



January 21, 2010

Dear Hospitality Partners,

Our collective thoughts and prayers continue to be with the people of Haiti and their friends and family in Miami and elsewhere as they recover from the tragic events of last week. Needless to say, the Greater Miami Convention & Visitors Bureau (GMCVB) recognizes its responsibility in assisting and is launching a comprehensive recovery effort on behalf of the hospitality industry to supplement the various efforts already underway. Because the needs are great and expected to last for quite some time, "**Miami Tourism Cares**" will be a long-term sustained effort that will demonstrate this industry's commitment to this cause.

**Phase 1** — As we have all heard, the dire short-term need is fund raising so we will focus initially on raising money to be funneled to the American Red Cross as a first responder. One of our goals is to capture and measure, as much as possible, the hospitality industry's contribution through the American Red Cross so they have set-up a dedicated account. For on-line donations, we ask that you please use this link: <http://American.RedCross.org/GMCVB>. You may also mail your check payable to:

American Red Cross  
f/b/o GMCVB Haiti Relief Effort  
335 S.W. 27<sup>th</sup> Avenue  
Miami, FL 33135  
*(Please include GMCVB Haiti Relief Effort in the memo section as well)*

In addition to this immediate effort, we are developing several longer term initiatives and are asking our hotels — in partnership with the Greater Miami and the Beaches Hotel Association (GMBHA) — to participate in as many of them as possible. We fully recognize that many of you are undertaking your own efforts but our hope is that these are complementary and would ask for you to consider as many of the following initiatives as possible

**Phase 2** — These initiatives also will further in the fund-raising aspects of the effort and help defray costs for those directly involved in the recovery effort.

- **"Add-On, Add-Up"** — February would be declared "**Miami Tourism Cares**" month and we will ask our hotels to provide their guests at check-in with a small card describing our efforts and asking for their optional donation in various nominal amounts to be added to their hotel bill (i.e. \$1, \$5, 10, Other). The GMCVB would provide all necessary printed materials and signage and the hotels would reconcile their collections at the end of the month and send a check to the American Red Cross at the above address.
- **"Be a Knight, Give a Night"** — With the many needs in Haiti, there will be a need to secure room nights for rescue workers, evacuated expats, families of those receiving medical care in Miami, etc. We are asking hotels to consider donating room nights at their properties to help us fulfill the many requests that are being made. Of course, rooms would be subject to availability and other limitations or other restrictions as you see fit.

**Phase 3** — These efforts will take more time to develop and will require significant partner and logistical support but we feel are worth exploring based on the on-going needs.

- **“Linens and Things”** — This effort will ask hotels for their commitment to donate linens, pillows, mattresses, and other soft goods as they go through change outs. We will be establishing a pick-up location and system to get these goods to the agencies best suited to put these to the best use possible.
- **“Pack Heavy, Leave Light”** — Among the many needs in Haiti, clothing has been an ongoing issue which has only been magnified by recent events. We will be encouraging tourists to pack a few extra articles of clothing (always being mindful of excess baggage weight fees) on their next trip to Miami and having hotels agree to serve as collection points. The GMCVB would then make arrangements for collection and distribution through appropriate agencies.

On long-term basis, we are also looking to leverage some of the highly successful GMCVB marketing programs like Miami Spice, Miami Spa and others and will integrate a fundraising component for this cause.

Our goal is to launch formal communications of as many of these efforts as possible during Pro Bowl / Super Bowl week to capitalize on all the media coverage that will be in the destination. However, these initiatives will only be possible with your support and commitment so we hope that you will complete the attached form indicating your commitment and/or interest and return it **via fax 305.503.0194 by Monday, January 25<sup>th</sup>**.

Participating hotels will receive signage, email templates, and other marketing support materials for their optional on-property use and they will be showcased on a website that we are building for this purpose — [www.MiamiTourismCares.com](http://www.MiamiTourismCares.com). The website will also serve as a clearing house to help communicate and recognize all the local hospitality industry efforts so we ask that you send any information on your individual efforts to [HaitiRelief@GMCVB.com](mailto:HaitiRelief@GMCVB.com). This information will also be integrated into our key messaging communicated to media and others when we receive inquiries on our industry’s response.

We are confident that through our collective efforts we will be able to make a difference. Thank you in advance for your consideration and participation and for your on-going commitment to our industry and the GMCVB. It is truly appreciated.

For any questions on our efforts, you may contact Ginny Gutierrez via email [Ginny@GMCVB.com](mailto:Ginny@GMCVB.com) or via telephone 305.539.3045.

Sincerely,



**William D. Talbert III, CDME**  
President & CEO  
Greater Miami Convention & Visitors Bureau



**Steven Haas**  
Chair  
Greater Miami Convention & Visitors Bureau



Yes! I would like to participate in the “Miami Tourism Cares” initiatives to assist in the recovery of Haiti. We agree to participate in the following effort(s) checked below:

- Four checkbox options: "Add-On, Add-Up", "Be a Knight, Give a Night", "Linens and Things", and "Pack Heavy, Leave Light".

We agree to donate \_\_\_\_\_ room nights subject to availability, blackouts and other limitations.

Hotel Name: \_\_\_\_\_
Contact name: \_\_\_\_\_ Title: \_\_\_\_\_
Phone : \_\_\_\_\_ E-Mail \_\_\_\_\_
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Tell us about your own Haiti Relief Efforts so that we may post it on MiamiTourismCares.com by emailing HaitiRelief@GMCVB.com or by providing brief details below:

Four horizontal lines for providing details about relief efforts.

Please complete and fax form to 305.503.0194 by Monday, January 25th.