



# 2022 Annual Meeting



**Nicole Henry**



**David Whitaker**  
President and CEO  
Greater Miami  
Convention & Visitors Bureau



NICOLE HENRY'S  
9TH ANNUAL  
WINTER CONCERT

THURSDAY,  
DECEMBER 8

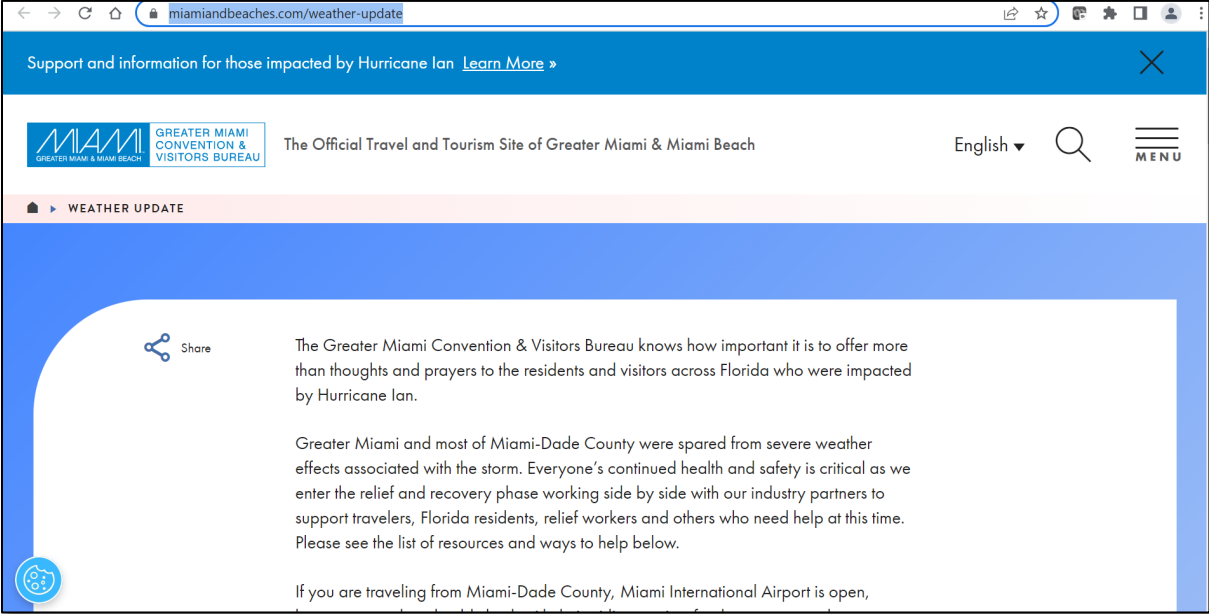
COLONY THEATRE,  
MIAMI BEACH

*Save the Date!*





# GMCVB Hurricane Ian Support



The screenshot shows a web browser window with the URL [miamiandbeaches.com/weather-update](https://miamiandbeaches.com/weather-update). The page features a blue header with the text "Support and information for those impacted by Hurricane Ian [Learn More](#) »". Below the header is the GMCVB logo and the text "The Official Travel and Tourism Site of Greater Miami & Miami Beach". The main content area has a light blue background and contains a "Share" button, a paragraph of text, and a partially visible second paragraph.

Support and information for those impacted by Hurricane Ian [Learn More](#) »

**MAMI** GREATER MIAMI CONVENTION & VISITORS BUREAU  
The Official Travel and Tourism Site of Greater Miami & Miami Beach

English ▾ 🔍 MENU

WEATHER UPDATE

Share

The Greater Miami Convention & Visitors Bureau knows how important it is to offer more than thoughts and prayers to the residents and visitors across Florida who were impacted by Hurricane Ian.

Greater Miami and most of Miami-Dade County were spared from severe weather effects associated with the storm. Everyone's continued health and safety is critical as we enter the relief and recovery phase working side by side with our industry partners to support travelers, Florida residents, relief workers and others who need help at this time. Please see the list of resources and ways to help below.

If you are traveling from Miami-Dade County, Miami International Airport is open,



**SAVE THE DATE**



**Sunday, October 30<sup>th</sup>**

**FTX Arena**





**Bruce Orosz**

**Board Chair**

**Greater Miami**

**Convention & Visitors Bureau**

# Nominating Committee Report



## Christine Valls

**Chairperson**

Vice President

Latin America, Caribbean and  
Florida Sales at American Airlines

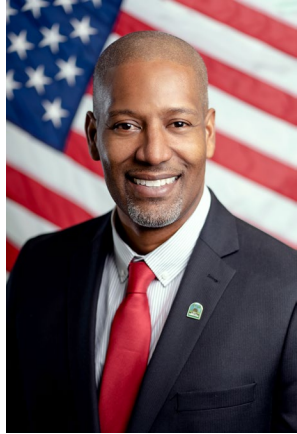


# GMCVB Nominating Committee

- **Steve Adkins**  
Miami-Dade Gay and Lesbian  
Chamber of Commerce
- **Rodney Barreto**  
The Barreto Group
- **Rick Beasley**  
CareerSource South Florida
- **Wendy Kallergis**  
Greater Miami and the Beaches Hotel  
Association
- **Bruce Orosz**  
ACT Productions
- **Ibis Romero**  
Sunny Isles Beach Tourism and  
Marketing Council
- **Grisette Roque-Marcos**  
Miami Beach Visitor and Convention  
Authority
- **Carole Ann Taylor**  
Miami To Go, Inc.
- **Christine Valls (Chair)**  
American Airlines

# **GMCVB Board - Class of 2025**

# GMCVB Board - Class of 2025



**Julio Guzman\***  
Vice Mayor  
City of Homestead



**Chris Rollins\***  
Chief Operating Officer  
South Beach Group Hotels

\* Second Term

# GMCVB Board - Class of 2025



**Amir Blattner**  
General Manager  
Hyatt Regency Miami



**Anthony Brunson**  
President and CEO  
Anthony Brunson, P.A.



**Suzette Espinosa Fuentes**  
VP, Communications  
Adrienne Arsht Center  
for the Performing Arts  
of Miami-Dade County



**Teresa Foxx**  
Chief Operating Officer  
Banco de Credito e  
Inversiones



# GMCVB Board - Class of 2025



**Yvette Harris**  
President  
Harris Public Relations



**Felecia Hatcher**  
CEO  
Black Ambition  
Opportunity Fund



**Marlon Hill**  
Of Counsel  
Weiss Serota Helfman  
Cole & Bierman



**Michael Hooper**  
General Manager  
Hilton Miami Airport  
Blue Lagoon

# GMCVB Board - Class of 2025



**Raul Leal**

Chief Executive Officer  
SH Hotels & Resorts



**Navin Mahtani**

Managing Partner  
Think Hospitality



**Caroline O'Connor**  
Chief Operating Officer  
Miami Marlins



**Myles Pistorius**  
SVP, General Counsel  
Miami Dolphins

# **GMCVB Board - Ex-Officio**

# GMCVB Board - Ex-Officio



**Jorge Gonzalez**  
Village Manager  
Bal Harbour Village



**Liliam Lopez**  
President and CEO  
South Florida Hispanic  
Chamber of Commerce



**Mark Trowbridge**  
President and CEO  
Coral Gables Chamber  
of Commerce

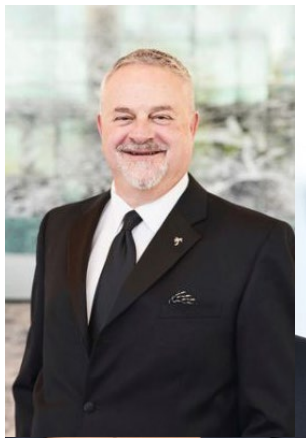


# **GMCVB Board - Class of 2023**

# GMCVB Board - Class of 2023



**Steve Adkins**  
President and CEO  
Miami-Dade Gay and Lesbian  
Chamber of Commerce



**Steven Haas**  
Immediate Past Chair  
GMCVB



**Elizabeth Hicks**  
Consultant  
*(Finance & Audit Committee Chair)*



**Eric Jellson**  
Area Director  
Marketing and Strategy  
Kimpton Hotels Florida  
*(Marketing & Tourism Committee Chair)*

# GMCVB Board - Class of 2023



**Wendy Kallergis**  
President and CEO  
Greater Miami and Beaches  
Hotel Association



**Julissa Kepner**  
General Manager  
Marriott Miami Biscayne Bay  
*(Convention Sales Committee Chair)*



**Ben Mollere**  
Baptist Health of South Florida  
Corporate Vice President  
Hospitality & Business Relations

# GMCVB Board - Class of 2023



**Bruce Orosz**  
President and CEO  
ACT Productions, Inc.  
*(Chairman of the Board)*



**Freddie Peterson**  
General Manager  
Miami Beach Convention Center  
OVG360 Venue Management



**Gene Prescott**  
President  
The Biltmore Hotel

# **GMCVB Board - Class of 2024**

# GMCVB Board - Class of 2024



**Rodney Barreto**  
Chairman and CEO  
Barreto Group



**Rick Beasley**  
Executive Director  
CareerSource South Florida



**Kevin Bryant**  
Vice President of Sales  
Fontainebleau Miami Beach

# GMCVB Board - Class of 2024



**Fernando Casamayor**  
Chief Innovation and Economic  
Development Officer  
Miami-Dade County



**Michael Cheng, Ph.D., CHE**  
Dean, Chaplin School of Hospitality  
and Tourism Management  
Florida International University



**Alex Fernandez**  
Vice Mayor and Commissioner  
City of Miami Beach



# GMCVB Board - Class of 2024



**Dan Gelber**  
Mayor  
City of Miami Beach



**Keon Hardemon**  
Commissioner  
Miami-Dade County



**Alina Hudak**  
City Manager  
City of Miami Beach

# GMCVB Board - Class of 2024



**Christine King**

Chairwoman and Commissioner  
City of Miami



**Mutluhan Kucuk**

Complex Managing Director  
Loews Miami Beach Hotel



**Daniella Levine Cava**

Mayor  
Miami-Dade County

# GMCVB Board - Class of 2024



**Adolfo Perez**  
Senior Vice President  
Global Sales and Trade Marketing  
Carnival Cruise Line



**Grisette Roque-Marcos**  
Executive Director  
Miami Beach Visitor and  
Convention Authority



**Christine Valls**  
Vice President  
Latin America, Caribbean  
and Florida Sales

*(Chair Nominating Committee)*

# **GMCVB Board - Ex-Officio**

# GMCVB Board - Ex-Officio



**Ralph Cutie**

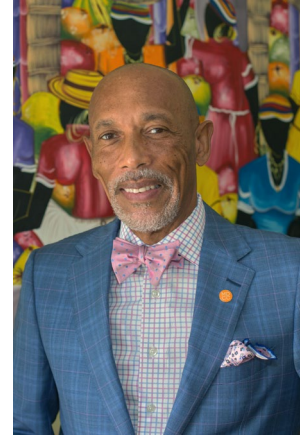
Director and CEO

Miami-Dade Aviation Department



**Wilfredo Gort**

CAMACOL



**Eric Knowles**

President and CEO

Miami-Dade Chamber of Commerce

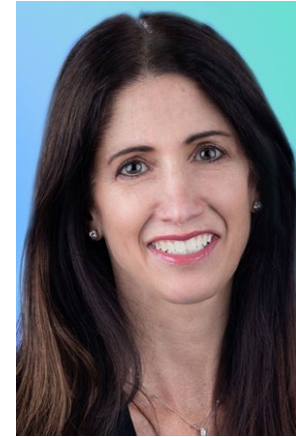
# GMCVB Board - Ex-Officio



**Ibis Romero**  
Executive Director  
Sunny Isles Beach Tourism  
and Marketing Council



**Alfred Sanchez**  
President and CEO  
Greater Miami Chamber  
of Commerce



**Hydi Webb**  
Port Director  
PortMiami

# Committee Chair Succession Planning

## Marketing & Tourism Committee

Eric Jellson - Chair

Suzette Espinosa Fuentes - Vice Chair

## Convention Sales Committee

Julissa Kepner - Chair

Mutluhan Kucuk - Vice Chair

## Finance & Audit Committee

Elizabeth Hicks - Chair

Anthony Brunson - Vice Chair

## Multicultural Tourism & Development Committee

Yvette Harris - Chair

Michael Hooper - Vice Chair

## Executive Committee / Board

Bruce Orosz - Chair

Julissa Kepner - Vice Chair



**Bruce Orosz**

**Board Chair**

**Greater Miami**

**Convention & Visitors Bureau**



LOVE IS SIMPLE.  
FAMILY IS NOT.

# FATHER OF THE BRIDE

PREMIERING  
JUNE 16 | **HBOMAX**



WARNER BROS. PICTURES AND HBOMAX PRESENT A PLAN B ENTERTAINMENT PRODUCTION ANDY GARCIA GLORIA ESTEFAN "FATHER OF THE BRIDE"  
ADRIA ARJONA ISABELA MERCEDES-DIEGO BONIFAZ AND CHLOE FINEGAN COSTARING CAROLINE ESELIN-SCHAEFFER AND TERENCE BLANCHARD EDITED BY JON POLL  
PRODUCTION DESIGNER KIM JENNINGS DIRECTOR OF PHOTOGRAPHY IGOR JAQUE-LILLO BASED UPON THE NOVEL BY EDUARDO STREETER EXECUTIVE PRODUCERS BRAD PITT ANDY GARCIA TED GIZLOW JESSE EHRLMAN  
SCREENPLAY BY MATT LOPEZ PRODUCED BY DEDE GARDNER, PH.D. & JEREMY KLEINER, PH.D. & PAUL MICHAEL PEREZ DIRECTED BY GAZ ALAZRANI

PLAN B

MP-13

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WARNER BROS. PICTURES

WARNER BROS. PICTURES





JANUARY 5 | HARD ROCK STADIUM

MIAMI

2 ( ) 26

#CFBPLAYOFF





**WORLD  
BASEBALL  
CLASSIC**™



**FIFA**  
**WORLD CUP**  
**2026™**







**PORTMIAMI**<sup>TM</sup>  
CRUISE CAPITAL OF THE WORLD





MIAMI BEACH CONVENTION CENTER

MIAMI BEACH CONVENTION CENTER

**THANK YOU**

# President's Report



**Carol Ann Taylor**  
**Chair - Multicultural Tourism &  
Development Committee**  
**Chair - Black Hospitality Initiative (BHI)**

**Welcome  
&  
Thank You**

# GMCVB Corporate Partners



# GMCVB Corporate Partners



# **Partnership Success & Future Goals**



# Partnership Success

	<u>New Partner Goal</u>	<u>Achieved</u>
FY 20-21	100	114
FY 21-22	140	173

	<u>Revenue Goal</u>	<u>Achieved (To Date)</u>
FY 20-21	\$850,000	\$984,000
FY 21-22	\$1,127,000	\$1,399,000

<u>Current Partners</u>	<u>Goal FY 23</u>
982	1,100



# Ali Bibeau

Senior Director

Partnership Development & Events

**Looking Ahead  
by  
Looking Back**

# PCMA Foundation Partnership Summit



**The Biltmore Hotel**  
September 15-18, 2022





# PCMA Foundation Partnership Summit

Miami & Miami Beach



# PCMA Foundation Partnership Summit



**White Party  
Closing Reception  
Miami Beach  
Convention Center**



# PCMA Foundation Partnership Summit – Leads

Organization	Meeting Name	Peak	TRN	Attendance	Month	Open Year
<b>Water Environment Federation*</b>	Board of Trustees	50	50	125	November	2022
<b>American Society for Nutrition</b>	Annual Meeting	1475	5500	3000	July	2023
<b>Americans for the Arts</b>	Annual Meeting	500	1735	800	June	2024 <i>(Potential date change)</i>
<b>American Financial Services Association</b>	Independents Conference	360	1170	360	May	2025
<b>American Association of Justice</b>	AAJ Winter Meeting	759	3175	800	February	2026
<b>Society for Research in Child Development</b>	Biennial Meeting	2500	8200	7000	March	2026
<b>The Alliance of Crop, Soil and Environmental Science Societies (ACSESS)</b>	Annual Meeting	1700	6905	2000	November	2026
<b>American Alliance of Museums</b>	Annual Meeting	2500	11000	5500	May	2027
<b>Medical Group Management Association</b>	Medical Practice Excellence Conference	2400	9500	3800	October	2027
<b>American Academy of Dermatology*</b>	Annual Convention	6000	25000	20,000	March	2029
<b>Endocrine Society</b>	Annual Convention	3785	20000	18000	June	2030
<b>Independent Educational Consultants Association</b>	Annual Meeting	650	2390	650	Nov <i>(Potential move to spring)</i>	TBD

# ASAE Annual Meeting & Exposition



**Nashville, TN**

Source: STR



# ASAE Annual Meeting - Leads

Organization	Meeting Name	Peak	TRN	Attendance	Month	Open Year
<b>Society Human Resource Management*</b>	Inclusion Conference	600	2052	800	October	2023
<b>American Association for Clinical Endocrinology*</b>	Annual Meeting	1032	3984	2500	May	2024 or 2025
<b>Surgical Society of Oncology</b>	International Conference on Surgical Cancer Care	1000	3500	2000	March	2027 <i>(Possible Change to April)</i>
<b>American Association for Laboratory Animal Science*</b>	National Meeting	1800	7650	4200	October	2027
<b>Cystic Fibrosis Foundation</b>	North American Cystic Fibrosis Conference	3400	12820	5500	October	2029 or 2030
<b>National Electrical Contractors Association (NECA)</b>	Annual Convention	2300	10000	7000	October	2030
<b>Mortgage Bankers Association</b>	Fall Annual Conference	2200	6400	4000	October	TBD

# Miami Magnets

# **Miami Magnets**



**Jose Cil**

**CEO**

**Restaurant Brands International**



**Burger King Franchise Owner's Conference**  
**Miami Beach Convention Center**  
**October 3-5, 2023**





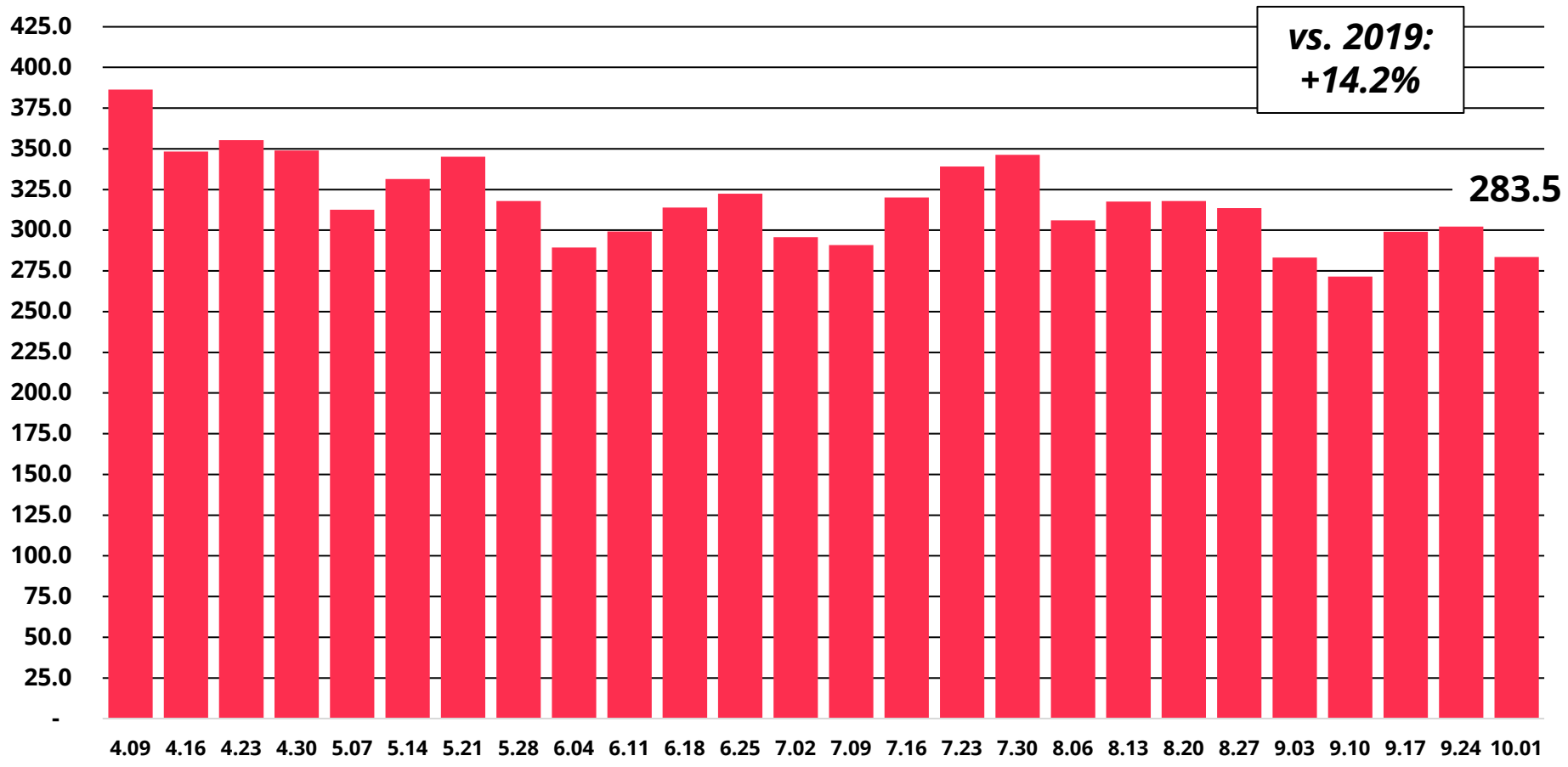
**MIAMI**  
GREATER MIAMI CONVENTION & VISITORS BUREAU

**Thank you for being a  
MIAMI MAGNET!**

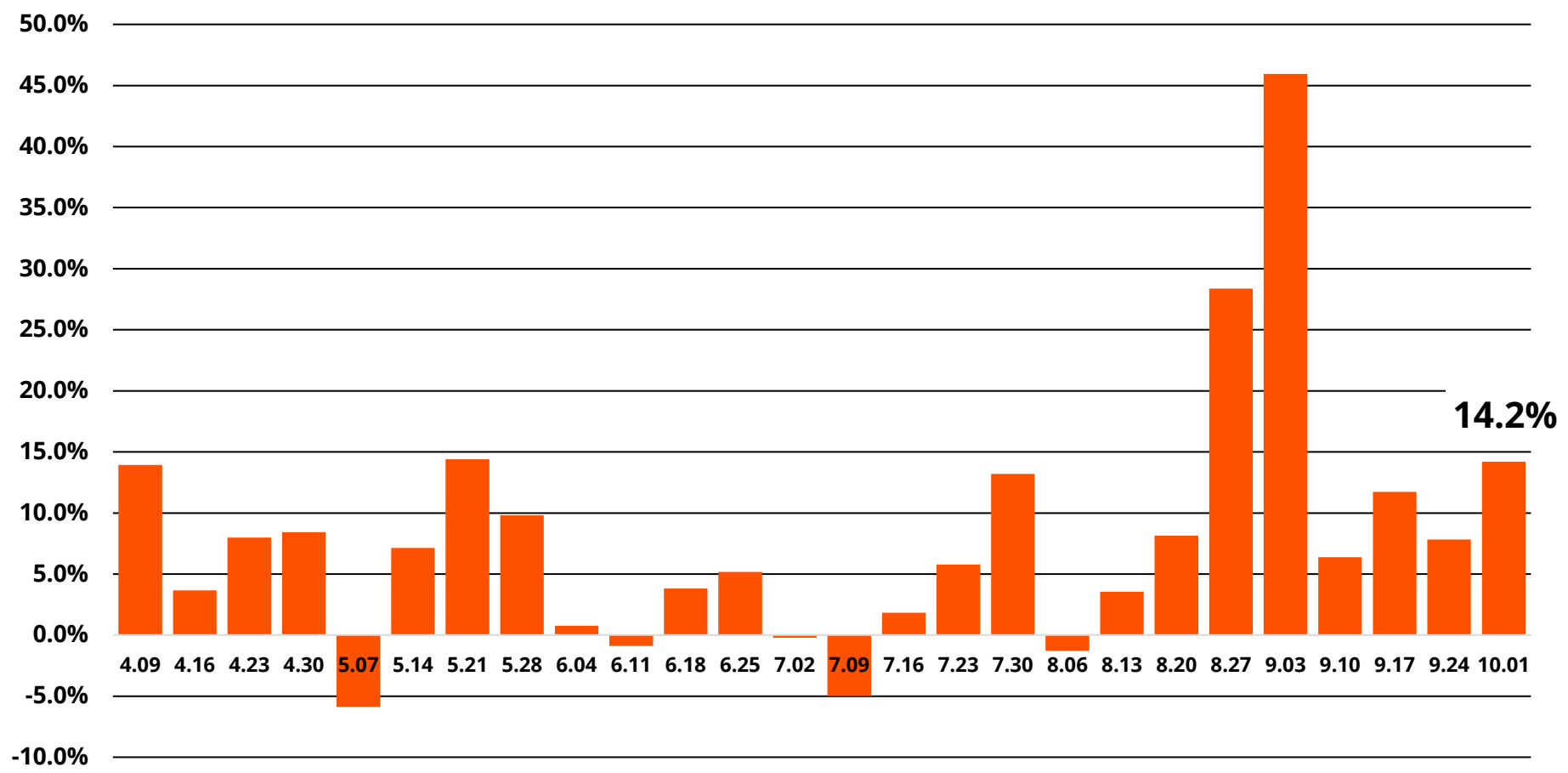
**Keep the  
Momentum Going**



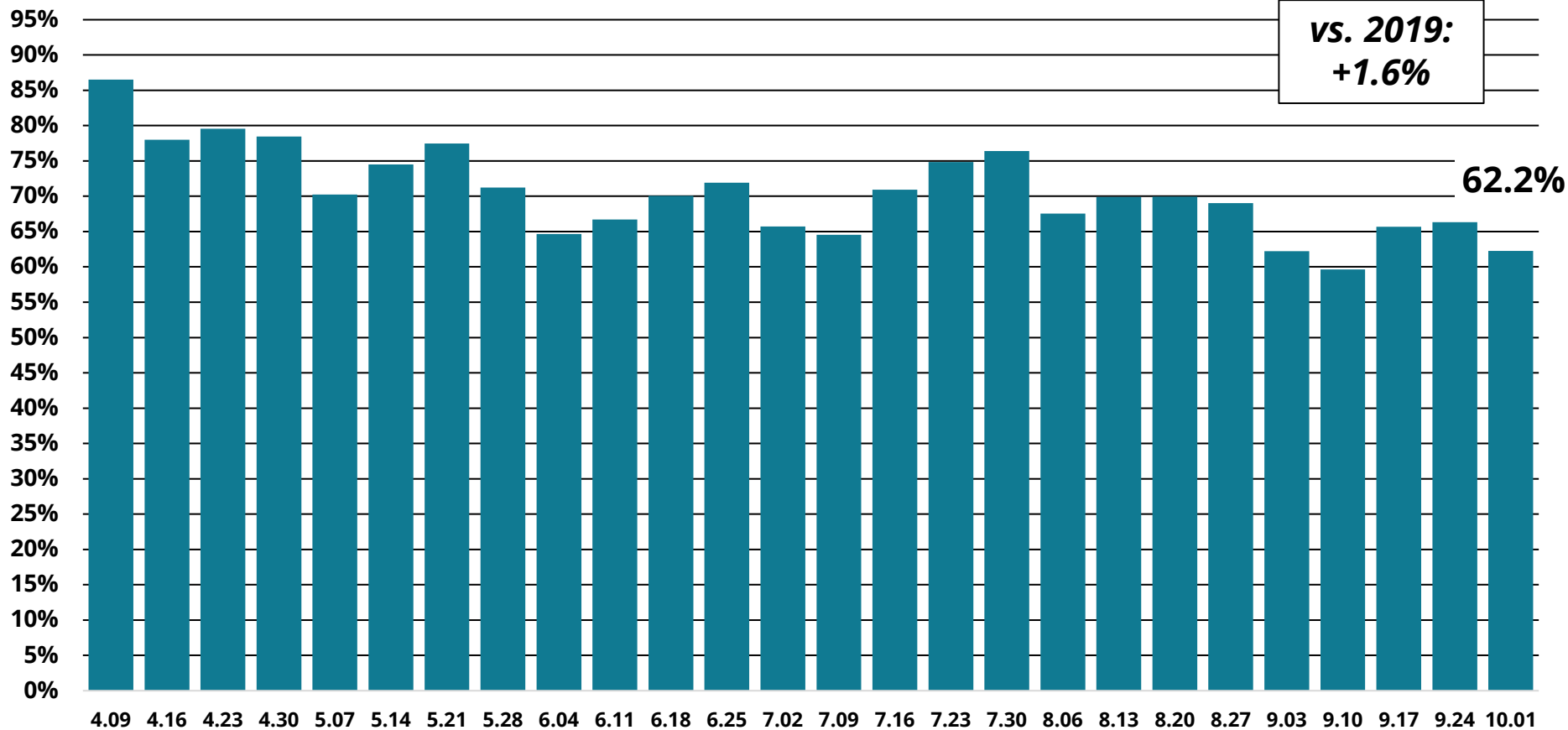
# Miami-Dade County Weekly Demand (in 1,000s)



# Miami-Dade County Weekly Demand % Change vs 2019

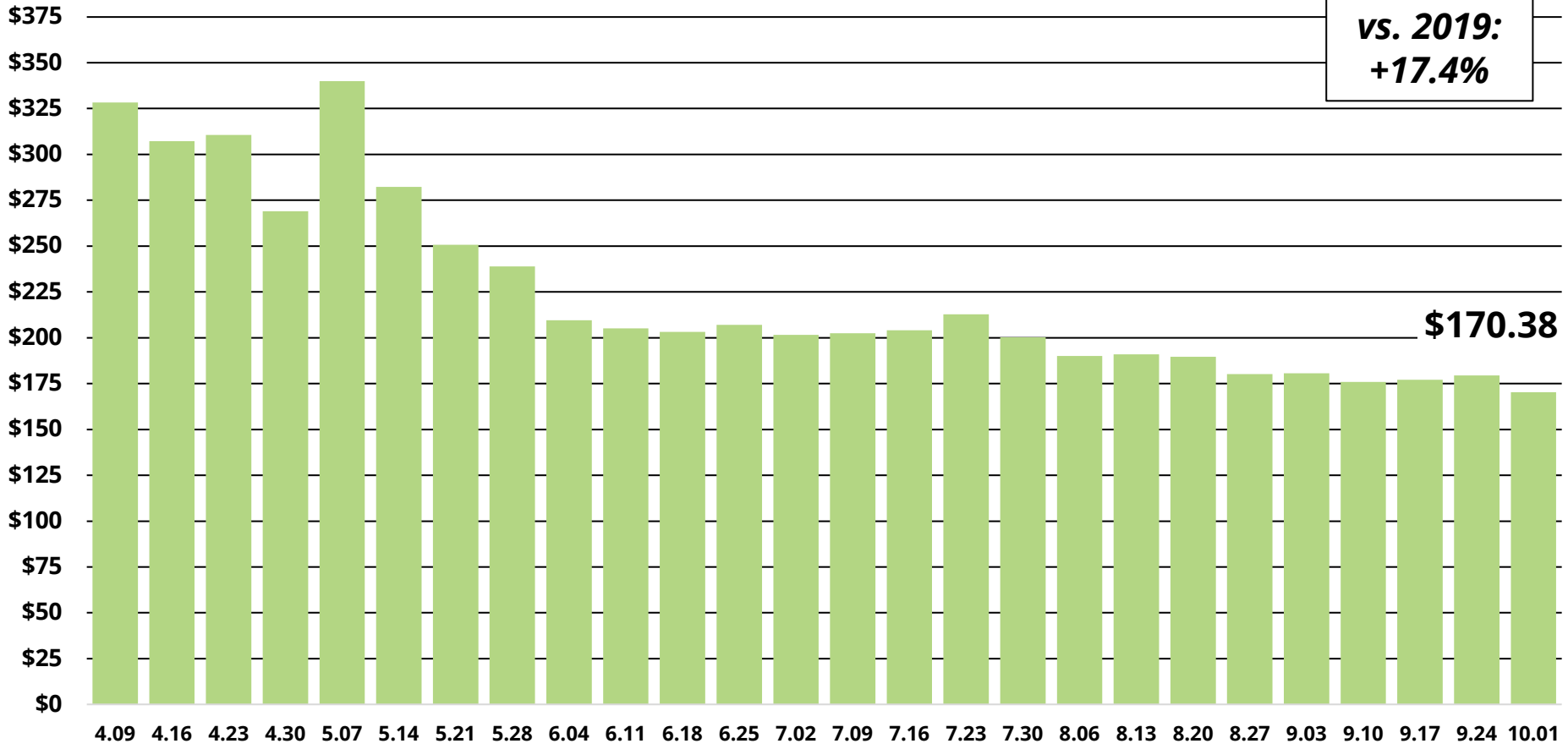


# Miami-Dade County Weekly Occupancy (%)



# Miami-Dade County Weekly Average Daily Rate (ADR)

**vs. 2019:  
+17.4%**



**\$170.38**

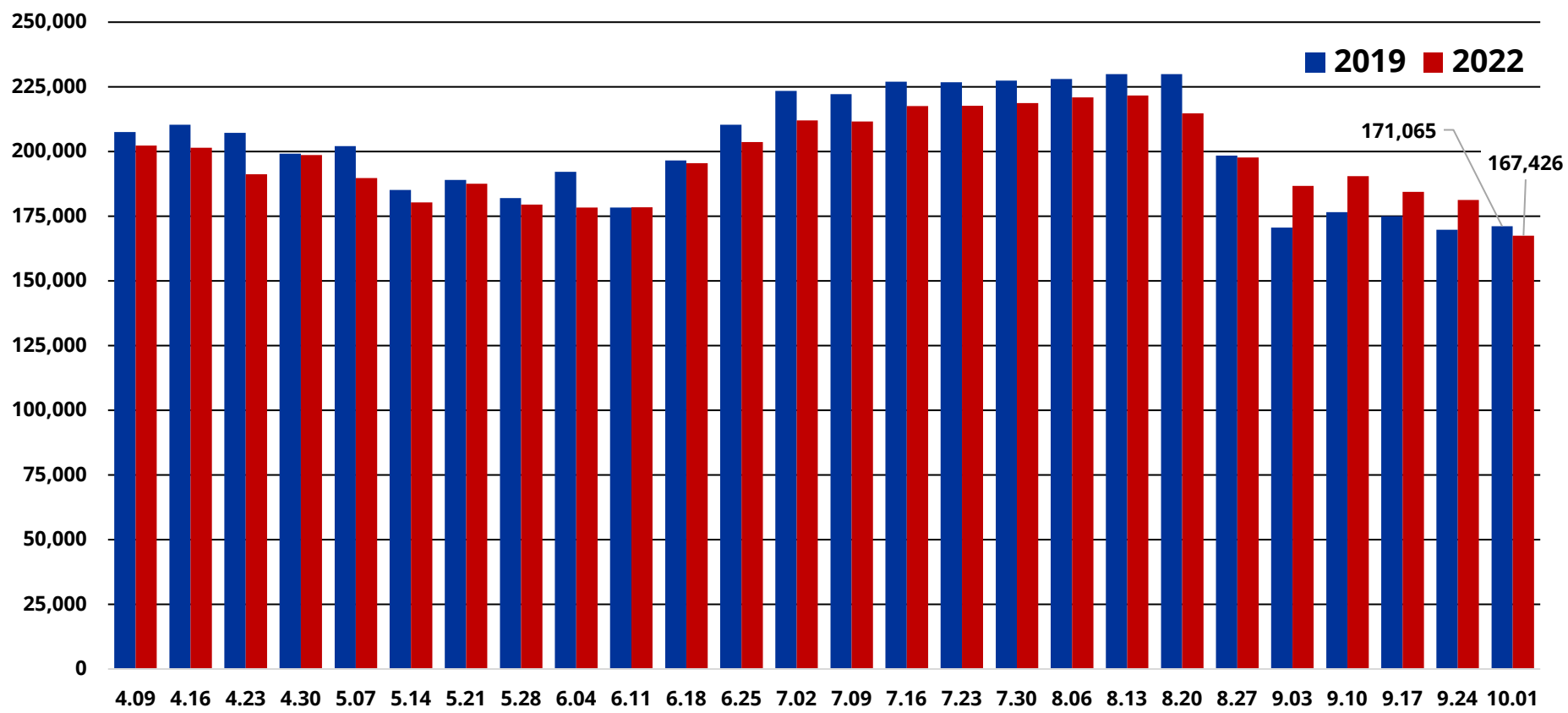
# Top Hotel Markets January - August 2022

Occupancy		
Rank	Market	%
1	Oahu Island	76.1%
2	San Diego	74.3%
<b>3</b>	<b>Miami-Dade</b>	<b>73.7%</b>
4	Tampa	73.4%
5	Orlando, FL	73.2%
6	Los Angeles	71.5%
7	New York	70.7%
8	Anaheim	70.6%
9	Denver	68.9%
10	Phoenix	68.3%

ADR		
Rank	Market	\$
1	Oahu Island	\$264.99
<b>2</b>	<b>Miami-Dade</b>	<b>\$264.09</b>
3	New York	\$252.08
4	San Francisco	\$206.88
5	San Diego	\$206.52
6	Boston	\$205.10
7	Anaheim	\$202.10
8	Los Angeles	\$201.93
9	New Orleans	\$176.32
10	Tampa	\$173.07

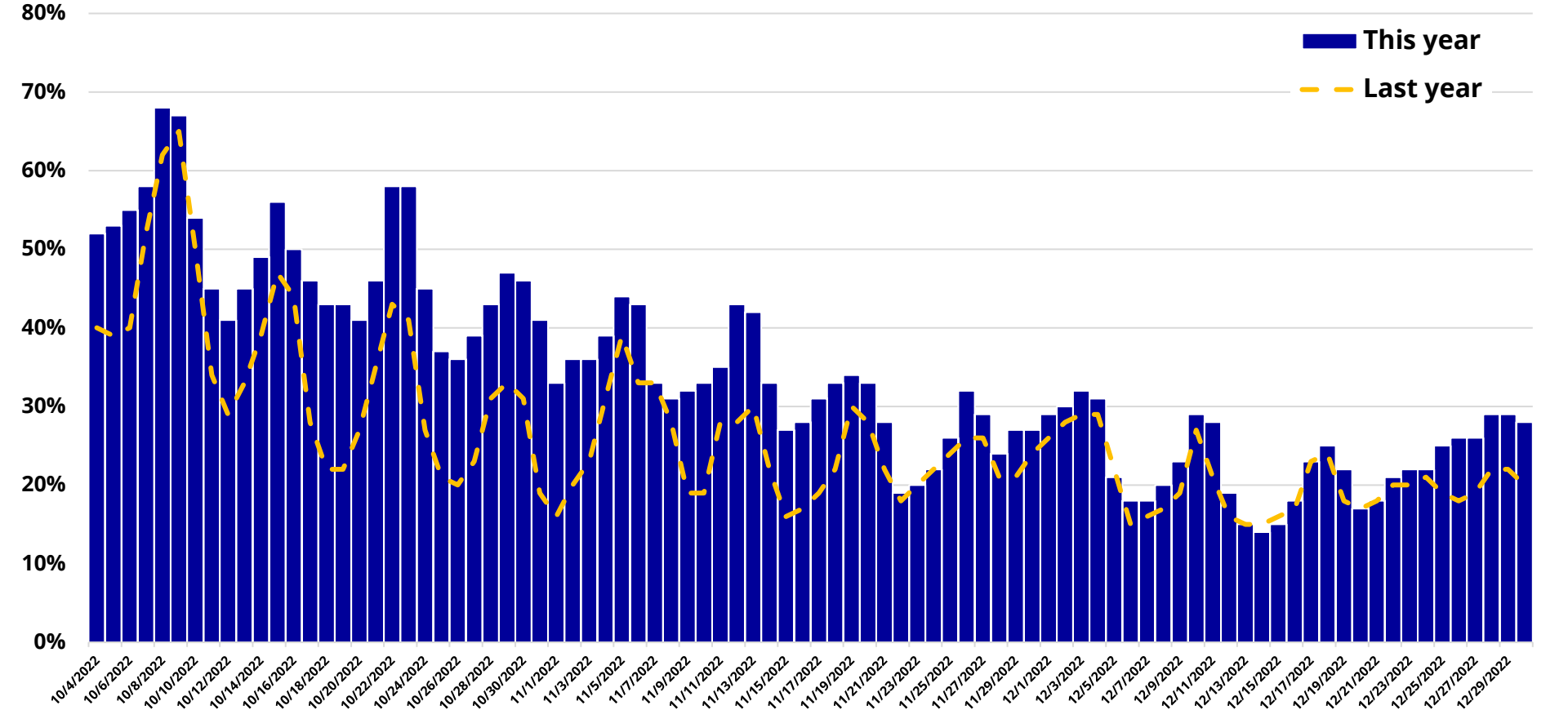
RevPAR		
Rank	Market	\$
1	Oahu Island	\$201.58
<b>2</b>	<b>Miami-Dade</b>	<b>\$194.66</b>
3	New York	\$178.15
4	San Diego	\$153.37
5	Los Angeles	\$144.42
6	Anaheim	\$142.69
7	Boston	\$135.25
8	San Francisco	\$130.72
9	Tampa	\$127.03
10	Nashville	\$113.13

# MIA- Weekly International Arrivals



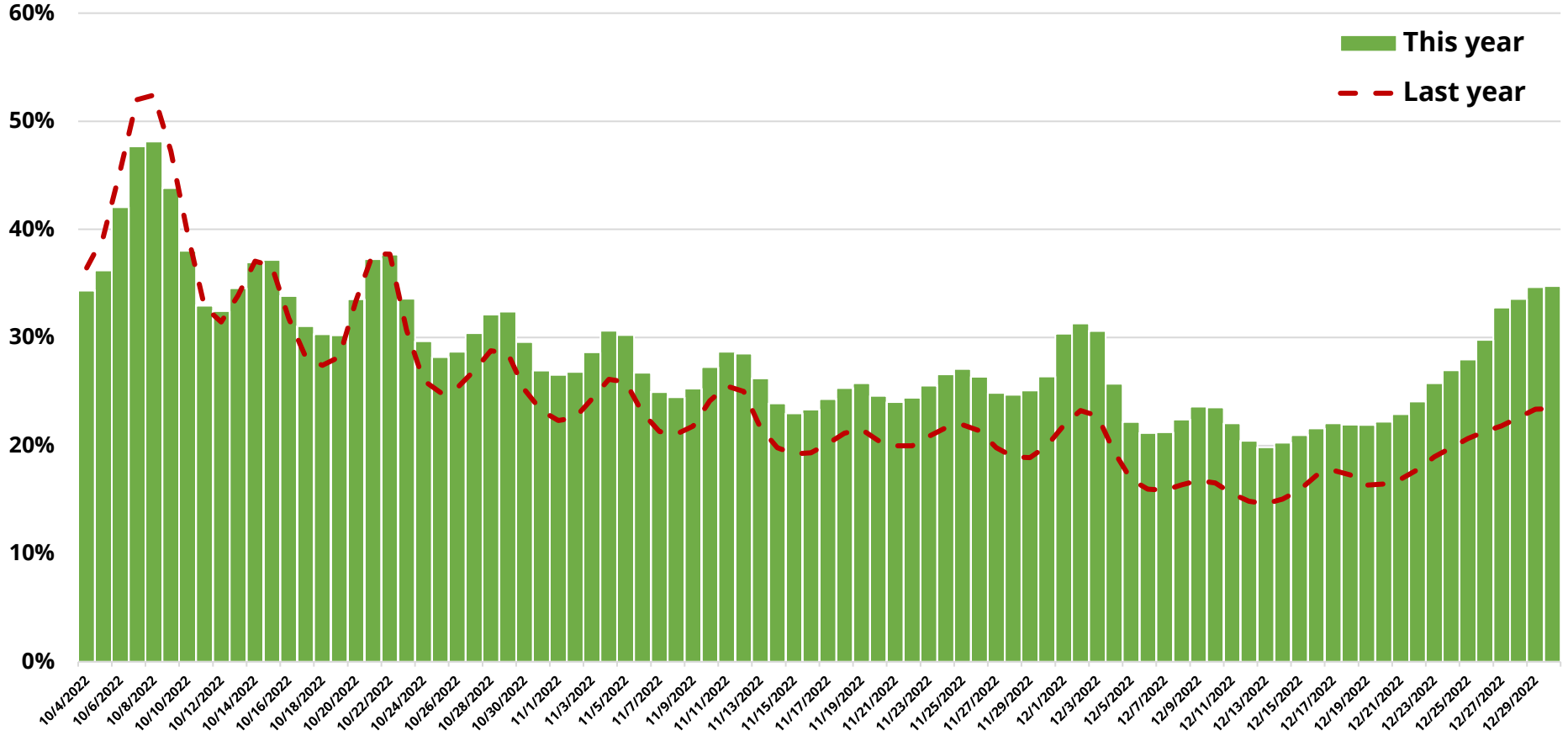
# Miami-Dade County 90 Day Reserved Hotel Occupancy

As of 10/2/2022



# Miami-Dade County 90 Day Reserved Airbnb Occupancy

As of 10/2/2022



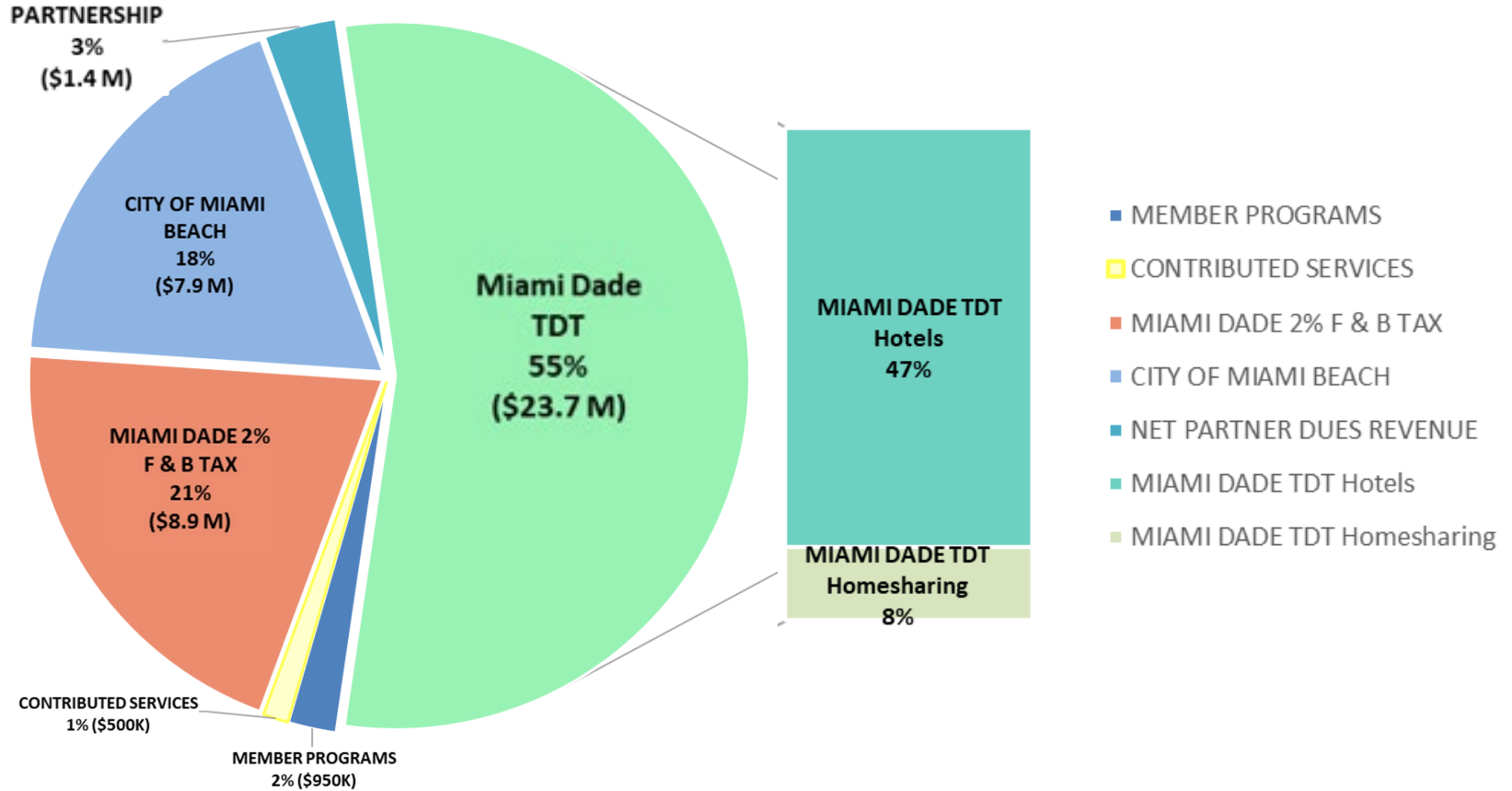




# 2022 Annual Meeting

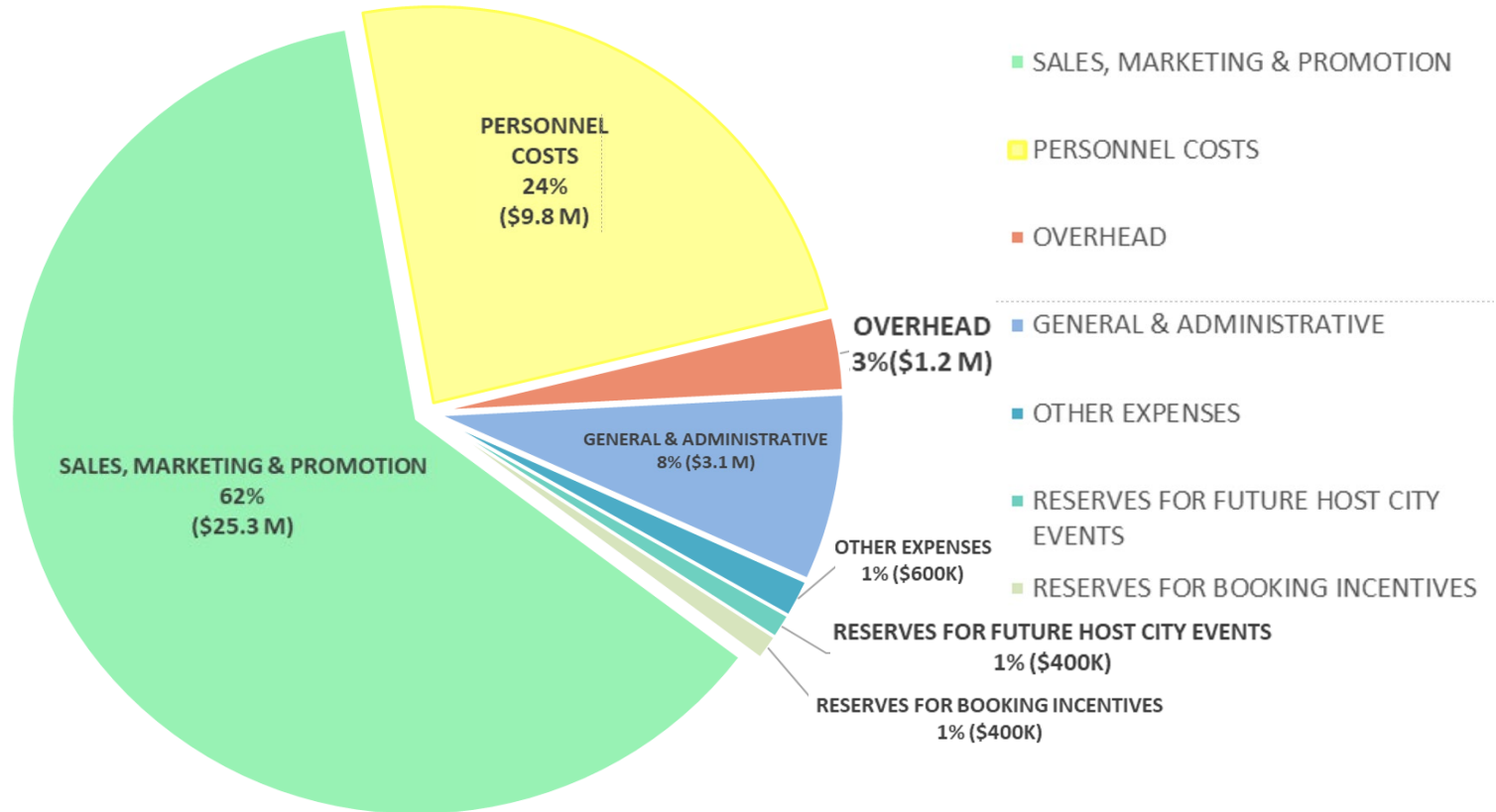
# FY 2022-2023 Proposed Budget Revenue

**Net Revenues \$41.3M**



# FY 2022-2023 Proposed Budget Expenses & Reserves

## Total Expenses & Reserves 41M



# **2023 Strategic Priorities**

- Story Telling (Content Strategy)
- Engagement
  - Consumers
  - Clients
  - Partners
  - Stakeholders
  - Board
- Audience Development
  - Target Segments
  - Visitor / Customer Journey



- Expand Value Proposition (Brand Promise/North Star)
- Commitment to Equity, Diversity & Inclusion
- Plan for the Future
- Alignment, Alignment, Alignment
- GMCVB Staff Deployment / Development



# New to the Team



**Carol Motley**

Senior Vice President  
Convention Sales  
& Services



**Alex Batista**

Vice President  
Convention Sales



**Donna Del Gallo**

Senior Regional Director  
Convention Sales



**Marianne Schmidhoffer**

Director, Meeting &  
Convention Services

# New to the Team



**Richard Gibbs**  
Director of Corporate  
Communications & External Affairs



**Jennifer Diaz-Alzuri**  
Vice President  
Marketing Communications



# Expanded Leadership Roles



**Gisela Marti**

Senior Vice President  
Marketing & Tourism



**Connie Kinnard**

Senior Vice President  
Multicultural Tourism & Development

# Vision & Experience



**Rolando Aedo, CDME**  
Chief Operating Officer



**Alvin West, CDME**  
CFO & Senior Vice President  
Finance & Administration



**Joseph Yarzabal, CPA**  
Vice President  
Financial Services





**Rolando Aedo**  
**Chief Operating Officer**  
**Greater Miami**  
**Convention & Visitors Bureau**



# THE PINK PALM

Volume 7

The LGBTQ+ Travel Insider for Greater Miami & Miami Beach



MIAMI  
GREATER MIAMI & MIAMI BEACH



<https://www.easterseals.com/southflorida/>



# ACCESSIBLE TRAVEL IN MIAMI





my **MIA**Access



MIAMI INTERNATIONAL AIRPORT



**National Disability  
Employment Awareness  
MONTH**



RECONSTRUCT REMAKE  
RECYCLE REJUVENATE  
REVAMP REDESIGN RENOVATE  
**REIMAGINE**  
RETHINK REUSE RECREATE  
REFURBISH RESTORE RENEW  
REMODEL REDO REVISE





No two grains of sands are the same  
Maybe that's why Miami Beach is naturally such an  
eclectic and diverse city  
So while many places want you to blend in, here we  
want you to stand out  
To turn our walkways into your runways  
To proudly order a cafecito in perfect Spanish knowing  
it's the only Spanish you know  
To soak in sun and culture as world-class beaches and  
world-class art share the same sand  
Turn entrepreneurial ideas into innovations, proving that  
the beach isn't the only place you can make a splash

Here you can truly indulge your imagination  
Pursue your passions, flirt with new ones  
With our unique blend of culture at your beckon  
Where beach and city seamlessly unite  
Here, you're not just you. You're you-er  
Bolder. Artsier. Happier.

So order that dish you can barely pronounce, lavishing in  
flavors you won't find elsewhere  
Shop until you drop poolside by decadent waters  
Put some swagger in your step as you walk the back nine  
Make your daily routine far from routine  
Splurge a little  
Because calm waters are for lakes not oceans  
And sometime you just have to  
**Find Your Wave**



NOVEMBER

MIAMI-DADE  
FARMERS  
MONTH

CELEBRATING MIAMI'S  
COUNTRYSIDE



MIAMI-DADE  
FARMERS MONTH

CELEBRATING MIAMI'S COUNTRYSIDE



MIAMIDADE  
FARMERSMONTH.COM

IN PARTNERSHIP WITH



GREATER MIAMI  
CONVENTION &  
VISITORS BUREAU



20<sup>th</sup> Anniversary

**Art | Basel**

**Miami Beach**

December 1-3

Miami Beach Convention Center



THE  
MICHELIN  
GUIDE





# SALES & MARKETING PLAN 2022/2023



THE OFFICIAL DESTINATION SALES & MARKETING ORGANIZATION FOR GREATER MIAMI & MIAMI BEACH





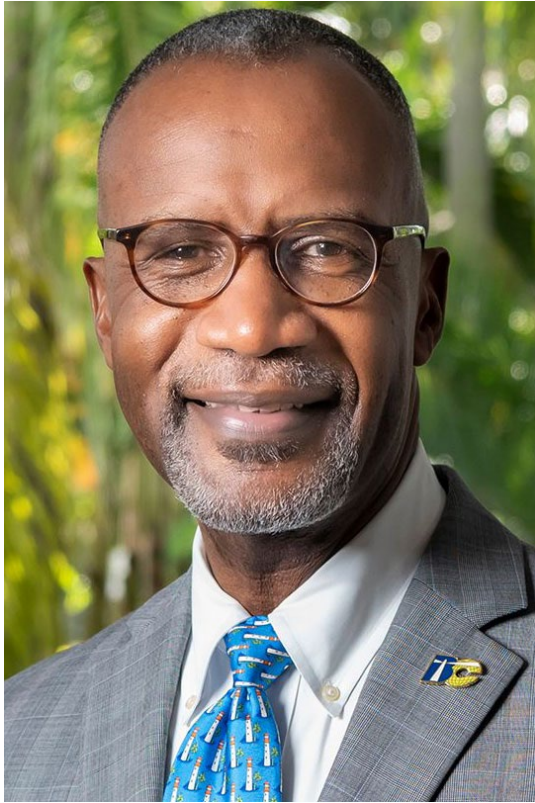


# 2022 Annual Meeting

**In Memoriam**

**In Memoriam**





# Michael Finney

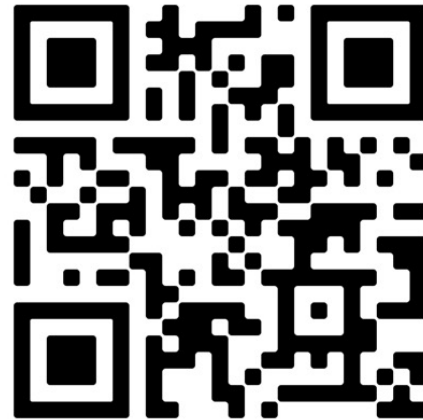
President and CEO  
Miami-Dade Beacon Council



Scan to visit  
[MichaelFinneyFund.Org](https://MichaelFinneyFund.Org)



**Jason Jenkins**  
Senior Vice President  
Communications & Community Affairs  
Miami Dolphins





**Mark Samuelian**  
Commissioner  
City of Miami Beach



**Michael Aller**  
Director of Tourism  
City of Miami Beach



**DeAnne Connolly**  
Miami Beach  
Black Affairs Advisory Committee  
Miami Beach Chamber  
Women' Business Council



**Dan Gelber**  
Mayor  
City of Miami Beach



**Mark Samuelian**  
Commissioner  
City of Miami Beach



**Michael Aller**  
Director of Tourism  
City of Miami Beach



**DeAnne Connolly**  
Miami Beach  
Black Affairs Advisory Committee  
Miami Beach Chamber  
Women' Business Council



# Our Future

# Black Hospitality Initiative



- Scholarships (Pipeline / Recruitment)
- Industry Partnership Development and Alliances
- Internships and Apprenticeships
- Neighborhood and Community Alliances
- Board Development



# Thank You!



**Terence "Terry" Goods**  
Sr. Director, Diversity & Inclusion

**Vince Pierce**  
Global Talent





ADVOCACY | TALENT DEVELOPMENT | CAREERS

# Black Hospitality Initiative

OF GREATER MIAMI





CHANNING TATUM PRESENTS

**MAGIC  
MIKE  
LIVE  
THE TOUR**

Thursday, October 13, 2022  
7:00 - 9:00 pm  
Miami Marine Stadium

**THANK YOU**

**See you at the reception**



NICOLE HENRY'S  
9TH ANNUAL  
WINTER CONCERT

THURSDAY,  
DECEMBER 8

COLONY THEATRE,  
MIAMI BEACH

*Save the Date!*

