



GREATER MIAMI & MIAMI BEACH

Multicultural Tourism & Development

Special thanks
to our sponsor:





CONNIE KINNARD

VICE PRESIDENT, MULTICULTURAL
TOURISM DEVELOPMENT

[\(305\) 539-3123](tel:3055393123)
connie@gmcvb.com



PETRA BRENNAN

DIRECTOR OF TOURISM BUSINESS
ENHANCEMENT

[\(305\) 539-3126](tel:3055393126)
petra@gmcvb.com



PAM PAYANO

SENIOR MANAGER, PROGRAM
DEVELOPMENT

[\(305\) 539-3097](tel:3055393097)
pam@gmcvb.com



HERLINDA LOMBARDI

COORDINATOR, MULTICULTURAL
TOURISM & DEVELOPMENT

[\(305\) 539-3128](tel:3055393128)
herlinda@gmcvb.com

MULTICULTURAL TOURISM & DEVELOPMENT DEPARTMENT

MULTICULTURAL TOURISM & DEVELOPMENT MISSION

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

- Program Development & Partnerships
- Sales & Services Assistance
- Marketing | Media Collaborations | Public Relations
- Global Marketing
- Event | Program Sponsorship & Coordination
- Tourism Business Enhancement
- Art of Black Miami



Programs & GMCVB Department Collaborations

Program Development



Cafecito & Conversation: Hispanic Heritage Month

Sept 30, 2020



Coffee & Conversation: Connecting Asian Heritage in the Community

May 12, 2022



Connie Kinnard - GMCVB

Coffee & Conversation: A Renewed Look at Black History in Miami

Feb 17, 2021



MIAMI

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

MIAMI
shines

Program Collaborations



DISCOVER WAYS TO REUNITE IN MIAMI

Summer is reunion season, whether it's now or next year. With the diverse multicultural jewels throughout Miami's heritage neighborhoods, as well as the summer's money-saving Miami Temptations programs (Miami Hotels Months, Miami Spa Months, and Miami Spice Months), you can find your roots, reunite with your past and experience Greater Miami like never before from June through September.

Let us help you create the best reunion to reconnect with your group and let the memories forever shine in Miami.

Visit MulticulturalMiami.com to see our special Plan Your Reunion page.



MIAMI
GREATER MIAMI
CONVENTION &
VISITORS BUREAU



MIAMI

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

MIAMI
shines

Program Collaborations

Tourism & Convention Sales	Content Development	Media
Virtual Canada Sales Mission	Refresh of assets including new imagery and video of all the heritage communities	Traveling with Denella Ri'chard
Reunions scheduled for 2022 and beyond		Emirates Media FAM
Reunions Magazine 2021	Juneteenth Celebration Lineup	Soul of America
Black Travel Summit	Monthly Hottest Events	NNPA News Wire

Collaboration Highlights



October 4th | 5 PM EST/2 PM PST

A HISPANIC
HERITAGE
CELEBRATION

SPONSORSHIP DECK
#CalleOchoLive



Miami Beach black owned eateries

The Hungry Black Man takes us through 5 Miami Beach black owned eateries to experience on your next visit.



Marketing | Media Collaborations |
Public Relations

Interviews | Awareness

- Canada's *Travel Courier*
- The African Times-USA
- Forbes (featuring the Copper Door B&B and Club Tipico Dominicano)
- Southwest Airlines - WIFI Onboard and social channels
- Frommer's (featuring Historic Hampton House)
- South Florida Business Journal
- Travel + Leisure (featuring Historic Virginia Key Beach Park)
- AAA And Atlanta Journal
- Editorial in MIA Legacy Magazine
- Miami Times



MULTICULTURAL MIAMI



JUNE & JULY 2021

Welcome to our GMCVB Multicultural Tourism and Development e-newsletter! This newsletter consists of GMCVB collaborations, business relief efforts and resources available on a local and national level. In addition, it contains past department activities and upcoming in-person and virtual events in Greater Miami and The Beaches.

WHAT'S NEW



June a Month of Culture,
Celebration and Appreciation

Music and More! Diverse
Activities and Events
Happening July 4th Weekend

<https://www.gmcvb.com/multicultural>

ART OF BLACK MIAMI



Hampton Art Lovers at the Historic Ward Rooming
House Presents "Purvis Comes Home: Manchild in the
Promised Land"

RELIEF GRANTS, LOANS AND RESOURCES



Paycheck Protection Program Loan Workshops for
Knight Grantees

HOSPITALITY INDUSTRY & EDUCATION



Miami Dade College Joins YWCA South Florida's 21-
Day Racial Equity and Social Justice Challenge

BUSINESS DEVELOPMENT



Getting Miami Back to Work Webinar hosted by the
South Florida Hispanic Chamber of Commerce

COMMUNITY HIGHLIGHTS



August 1st Named Historic Virginia Key Beach Park
Day by Florida House & Senate

VIRTUAL ACTIVITIES - MUSEUM TOURS, EXHIBITS, ART TALKS AND MORE



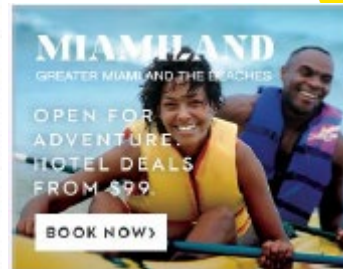
Official Trailer and Virtual Watch Party - *Mucho
Mucho Amor: The Legend of Walter Mercado*

CONVENTIONS, LEISURE & TRAVEL

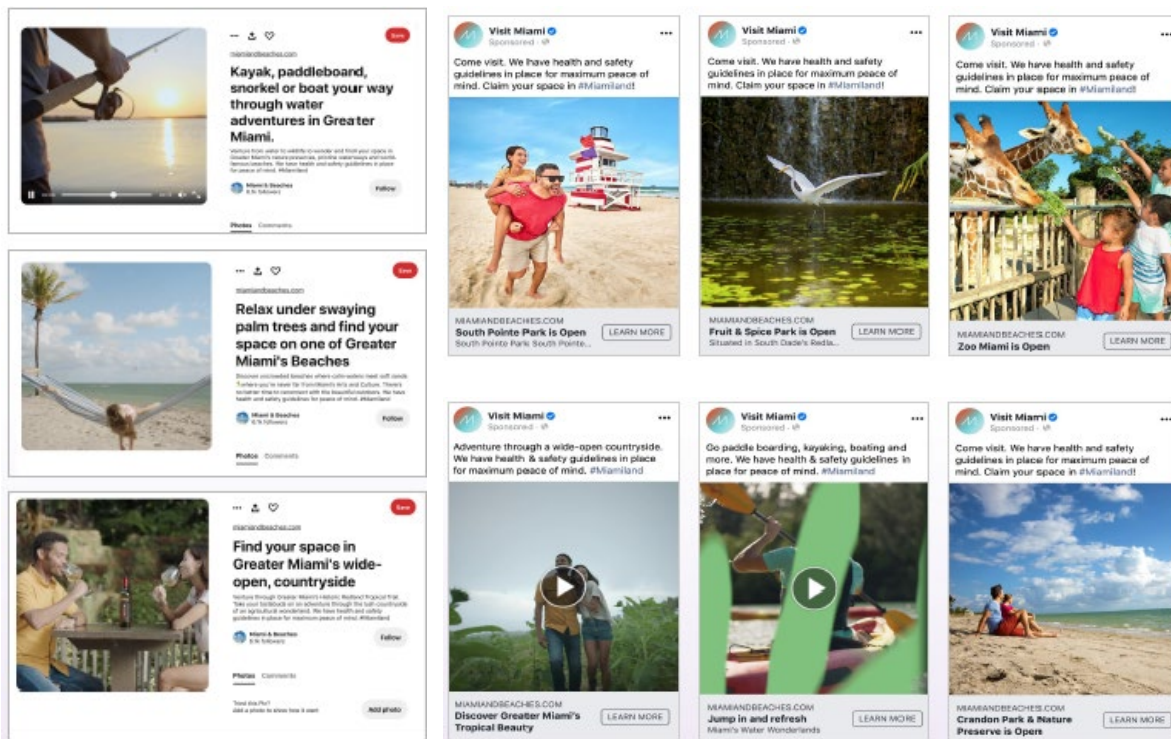


Upcoming Virtual Conventions

Global & Social Marketing | Banner Messaging



Global & Social Marketing | Social



Global & Social Marketing | Print

Miami Today

FROM OUTDOOR ESCAPES TO CITY ESCAPADES

Greater Miami and the Beaches is a natural wonderland with endless outdoor adventures all just a short distance away. Go kayaking and hiking on breathtaking trails, to boating, kayaking, scuba diving excursions and wildlife watching.

When you're done exploring Miami's open spaces, enjoy the full Miami experience from fine dining at world-class restaurants to luxury hotels and multiple heritage neighborhoods and sunny corners. Best of all, you don't have to travel far to experience it all with hotel deals starting at \$99.

Plan now at www.MiamiLand.com

MIAMILAND
GREATER MIAMI AND THE BEACHES



MIAMI
shines
VISITOR GUIDE / THE BEACHES

Miami Times

FROM KAYAKING DISCOVERIES TO CITY ADVENTURES

Greater Miami and the Beaches is a natural wonderland with endless outdoor adventures all just a short distance away. Go free hiking and biking on breathtaking trails, to boating, kayaking, scuba diving excursions and wildlife watching.

When you're done exploring Miami's open spaces, enjoy the full Miami experience from fine dining at world-class restaurants to luxury hotels and multiple heritage neighborhoods and sunny corners. Best of all, you don't have to travel far to experience it all with hotel deals starting at \$99.

Plan now at www.MiamiLand.com

MIAMILAND
GREATER MIAMI AND THE BEACHES



MIAMI
shines
VISITOR GUIDE / THE BEACHES

M.I.A Media Group

SOCIAL MEDIA
Step Into Your Personal Power Online

Sharing your thoughts and opinions is a skill we most often take for granted. But when it comes to social media, it's a skill that can make or break your online presence. M.I.A. Media Group is here to help you master the art of social media.

WHEN A CHILD PICKS UP AN INSTRUMENT IN THEIR HAND, THEY WILL NOT PICK UP A GUN.

BRINGING SOCIAL CHANGE TO CONSCIOUSNESS WITH UNEXPECTED POTENTIAL THROUGH THE TRANSFORMATION OF POWER OF MUSIC.

FROM KAYAKING DISCOVERIES TO CITY ADVENTURES

Greater Miami and the Beaches is a natural wonderland with endless outdoor adventures all just a short distance away. Go free hiking and biking on breathtaking trails, to boating, kayaking, scuba diving excursions and wildlife watching.

When you're done exploring Miami's open spaces, enjoy the full Miami experience from fine dining at world-class restaurants to luxury hotels and multiple heritage neighborhoods and sunny corners. Best of all, you don't have to travel far to experience it all with hotel deals starting at \$99.

Plan now at www.MiamiLand.com

MIAMILAND
GREATER MIAMI AND THE BEACHES



MIAMI
shines
VISITOR GUIDE / THE BEACHES





MIAMI

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

MIAMI
shines

MIAMILAND

FIND YOUR SPACE IN
MIAMI'S GREAT OUTDOORS

A MIAMI STAYCATION TO REMEMBER

Take your family to an escape in South Florida's great outdoors, set aside for fun, family, relaxation and recreation, all with health and safety guidelines in place. The hottest moments, technology and convenience that all adventures can be found in our new landscape.

Join MiamiLand® for the special offers.

MIAMILAND
DISCOVER MIAMI AND THE OUTDOORS

MIAMILAND.COM



PARKS ARE OPEN AND READY FOR YOU

New beach and walking routes, river-top trails, Florida Manatee and environmental health and culture gardens in parks, water spaces and beaches to inspire people of all ages.

ALL YOURS TO DISCOVER

Explore the wild and immerse yourself in nature on any of our trails, open and waiting paths. There are no vacation clichés and no crowds here.

BREATHTAKING ABOVE & ASTONISHING BELOW

Experience Miami's life in water, at an open-air amphitheater, and mangrove forests. Our bay is just below the surface. It's a world below and above the water. Immerse your mind in nature's beauty and see the world of the water. It's a world below and above the water. Immerse your mind in nature's beauty and see the world of the water.




MIAMI.LAND.COM

MIAMI LAND

MIAMI LAND

MIAMILAND

ENCUENTRE SU ESPACIO
AL AIRE LIBRE EN MIAMI

**YACHTING
LOCALES
MEMORABLES**

Brindale un momento en la bahía de
que te lleve a casa en una Yacht de
Brenden, Christopher y Christopher.
Junto con el equipo de personal de
calidad y seguridad. Una experiencia
inolvidable, memorable y memorable
en nuestra ciudad. Lo mejor de todo es
que los propietarios son miembros de
nuestro equipo.

¡Miami, MiamiLand.com
para el mejor momento!

MIAMILAND
SHIRAZI, BAHAM AND THE BEACHES

MIAMILAND.COM

© 2014 MiamiLand.com. All rights reserved. No se permite la explotación económica ni la transformación de esta obra. Queda permitida la impresión en su totalidad.

[illegible]

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.



MIAMI'S HERITAGE NEIGHBORHOODS

Allapattah
Brownsville
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

*MTDD represents all diverse offerings in every community throughout
Greater Miami & Miami Beach



For a sampling of multicultural gems please see the
Multicultural Guide or visit www.multiculturalmiami.com





Festival & Events Partnerships

ANNUAL MULTICULTURAL EVENTS

January <ul style="list-style-type: none"> • Dr. Martin Luther King Jr. Day Parade • Miami Jewish Film Festival 	February <ul style="list-style-type: none"> • Coconut Grove Arts Festival • Mustafa Jazz Festival • Black History Community Tour • Chinese New Year Festival 	March <ul style="list-style-type: none"> • Carnaval on the Mile • Calle Ocho Festival • Jazz in the Gardens Music Festival • Asian Culture Festival • St. Sophia Greek Festival 	April <ul style="list-style-type: none"> • Miami Downtown Jazz Festival • Sankofa Jazz Festival 	May <ul style="list-style-type: none"> • Haitian Compas Festival • Best of the Best Concert 	June <ul style="list-style-type: none"> • Caribbean 305 • American Black Film Festival
July <ul style="list-style-type: none"> • International Hispanic Theatre Festival • Historic Overtown Music Festival • NABHOOD • Miss Nigeria Cultural Pageant 	August <ul style="list-style-type: none"> • Brazilian Film Festival of Miami • International Ballet Festival of Miami 	September <ul style="list-style-type: none"> • Hispanic Heritage Community Tour • AfriCANDO • Brazilian Film Festival 	October <ul style="list-style-type: none"> • Miami One Carnival 	November <ul style="list-style-type: none"> • Miami Reggae Festival • Smooth Jazz Festival • Sunny Isles Beach Jazz Festival 	December <ul style="list-style-type: none"> • Art of Black Miami • Arts & Heritage Months • Miccosukee Indian Arts & Crafts Festival

Event Partnerships

FY 20 – 21

- Calle Ocho Live
- Jazz in the Gardens
- ABFF
- Miami Carnival
- Black Travel Summit
- Lyric Live All Stars Tribute to Betty Wright

FY 21 – 22

- Orange Blossom Classic
- Miami Reggae Festival
- African Diaspora Dance & Drum Festival
- Brazilian Film Festival





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



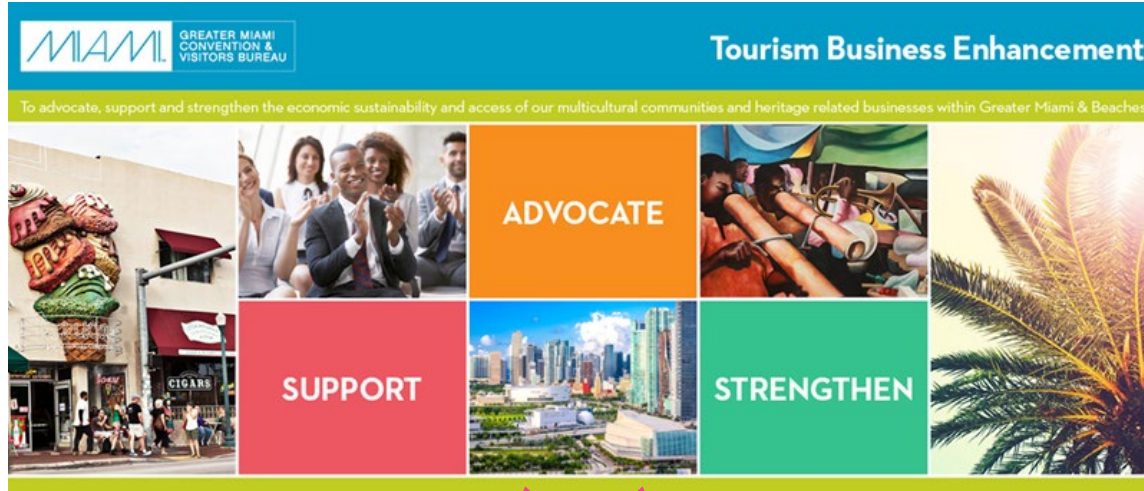
TBE | INITIATIVES



Entrepreneur
Small Business
Training



Professional
Business
Workshop Series



GMCVB Partnership
Development and Engagement

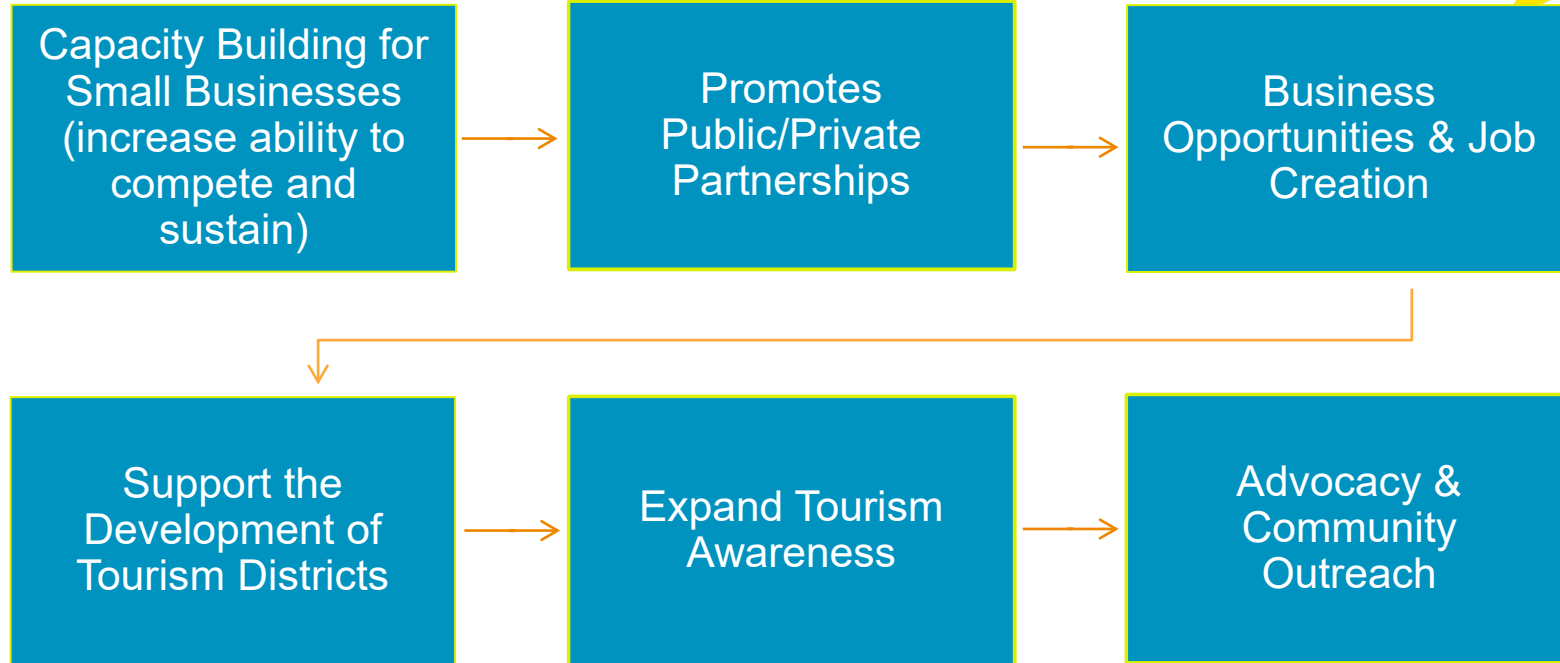


Educational
Resource





Advocacy and
Community
Outreach

TBE | IMPACT



TBE | Small Business Workshops





**GMCVB Tourism Business Enhancement Presents:
Doing Business Online E-Commerce Master Class**



Join us for this interactive master class led by industry experts as they guide us through a deep dive session for entrepreneurs seeking to launch and or scale online. Applying in-depth best practices along with step by step instructions, participating small businesses will be tooled with necessary training to grow their businesses as well as create an additional source of revenue stream.

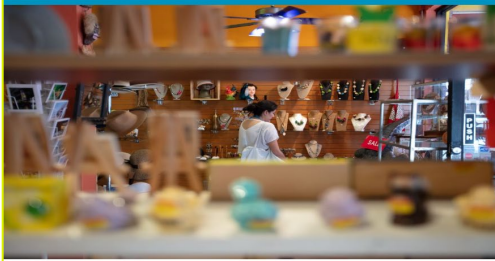
Topics will include:

- Guidelines in building a website and doing business online
- Free and accessible tools and platforms for e-commerce
- Monetizing your online presence
- Step-by-step online buildout and back-end tools
- Sales funnels and email marketing priorities

This invitation is extended to small businesses directly and indirectly related to tourism, nonprofit organizations, artists and creative entrepreneurs. Limited seats are available.

APRIL





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 all 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

TBE | Small Business Trainings



Tourism Business Enhancement

Ready to take your business to the next level?
Then sharpen your entrepreneurial skills while learning how to prepare to access capital.

**Apply Today for Miami Bayside Foundation's
SMALL BUSINESS TRAINING**
Free to Attend

Attend a minimum of 12 out of the 14 classes to receive a certificate of completion.

WHEN
14 sessions: March 2, 3, 4, 9, 10, 11, 16, 17, 18, 23, 24, 25, 31.
Graduation is on April 1, 2021
Each session is from 6:00 p.m. to 8:00 p.m.

WHERE
ZOOM platform

CRITERIA
Active business in operation for a minimum of six months, at least 51% minority owned, and located in Miami-Dade County. As defined by Florida statute, minority includes African American, Hispanic, Asian, Native Americans, and women.

APPLY
Email Petra@gmcbv.com or call 305-539-3126

Deadline February 1, 2021

SPONSORED BY:

Citi Foundation

SYLLABUS

Session 1 & 2
Understanding Your Business:
Mission Statement & Branding

Session 3 & 4
Developing Your Business:
Business Plan & Market Analytics

Session 5
Establishing Your Business
Structure

Session 6
Understanding Financial
Statements

Session 7
Credit & Financing

Session 8
Financial Projections

Session 9 & 10
Digital Marketing:
Social Media & SEO

Session 11, 12, 13
Business Resources:
Certifications, Procurement,
Trademarks & Copyrights, &
Zoning.



ART OF BLACK MIAMI

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



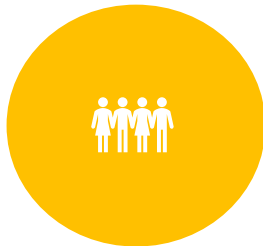
ArtofBlackMiami.com



ART OF BLACK MIAMI | EFFECTS



**ECONOMIC
DRIVER**



**DESTINATION
DRIVER FOR
COMMUNITIES**



JOB CREATION



**PROMOTES
DIVERSITY**



**SOCIAL
CHANGE**



**DIVERSIFY THE
TOURIST
EXPERIENCE**



ART OF BLACK MIAMI | INITIATIVES

Creative Conversation



Podcast Series



618 views · Liked by jcopemiami and herefortheppi
miamiandbeaches The Art of Black Miami Podcast Series with Devora Pérez – grounded in real life, Devora Pérez makes her abstract art... [more](#)

ART OF BLACK MIAMI | INITIATIVES

Festivals



Art Exhibitions





ART OF BLACK

MIAMI

ORGANIZED BY
THE GREATER MIAMI
CONVENTION & VISITORS BUREAU





GMCVB Stance on Miami's Diverse Communities

GMCVB Statement on Racial Injustice

The GMCVB shares in the grief our nation and local community is 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.

<https://www.miamiandbeaches.com/about-gmcvb/statement-on-racial-injustice>

GMCVB Response to Asian American Violence

Throughout the United States there have been more reported cases recently of racial related incidents and violence targeting individuals of Asian descent. The Greater Miami Convention & Visitors Bureau condemns discrimination, racism, and violence against our Asian American Pacific Islander (AAPI) colleagues, industry partners, visitors and community members near and far. As an organization we are committed to promoting diversity, equity and inclusion in the tourism and hospitality industry which includes addressing issues that affect our community and working to eradicate discrimination. As a destination that is known for multiculturalism and heritage as a key tourism driver, we stand in support of the Asian American community and the quest to stop Asian Hate. For ways to show support and local resources visit the [Asian American Advisory Board of Miami Dade \(AAAB\)](#).

GMCVB Response to the assassination of Haitian President Jovenel Moïse



Community members gathered at the Little Haiti Cultural Center for a prayer vigil and memorial for slain Haitian President Jovenel Moïse on July 16th. Miami-Dade Mayor Daniella Levine Cava, Commissioner Jeffery Watson and others were on the program and expressed solidarity with the Haitian American Community in South Florida. The Little Haiti Cultural Center's Sounds of Little Haiti, typically takes place on the third Friday of the month but turned into a memorial. The Greater Miami Convention & Visitors Bureau supported the program and sent flowers as an expression of sympathy.

GMCVB Statement on Cuba

Miami-Dade is made up of a mosaic of cultures and is one of the most diverse destinations in our country. So many have immigrated from the Caribbean and Latin American to our community for a chance at a brighter future to include those of the Cuban diaspora. They came here for opportunities and freedoms that were not granted in their homeland. We are witnessing a critical time in history where those oppressed in Cuba are ready and willing to stand up for basic human rights. Human Rights that should be universal for us all. While our focus at the Greater Miami Convention & Visitors Bureau is the marketing and promotion of Greater Miami & Miami Beach, we are also aware and appreciate the importance of our residents and heritage communities that are a core part of our overall destination attraction like Little Havana. We stand in support of our Miami Cuban friends and family and the quest for freedom of homeland and life. Patria y Vida.

QUESTIONS? COMMENTS? CONNECT WITH US!



multiculturaltourism@gmcvb.com

www.multiculturalmiami.com

#MulticulturalMiami | #ArtofBlackMiami

@VisitMiami | @MiamiandBeaches

#FoundinMiami