\$2,033,103.88	220,495,919	\$2,033,103.88	1,131,714,090	\$10,428,900.65
April 2025	4/4/2025	Miami Beach Hotels, Restaurants and Attractions are Ready to Welcome and Celebrate the LGBTQ+ Community During Miami Beach Pride 2025 and Rainbow Spring	202,321,719	\$1,867,952.55	202,321,719	\$1,867,952.55	1,334,035,809	\$12,296,853.20
May 2025	5/15/2025	Designed with Style, Miami Beach Offers Chic Hotels, Dining Destinations and Signature Shopping Experiences	136,855,926	\$1,260,707.89	136,855,926	\$1,260,707.89	1,470,891,735	\$13,557,561.09
June 2025	6/30/2025	Miami Beach Named No. 1 Honeymoon Destination in the U.S. Thanks to Effortless Romance, Affordable Accommodations and Couple-Friendly Experiences	167,439,011	\$1,543,116.47	167,439,011	\$1,543,116.47	1,638,330,746	\$15,100,677.56
July 2025	7/31/2025	There's Still Time to Plan a Summer Getaway to Experience Spa Indulgences, Culinary Delights and Hotel Deals on Miami Beach	172,677,245	\$1,591,481.09	172,677,245	\$1,591,481.09	1,811,007,991	\$16,692,158.65
August 2025	8/20/2025	Summer Extends Well-Beyond Labor Day on Miami Beach with Experiences Offering Celebrations of Design, Wellness, and Culinary Excellence	170,006,454	\$1,565,352.87	170,006,454	\$1,565,352.87	1,981,014,445	\$18,257,511.52
September 2025	9/29/2025	Fall on Miami Beach Delivers Cultural and Culinary Experiences Paired with Seasonal Offers and Savings at Destination Hotels	329,306,269	\$1,466,747.22	329,306,269	\$1,466,747.22	2,310,320,714	\$19,724,258.74
YTD TOTAL							2,310,320,714	\$19,724,258.74

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