Multicultural Tourism & Development
Our mission is to ensure that the diversity of Miami’s multicultural communities, attractions and events are promoted by working locally to build consistency and economic sustainability, broadening the scope of initiatives and maximizing marketing opportunities.
MTDD INITIATIVES & COLLABORATIONS

- Marketing | Media Collaborations | Public Relations
- Sales & Services Assistance
- Global Marketing
- Event | Program Sponsorship & Coordination
- Tourism Business Enhancement
- Art of Black Miami
Interviews | Awareness
The GMCVB shares in the grief our nation and local community are experiencing following the senseless killings of George Floyd, Breonna Taylor, Ahmaud Arbery, Trayvon Martin, and countless others. We stand with the Black community and will do our part to speak out against the oppression and discrimination faced by Black people.

The GMCVB understands that combating systemic racism and confronting racial injustice begins with internal reflection. To that end, we’ve taken time to listen to our employees, business partners, and larger community. We commit to addressing inequality and promoting our global destination with intentional diversity in mind.

Here’s How:
- Black Hospitality Initiative
- Hospitality Open Golf Tournament
- Heritage Neighborhood Town Halls
- Multicultural Tourism & Development Department
- Tourism Business Enhancement
- Art of Black Miami
- Multicultural Marketing
- Conventions & Travel Industry
- GMCVB-Wide Program Development
- Annual Multicultural Events
- Miami Shines Recovery Campaign
- 2020 Virtual Partner Marketing Workshop
- New Internal Diversity Taskforce
- New Events & Collaborations

https://www.miamiandbeaches.com/about-gmcvb/statement-on-racial-injustice
Master Class with Les Brown & Dr. Ona Brown

Virtual Master Class – July 1st
Featuring Miami Native, Les Brown and Dr. Ona Brown entitled “Building Forward Together: It's Not Over Until We WIN!”

Presenters

Les Brown
Speaker & Author
See Bio

Dr. Ona Brown
Speaker & Author
See Bio
Global & Social Marketing | Banner Messaging

Hispanic

Seek adventure off the beaten path.

Bask in your happy place.

Unwind with an adventure.

Let adventure lead the way.

AA

Experience Caribbean heritage in Little Haiti.

Experience the heritage of historic Overtown.

Experience the Latin flavors of Little Havana.
Welcome to Miami | Tyson Beckford
Program Development
MIAMI’S HERITAGE NEIGHBORHOODS

Allapattah
Coconut Grove Village West
Doral
Homestead
Hialeah
Historic Overtown
Liberty City
Little Haiti
Little Havana
Miami Gardens
North Miami
Opa-Locka
Richmond Heights
South Dade

This list is a sampling of the multicultural neighborhoods within Miami. To learn and discover more, please visit:
https://www.miamiandbeaches.com/neighborhoods
Program Development

- Partner outreach
- Diversity Taskforce
- Virtual Hispanic Heritage Tour
### Program Collaborations

<table>
<thead>
<tr>
<th>Tourism Sales</th>
<th>Content Development</th>
<th>Convention Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spoke to Travel Professionals of Color for their upcoming annual conference in Miami in 2021</td>
<td>Wrote articles for the website including a more inclusive heritage neighborhoods write-up, expanding Domino Park listing, and Miami exclusives for delivery</td>
<td>Assisted in planning of family reunions scheduled for 2021</td>
</tr>
<tr>
<td>Presented to American Airlines sales reps about Miami’s heritage neighborhoods</td>
<td>Assisted with Miami Eats and Miami Spice calls</td>
<td></td>
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</tbody>
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HERITAGE TOURS

Miami is a rich melting pot of cultures with many heritage neighborhoods that tell a fascinating story of the city’s history through its people. The best way to get a taste of these multicultural heritage neighborhoods is through the city’s diverse tour offerings.

Learn more:
# ANNUAL MULTICULTURAL EVENTS

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
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</thead>
<tbody>
<tr>
<td>Dr. Martin Luther King Jr. Day Parade</td>
<td>Coconut Grove Arts Festival</td>
<td>Carnaval on the Mile</td>
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<tr>
<td>Miami Jewish Film Festival</td>
<td>Mustafa Jazz Festival</td>
<td>Calle Ocho Festival</td>
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<td></td>
<td>Black History Community Tour</td>
<td>Jazz in the Gardens Music Festival</td>
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<td></td>
<td>Chinese New Year Festival</td>
<td>Asian Culture Festival</td>
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<td></td>
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<td>St. Sophia Greek Festival</td>
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<tr>
<th>April</th>
<th>May</th>
<th>June</th>
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<tbody>
<tr>
<td>Miami Downtown Jazz Festival</td>
<td>Haitian Compas Festival</td>
<td>Caribbean 305</td>
</tr>
<tr>
<td>Sankofa Jazz Festival</td>
<td>Best of the Best Concert</td>
<td>American Black Film Festival</td>
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<tr>
<td></td>
<td>Rolling Loud</td>
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</table>

This list is just a sampling of the multicultural events Miami has to offer. For additional monthly and recurring events, please [click here](#).
# ANNUAL MULTICULTURAL EVENTS

<table>
<thead>
<tr>
<th>July</th>
<th>August</th>
<th>September</th>
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<tbody>
<tr>
<td>• International Hispanic Theatre Festival</td>
<td>• Brazilian Film Festival of Miami</td>
<td>• Hispanic Heritage Community Tour</td>
</tr>
<tr>
<td>• Historic Overtown Music Festival</td>
<td>• International Ballet Festival of Miami</td>
<td>• AfriCANDO</td>
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<tr>
<td>• NABHOOD</td>
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<td>• Brazilian Film Festival</td>
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<tr>
<td>• Annual Miss Nigeria Cultural Pageant</td>
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</table>

<table>
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<tr>
<th>October</th>
<th>November</th>
<th>December</th>
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<tbody>
<tr>
<td>• Miami One Carnival</td>
<td>• Miami Reggae Festival</td>
<td>• Art of Black Miami</td>
</tr>
<tr>
<td></td>
<td>• Smooth Jazz Festival</td>
<td>• Arts &amp; Heritage Months</td>
</tr>
<tr>
<td></td>
<td>• Sunny Isles Beach Jazz Festival</td>
<td>• Miccosukee Indian Arts &amp; Crafts Festival</td>
</tr>
</tbody>
</table>

This list is just a sampling of the multicultural events Miami has to offer. For additional monthly and recurring events, please [click here](#).
Tourism Business Enhancement
TOURISM BUSINESS ENHANCEMENT

Advocate, support and strengthen the economic sustainability and access of our multicultural communities and heritage related businesses within the Greater Miami & Beaches.
TOURISM BUSINESS ENHANCEMENT INITIATIVES

- Entrepreneur small business training
- Professional business workshop series
- GMCVB partnership development and engagement
- New business enterprise and vendor opportunities
- Educational resource enrichment program referrals
- Advocacy and community outreach
TBE | Webinars

Hosted & supported webinars targeting mom & pop, small businesses and arts & cultural organizations

- Small Business Continuity Resource Webinar Amid COVID-19
- Creative Mindfulness in a Time of Unpredictability
- The Comeback: Making a Business Shift to the New Reality
- Re-Imagining the Way Forward: Collective Ideas around Arts & Culture

Join us for an interactive and informative webinar, presented by Flourish Media. Topics include how to work from home, prepare your small business for digital communication, and maintain business normally in this unprecedented time. This is a 60-minute presentation with a live Q&A for your business.

APRIL 1st

GMCVB Tourism Business Enhancement Program Presents: The Comeback - Making a Business Shift to the New Reality

Just as planning was essential when you first opened or started your business, staging a successful post-COVID-19 comeback is essential. The shift to your “new reality” will also depend on your ability to be proactive, creative, positive, and flexible—while considering profitability.

As more businesses begin to open in the weeks ahead, they must carefully prepare for many unknowns. This webinar will address various stages of opening and how to navigate the many changes that lie ahead in the retail, restaurant, service, and overall tourism industry.

MAY 27th
Partnership with Miami Bayside Foundation

Launched Virtual Small Business Workshop
July 7th – August 6th, 2020
30+ small businesses
15 sessions
Deep Dive Topics
Close out Graduation
ART OF BLACK MIAMI

MISSION
A marketing platform and destination driver that showcases the diversity of the visual arts locally, nationally and internationally, celebrating the black diaspora

VISION
To become the world’s premier art festival; celebrating the global diversity of art
ART OF BLACK MIAMI | INITIATIVES

- Host Art Talks and exhibitions
- Manage calendar of events listings on website
- Support local and national advertising
- Host national and international press trips
- Host annual artist competition
  - Winner featured in MIA cover magazine special issue
- Produce quarterly digital newsletter
- Strategic marketing activations
  - Social media influencers, tool kits, art guide publication, research, photo and video shoot
TBE | AOBM Virtual Conversations

**Art of Black Miami Virtual Conversation**

**Creative Mindfulness in a Time of Unpredictability**

Join us for a deeper exploration through placemaking and creativity, guided by thought leaders through shared experiences to attain a state of mindfulness. They will collectively share and refine ways, instead of this unpredictable time, to explore the intersectionality of the artistic and creative lens with ways of being in pursuit of mindfulness.

Mindfulness is contagious, increases productivity, and promotes the power of possibility.

**APRIL 28th**

**Art of Black Miami Virtual Conversation**

**Re-Imagining the WAY Forward: Collective Ideas Around Arts & Culture**

As our Country resets, and as the country reopens, we seek to pave the way to comprehensive solutions for our arts and cultural community. As the need for renovation in the arts is ever more apparent, your voices and expertise are vital. Resetting may mean finding new ways, relearning, and realinking. How will we harness our creative potential?

Join us as we explore the unexpected journeys to the success of some of those influential panelists.

**JUNE 18th**
ART OF BLACK MIAMI

2019 Highlights
QUESTIONS?
COMMENTS?
CONNECT WITH US!

multiculturaltourism@gmcvb.com

www.multiculturalmiami.com

#FoundinMiami | #MulticulturalMiami | #ArtofBlackMiami

@VisitMiami | @MiamiandBeaches
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