MULTICULTURAL TOURISM & DEVELOPMENT

PROGRAM OF WORK

MONTHLY ACTIVITIES
On a monthly basis we implement marketing strategies to incorporate Multicultural Miami into our Temptations themed program. The department also creates and distributes a monthly newsletter.

OCTOBER 2019
10/3: Art Talk curated by the GMCVB – Creative Conversations
10/5: Hispanic Heritage Month Community Tour
10/10: Tourism Business Development Program begins in collaboration with the Miami Bayside Foundation Fall Program
10/13: Miami Carnival

NOVEMBER 2019
11/5–7: Travel Industry Sales and MTDD Collaboration – Sales Mission / Dominican Republic
11/6–8: ANA Multicultural Marketing & Diversity Conference / San Diego, CA
11/13–16: National Coalition of Black Meeting Planners (NCBMP) / New Orleans, LA
TBA: Art of Black Miami Kickoff Event

DECEMBER 2019
12/1–1/31: Miami Arts & Heritage Months – Activations and Programming
12/1–15: Art of Black Miami Activations & Events / Art Basel season

JANUARY 2020
12/1–1/31: Miami Arts & Heritage Months – Activations and Programming
1/21: Martin Luther King Jr. Scholarship Breakfast
TBA: Lunch & Learn – Convention Sales and MTDD Collaboration

FEBRUARY 2020
2/16–18: Coconut Grove Art Festival
2/17: Annual Chinese New Year Festival
TBA: Black History Month Heritage Community Tour

MARCH 2020
3/2–3: Annual Asian Cultural Festival
3/8–11: Jazz in the Gardens Music Festival
3/8–11: Multicultural FAM in Collaboration with Convention Sales
3/11: Annual Calle Ocho Latin Music Festival
TBA: Tout Monde Festival
TBA: Tourism Business Development Program begins in collaboration with the Miami Bayside Foundation Spring Program

APRIL 2020
4/1–5/31: Miami Attraction & Museum Months – Activations and Programming
4/29–5/1: TPOC (Travel Professionals of Color) / Miami, FL
TBA: Cafecito & Conversation — Speaker Series
TBA: Lunch & Learn – Convention Sales and MTDD Collaboration

MAY 2020
4/1–5/31: Miami Attraction & Museum Months – Activations and Programming
5/1–31: Haitian Heritage Month Activations
5/10: H.O.T. Challenge Golf Tournament Fundraiser
5/24: Best of the Best Concert
TBA: Haitian Compas Festival (Haitian Flag Day festival)
TBA: Taste of Haiti
TBA: Sounds of Little Haiti/Haitian Heritage Month Celebration

JUNE 2020
6/12–16: American Black Film Festival (ABFF) / Miami Beach, FL
6/14–16: Americans for the Arts Annual Convention / Minneapolis, MN
TBA: Pillars Award Scholarship Luncheon, Miami-Dade Black Affairs Advisory Board Office of the Chair
TBA: Taste of the Caribbean/Caribbean 305 coordinated by the Caribbean Hotel & Tourism Assn
TBA: Art of Black Miami Creative Conversation

JULY 2020
7/11: Overtown Music & Arts Festival
7/23–26: Destination International Convention / St. Louis, MO
7/24–26: National Association of Black Hotel Owners, Operators & Developers (NABHOOD)
7/26–28: International Multicultural Summit
TBA: Tourism Business Enhancement – Professional Business Workshop
TBA: Tourism Business Development Program begins
in collaboration with the Miami Bayside Foundation Summer Program

AUGUST 2020
8/1–9/30: Miami Spice Months – Activations and Programming
8/1–9: Association of African American Museums Conference / Miami, FL
TBA: Lunch & Learn – Convention Sales and MTDD Collaboration

SEPTEMBER 2020
8/1–9/30: Miami Spice Months – Activations and Programming
9/9–13: Congressional Black Caucus
TBA: Arts Launch
TBA: Hispanic Heritage Month Programming
TBA: Miccosukee Tribe of Indians of Florida celebrates American Indian Day
TBA: Africando Trade and Investment Conference
TBA: ICABA Hall of Fame
TBA: Film Locations FAM in collaboration with the Film & Entertainment Department

NOTE: Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.