



The Official Accredited Destination Sales & Marketing Organization for Greater Miami & Miami Beach

July 1, 2024

Governor Ron DeSantis
Office of the Governor
State of Florida
400 S. Monroe St.
Tallahassee, FL 32399

Senator Kathleen Passidomo
Senate President
Florida Senate
409 The Capitol
404 South Monroe Street
Tallahassee, FL 32399

The Honorable Paul Renner
Speaker of the House
House of Representatives
420 The Capitol
402 South Monroe Street
Tallahassee, FL 32399

Dear State Elected Leadership:

Attached is financial reporting to comply with Florida Statute 288.1226 (13)(c). The statute declares any Visit Florida partner that receives more than 50 percent of its funding from Tourism Development Taxes is required to submit financial reporting to the Governor, Senate President and Speaker of the House, as well as make this available on our website. Following you will find:

- A. Total amount of revenue received from public and private sources. (ATTACHMENT A)
- B. The operating budget of the Greater Miami Convention & Visitors Bureau, Inc. (ATTACHMENT B)
- C. Employee and Board Member salary and benefit details from public and private funds. (ATTACHMENT C & 2021 990; 2022 990 will be submitted once filed for the current year)
- D. Itemized account of all expenditures by the Greater Miami Convention & Visitors Bureau, Inc. on behalf of, or coordinated for the benefit of, Visit Florida, its Board members or employees.
 - DMO Partnership Dues: 06/01/24 – 05/31/25 \$18,500.00
- E. Itemized travel and entertainment expenditures of the Greater Miami Convention & Visitors Bureau, Inc. (ATTACHMENT D)

After review of the attached documents, should there be any questions or concerns, please contact me at (305) 539-3040.

Sincerely,

David Whitaker
President & CEO

Attachment A

Greater Miami Convention & Visitors Bureau

Statement of Public & Private Revenue Sources

For fiscal year ended September 30, 2023

Public Sources	
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Miami Dade County Tourist Development Tax	25,695,903
Miami Beach Resort Tax	7,145,161
Miami Dade County Food & Beverage Sur-Tax	10,672,937
Total Public Revenue	43,514,001

Private Sources	
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Partnership Dues	1,542,240
Member Programs	1,555,694
Contributed Services / In-Kind	23,881
Unrealized Gain on Investments	1,582,939
Interest Income	726,861
Total Private Revenue	5,431,616

Total All Revenue	48,945,617
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Attachment B



2023/2024
ANNUAL
BUDGET
&
PROGRAM
OF WORK







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82 CONTENT & CREATIVE SERVICES

86 SPORTS & ENTERTAINMENT
TOURISM

92 RESEARCH & BUSINESS
INTELLIGENCE

98 PARTNERSHIP, BUSINESS
DEVELOPMENT & EVENTS

104 CORPORATE COMMUNICATIONS &
EXTERNAL AFFAIRS

108 FINANCE & ADMINISTRATION

112 CORPORATE PARTNERS



VISION

A global leisure and business destination that delivers culturally rich, diverse and innovative experiences inspiring boundless passion in visitors and residents alike.



MISSION

Generate travel demand to Greater Miami & Miami Beach
to maximize economic impact on the community,
ensure industry resiliency and elevate residents' quality of life.



MESSAGE TO THE INDUSTRY

THANK YOU

First and foremost, a special thank you to all in our industry for the ongoing collaboration, support and leadership. And a note of thanks to any and all who are committed to making Greater Miami & Miami Beach not only a great place to live, work and play – but a great place to visit.

It is with a tremendous sense of pride in our team and in our partners that we share with you our *Annual Report* for the fiscal year just completed (FY 22-23) and the organization's *Business Plan* for the operating year ahead (FY 23-24). This year, we have combined what had previously been two separate reports. This is in part due to a commitment to be more efficient both environmentally as well as stylistically.

The goal of this report (both in limited print and digitally) is to provide you with a snapshot of where we are as a desired and thriving leisure visitor and convention/meeting and group destination, and equally important – where we are heading and the strategies that support our goal-setting and operational investment imperatives.

LOOKING BACK

Throughout the past 12 months, the vast majority of our key performance metrics were directly corollary to the record-breaking results of the year prior as Greater Miami & Miami Beach joined the rest of our state in a post-pandemic rebound and recovery that quite frankly led the rest of the nation in almost every category.

Job one was to work to sustain the recovery and maintain the momentum, especially with the challenge of other markets reopening to visitors and travel patterns to a large extent normalizing to previous trends.

At the time of this publication, there is a lag in final data on some key metrics but suffice it to say that trends have been established and our most recent data reflects the total number of visitors (for the rolling 12-month period July 2022 through June 2023) reflect an increase of 3.5%

thanks to a 4.4% increase in international visitors and a 25.3% increase in visitors who are Florida residents. This helped offset a 7.6% decrease in domestic visitors as part of the return to more normal volumes of the years prior to the pandemic. It is important to emphasize that numbers this year remain ahead of 2019 (pre-pandemic levels).

We have more recent hotel performance data that supports our continued rebound as hotel demand (rooms sold) reflects an increase of 1.9% year-to-date (October 2022 through August 2023). We are really pleased to see the incredible momentum achieved in 2022 remain stable in 2023.

In looking back at this past fiscal year, we are delighted to share and celebrate the return of a robust booking pace and popularity level of Greater Miami & Miami Beach as a *major convention, trade show, meeting and event destination*.

The GMCVB's Convention Sales team surpassed its annual goal set for FY 22-23 and secured 14 new and future major conventions or trade shows with our partners at the Miami Beach Convention Center and dozens of collaborating host hotels. Past and current results can also signal a bright future in terms of increasing interest from meeting planners to consider convening here. For future bids and wins for the Miami Beach Convention Center, the lead volume our sales team produced in FY 22-23 was more than double the amount in the prior year (180 leads compared to 78 leads). This just speaks volumes to the increased interest in Greater Miami & Miami Beach as a major convention center destination.

In addition, in-house hotel leads are significantly up. The sales team generated 3,280 leads for our hotel partners, including 639 bookings projected to generate 446,000 future room nights from these meetings. All of these metrics surpassed the goals set this past year.

The GMCVB's Consumer Marketing, International Tourism Sales and Marketing Communications teams continued to raise the bar and turn up the volume for our destination. This past year saw the launch of two complementary campaigns – *Find Your Miami* and *Miami Beach: Find Your Wave*. This comprehensive, targeted approach is driven by a content strategy designed to engage and inspire visitors based on their behaviors and personas.

Barometers of success this past year included generating 9.8 million site visits to our destination website, *MiamiandMiamiBeach.com*, which represented a 22% increase over the prior year, and visitors to the site generating 4.5 million engagements with specific partner content [a 15% increase over the prior year].

The marketing communications efforts supporting this generated 2,014 specific articles, posts or blogs from media and social influencers that resulted in 27.4 billion impressions with their audiences and followers. This also is a result of hosting 198 media and influencers for a firsthand experience. A special thank you to all our partners who helped us host and engage with these media members.

Speaking of our partners, during this past year the Partnership sales team recruited 228 new GMCVB members (an impressive 140% of the annual goal). In total, this team's efforts on behalf of all our partner programs and benefits generated \$1,589,482 in dues revenue (113% of the annual goal). As we complete the fiscal year, the GMCVB now enjoys the collaboration and support of 1,081 member partners.

Our partnerships and initiatives are as diverse and inclusive as the destination we represent and the visitors we welcome. Included in this report are highlights of the significant accomplishments of our staff and our dedicated Multicultural Tourism & Development, Cultural Tourism and LGBTQ+ initiatives and programs. Each is designed to be fully engaged with the myriad stakeholders, constituent groups and communities we serve. A special thank you to all who help make these initiatives not only so meaningful and impactful – but for truly helping us welcome the world

and promote the incredible diversity that fully defines who we are as a community and who we are as people.

LOOKING AHEAD

This *Annual Report* for the year completed and *Business Plan* for the year ahead includes dozens upon dozens of initiatives for partners to be a part of as well as the specific strategies and goals set for the teams for FY 2023-24 and approved by our working committees and Board of Directors. Our Strategic Priorities remain focused on our mandates and our partners:

- Story Telling and our Content Strategy
- Engagement with each and every sector internally and externally



Bruce Orosz
Board Chair

- Audience Development that matches our targets to the experiences we represent
- Expanding our Value Proposition and Brand Promise for all who explore and visit
- Our development and support of an amazing GMCVB team of professionals
- Our unwavering commitment to being an inclusive and welcoming destination

We invite you to learn more by closely reviewing the enclosed *Business Plan* and, equally important, discovering how you and your colleagues can fully participate.

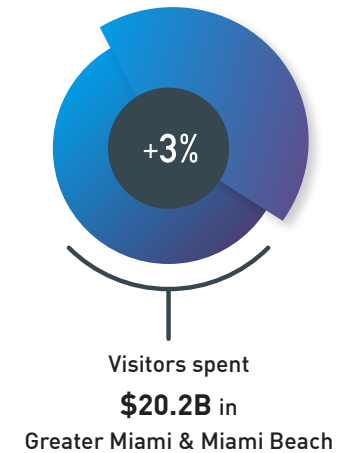
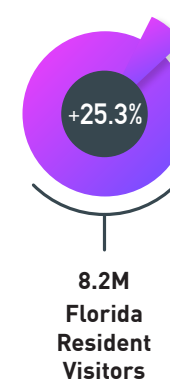
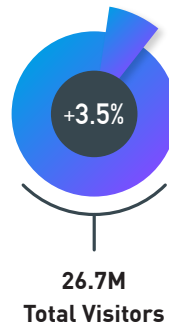
Again, thank you to all for another year of outstanding collaboration and support, and here's to another challenging but exciting year ahead.



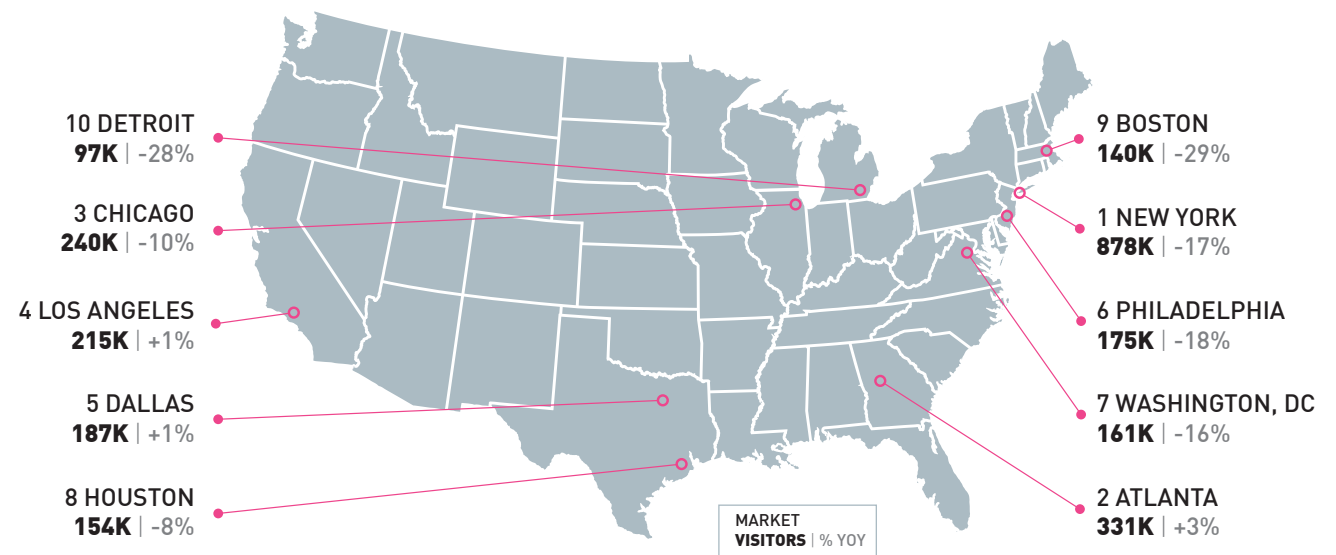
David Whitaker
President & CEO

GREATER MIAMI & MIAMI BEACH VISITOR NUMBERS

TOTAL VISITORS (July 2022-June 2023)



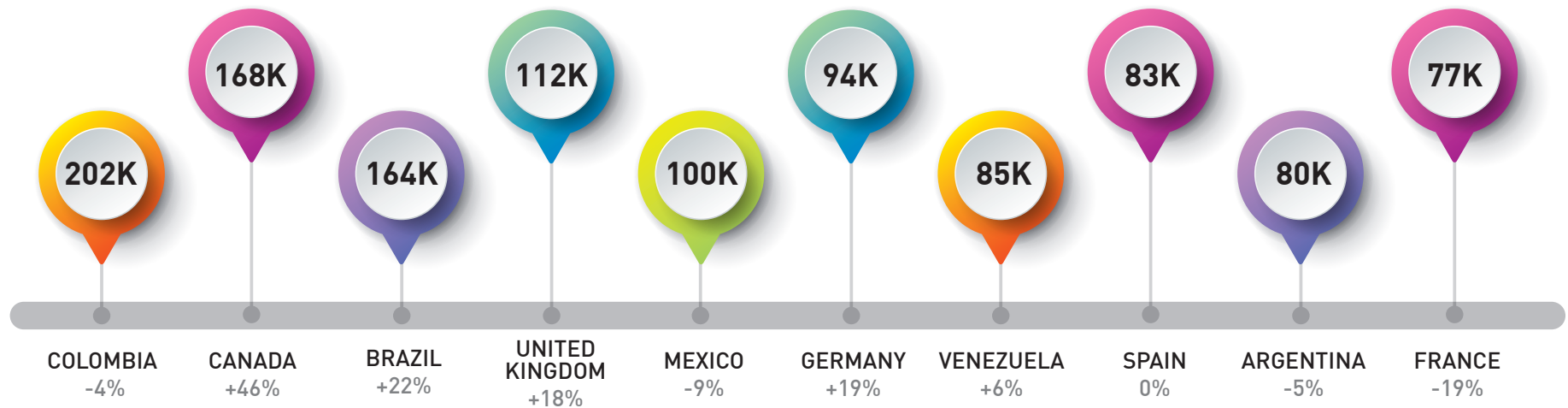
TOP 10 DOMESTIC OVERNIGHT MARKETS (January-July 2023)



HOTEL PERFORMANCE



TOP 10 INTERNATIONAL OVERNIGHT MARKETS (January-July 2023)



OVERVIEW OF TOURIST TAXES

The following table and charts represent the various tourist taxes collected by each municipality, Miami-Dade County, the City of Miami Beach and Bal Harbour, as well as the percentage of total tourist dollars allocated to the GMCVB. Each year, the GMCVB receives approximately 12% of the total tourist dollars collected in Miami-Dade County. The remaining 88% is used to support and maintain public facilities, such as existing convention centers, sports facilities and auditoriums, and to promote cultural events and support community programs.

COLLECTING MUNICIPALITY	SEP 2021 – AUG 2022	SEP 2022 – AUG 2023	% CHANGE
Miami-Dade County			
Resort Tax	\$44,985,675	\$47,735,638	6.1%
Convention Development Tax	\$126,564,599	\$129,200,307	2.1%
Professional Sports Tax	\$22,492,838	\$23,867,819	6.1%
Homeless Tax	\$41,329,482	\$43,955,127	6.4%
Hotel Food & Beverage Tax	\$ 9,677,330	\$11,333,980	17.1%
Miami Beach*			
Resort Tax	\$116,424,147	\$113,865,787	-2.2%
Bal Harbour*			
Resort Tax	\$5,930,152	\$5,901,424	-0.5%
Surfside*			
Resort Tax	\$5,059,177	\$3,999,018	-21.0%
Totals	\$372,463,399	\$379,859,100	2.0%

*Miami Beach's, Bal Harbour's and Surfside's Resort Taxes include both Food & Beverage and Resort Tax.

GMCVB SHARE OF TOURIST TAXES USED FOR SALES & MARKETING EFFORTS



■ 12% GMCVB (Used to promote destination) ■ 88% Miami-Dade County, Miami Beach

TOURIST-GENERATED TAXES



■ 34% Miami-Dade County Convention Development Tax

■ 30% Miami Beach Resort Tax

■ 12.5% Miami-Dade County Resort Tax

■ 11.5% Miami-Dade County Homeless Tax

■ 6% Miami-Dade County Sports Tax

■ 3% Miami-Dade County Hotel Food & Beverage Tax

■ 2% Bal Harbour Resort Tax

■ 1% Surfside Resort Tax

GMCVB FUNDING SOURCES



■ 56% Miami-Dade County Resort Tax

■ 23.5% Miami-Dade County Hotel Food & Beverage Tax

■ 17.5% Miami Beach Resort Tax

■ 3% Partnership/Private Revenue

GMCVB LEADERSHIP 2022/2023

A successful organization requires effective leadership to make it work. The vision for the Greater Miami Convention & Visitors Bureau (GMCVB) is guided by the volunteer leadership of its Board of Directors, Chairperson, Finance & Audit, Marketing & Tourism, Convention Sales, and Multicultural Tourism & Development committees as well as the President & CEO.

The GMCVB is led by some of Miami-Dade County's most influential community and business leaders, all of whom have a common goal of enhancing the destination's visitor industry and generating jobs.

We would especially like to thank and honor members of the GMCVB Board Class of 2023 and welcome the new Class of 2026.

2022/2023 EXECUTIVE COMMITTEE

CHAIRMAN

BRUCE OROSZ
President & CEO
Act Productions, Inc

VICE CHAIR & CONVENTION SALES COMMITTEE CHAIR

JULISSA KEPNER*
General Manager
Marriott Miami Biscayne Bay

IMMEDIATE PAST CHAIR

STEVEN HAAS
Greater Miami Convention & Visitors Bureau

MULTICULTURAL TOURISM & DEVELOPMENT COMMITTEE CHAIR

YVETTE HARRIS
President
Harris Public Relations

FINANCE COMMITTEE CHAIR

ELIZABETH HICKS
Consultant

MARKETING & TOURISM COMMITTEE CHAIR

ERIC JELLSON
Area Director of Marketing & Strategy
Kimpton Hotels Florida

NOMINATING COMMITTEE CHAIR

CHRISTINE VALLS
Greater Miami Convention & Visitors Bureau

AT LARGE
DAN GELBER
Mayor
City of Miami Beach

AT LARGE
ALINA HUDAK
City Manager
City of Miami Beach

AT LARGE
DANIELLA LEVINE CAVA
Mayor
Miami-Dade County

AT LARGE
GENE PRESCOTT
President
The Biltmore Hotel

FRANCESCA DE QUESADA COVEY**
Chief Innovation & Economic Development Officer
Miami-Dade County

ALEX J. FERNANDEZ**
Commissioner
City of Miami Beach

2022/2023 BOARD OF DIRECTORS

STEVE ADKINS
President & CEO
Miami-Dade Gay & Lesbian Chamber of Commerce

RODNEY BARRETO
Chairman & CEO
Barreto Group

RICK BEASLEY
Executive Director
CareerSource South Florida

AMIR BLATTNER
General Manager
Hyatt Regency Miami

ANTHONY BRUNSON
President and CEO
Anthony Brunson, P.A.

KEVIN BRYANT
Vice President of Sales
Fontainebleau Miami Beach

MICHAEL CHENG, PH.D., CHE
Dean, Chaplin School of Hospitality & Tourism Management
Florida International University

TERESA FOXX
Chief Operating Officer
Banco de Crédito e Inversiones

SUZETTE ESPINOSA FUENTES
VP, Communications
Adrienne Arsht Center for the Performing Arts of Miami-Dade County

JULIO GUZMAN
Vice Mayor
City of Homestead

KEON HARDEMON
Commissioner
Miami-Dade County

FELECIA HATCHER
CEO
Black Ambition Opportunity Fund

MARLON HILL
Partner
Weiss Serota Helfman Cole & Bierman

MICHAEL HOOPER
Director of Operations
GFO Investments

*Board Chair FY 2023/2024

**Mayor's Designee

WENDY KALLERGIS

President & CEO
Greater Miami & the Beaches
Hotel Association

CHRISTINE KING

Chairwoman and Commissioner
City of Miami

MUTLUHAN KUCUK

Complex Managing Director
Loews Miami Beach Hotel

RAUL LEAL

Chief Executive Officer
SH Hotels & Resorts

JUAN CARLOS LISCANO

VP, Miami Hub Operations
American Airlines

NAVIN MAHTANI

Managing Partner
Think Hospitality

BEN MOLLERE

Corporate Vice President
Hospitality & Business Relations
Baptist Health South Florida

CAROLINE O'CONNOR

Chief Operating Officer
Miami Marlins

FREDDIE PETERSON

General Manager
Miami Beach Convention Center
OVG360 Venue Management

MYLES PISTORIUS

SVP, General Counsel
Miami Dolphins

CHRIS ROLLINS

Chief Operating Officer
South Beach Group Hotels

GRISSETTE ROQUE-MARCOS

Executive Director
Miami Beach Visitor
& Convention Authority

EX OFFICIO**RALPH CUTIÉ**

Director & CEO
Miami-Dade Aviation Department

JORGE GONZALEZ

Village Manager
Bal Harbour Village

G. ERIC KNOWLES

President & CEO
Miami-Dade Chamber
of Commerce

LILIAM LOPEZ

President and CEO
South Florida Hispanic Chamber
of Commerce

IBIS ROMERO

Executive Director
Sunny Isles Beach Tourism
and Marketing Council

ALFRED SANCHEZ

President & CEO
Greater Miami Chamber
of Commerce

MARK TROWBRIDGE

President and CEO
Coral Gables Chamber of
Commerce

HYDI WEBB

Port Director
PortMiami

PAST CHAIRS**RICHARD FAIN**

Chairman
Royal Caribbean Group

TONY GOLDMAN^A

ADOLFO HENRIQUES
Vice Chairman
The Related Group

THOMAS F. HEWITT

Managing Partner
WDI Hospitality, LLC

DONALD E. LEFTON

Principal & CEO
The Continental Companies

SIDNEY LEVIN^A**STEPHEN D. NOSTRAND^A**

R. DONAHUE PEEBLES
Chairman & CEO
Peebles Corporation

CHRISTOPHER PERKS

Retired

STEPHEN SONNABEND

Retired

DOROTHY C. WEAVER^A

MARIA SASTRE
Retired

CLASS OF 2026**WAYNE BRACKIN**

President & Chief Executive Officer
KIDZ Medical Services

SILVIA CAMAROTA

Senior Director, North America
Expedia Group

EDUARDO JOSE GARCIA, JR.

Partner
Treo Group, LLC

AMY JOHNSON

General Manager
The Confidante – Hyatt Hotels Corp.

PAUL LOWENTHAL

Chairman of the Board
Camillus House

JONATHAN PLUTZIK

Owner
The Betsy – South Beach

ERIC POMS

Chief Executive Officer
Orange Bowl Committee

OLGA RAMUDO

SVP, Florida and Latam
Express Travel

LEE SCHRAGER

Chief Communications Officer
Southern Glazer's Wine & Spirits

^ADeceased

GLOBAL REPRESENTATION NETWORK

The GMCVB has
representatives promoting
Greater Miami & Miami Beach
to media and travel industry
professionals around the world.

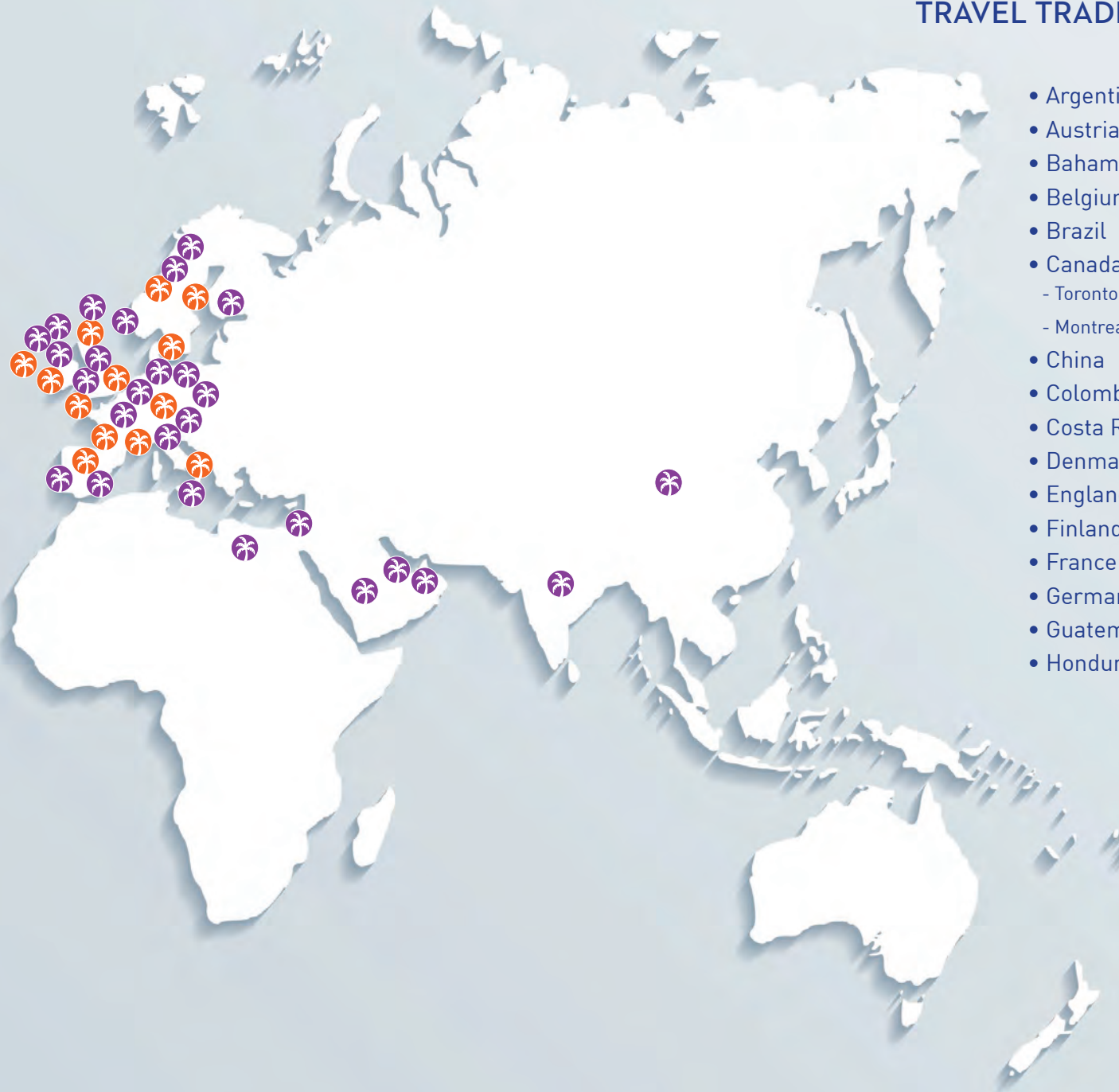


PUBLIC RELATIONS 24 COUNTRIES

- Argentina
- Austria
- Bahamas
- Barbados
- Brazil
- Canada
- Colombia
- Denmark
- England
- France
- Germany
- Ireland
- Italy
- Jamaica
- Mexico
- Northern Ireland
- Norway
- Scotland
- Spain
- Sweden
- Switzerland
- Trinidad & Tobago
- United States
- Wales



TRAVEL TRADE REPRESENTATION 42 COUNTRIES



- Argentina
- Austria
- Bahamas
- Belgium
- Brazil
- Canada
 - Toronto
 - Montreal /Quebec
- China
- Colombia
- Costa Rica
- Denmark
- England
- Finland
- France
- Germany
- Guatemala
- Honduras
- India
- Ireland
- Israel
- Italy
- Jamaica
- Luxembourg
- Mexico
- The Netherlands
- Northern Ireland
- Norway
- Paraguay
- Panama
- Peru
- Portugal
- Qatar
- Saudi Arabia
- Scotland
- Spain
- Sweden
- Switzerland
- Trinidad & Tobago
- United Arab Emirates
- Uruguay
- United States
 - Southeast
 - Northeast
 - Midwest
 - West
- U.S. Virgin Islands
- Wales

SALES & MARKETING PRIORITIES

CONTENT STRATEGY

Expand our extensive storytelling through an integrated approach with a focus on driving engagement and amplifying content to support leisure travel and meetings, inclusion and sustainability initiatives.

VALUE PROPOSITION

Everything we do must continue to convey a promise of an elevated experience.

In an era of ever-increasing competition for the market share, it is our true differentiator.

To bring this idea to life, we created our updated marketing brand platform, Find Your Miami and Miami Beach: Find Your Wave, which showcases and conveys our promise of an elevated experience personalized to our key customer personas in a fresh and memorable way.

DIGITAL FIRST

The marketing team will continue to invest in platforms and partners that understand technology and ensure that the GMCVB has a competitive advantage as a destination marketer. The team will further integrate Artificial Intelligence (AI) learning and applications to continue to optimize GMCVB programs.

DATA-DRIVEN

Prioritize programs that can be optimized and measured and can provide data that improves our ability to attract visitors and provide value to partners.

FOSTER BRAND LOVE AND CONNECTION

Promote social engagement with #MiamiandMiamiBeach and leverage user-generated content aligned with the overall content strategy across different audiences and passions. Leverage social conversations to build brand engagement and increase our number of followers in key social media platforms.

BE READY

Allow for nimbleness, knowing changing market conditions may require ongoing pivots in strategy and execution.

GMCVB MARKETING STRATEGY

INITIATIVES ARE ALIGNED WITH THE TRAVELER JOURNEY



SALES & MARKETING PRIORITIES



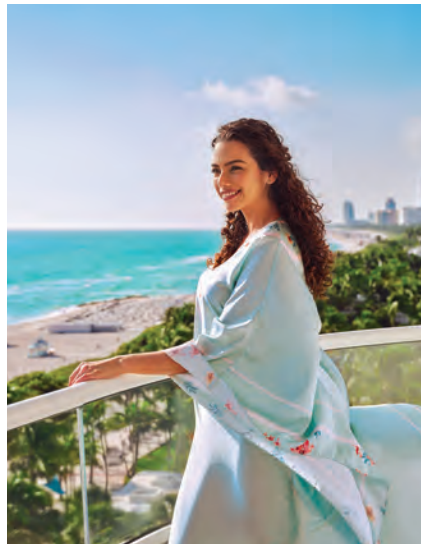
THE EXPLORER



THE RECHARGER



THE FAMILY TRAVELER



THE INDULGENT TRAVELER



THE MEETING PLANNER

TARGET AUDIENCE

PRIMARY CONSUMER GEOGRAPHIC TARGETS

KEY DOMESTIC MARKETS

Atlanta • Austin • Baltimore • Boston • Charlotte • Chicago • Cincinnati • Cleveland
Columbus • Dallas • Denver • Detroit • Hartford • Houston • Indianapolis • Los Angeles
Minneapolis • Nashville • New Jersey • New York • Philadelphia • Pittsburgh • Sacramento
San Francisco • Washington, DC • Wilmington

FLORIDA DRIVE MARKETS

Orlando • Tampa • West Palm Beach

Additional markets may be added, based on consumer behavior data.

KEY INTERNATIONAL MARKETS

As international travel continues to gain momentum, the GMCVB's marketing efforts will attract consumers and meeting planners in key markets, including:

Argentina • Brazil • Canada • Colombia • Mexico • Germany •
United Kingdom • Asia/Japan • Select Caribbean markets

Additional markets may be added, based on consumer behavior data.

PRIMARY MEETING PLANNER TARGETS

Associations • Corporate • Independent • Sports •
Specialty Association Management Companies • International

PRIMARY MARKETING CHANNELS INCLUDE

Advertising – digital, video, native, social and print • Social media – paid advertising and influencer collaborations • Search engine marketing • Email marketing • Co-op advertising programs



GMCVB
2023-2024
BUDGET



GREATER MIAMI CONVENTION & VISITORS BUREAU

Statement of Activities

(In \$1,000's)

FY 22-23 Forecast vs. Budget & Prior Year

FY 23-24 Budget vs. FY 22-23 Forecast & Budget

	Fiscal Year 22-23			Forecast vs. Budget Over/(Under)		Forecast vs. Prior Year Over/(Under)		FY 23-24 Budget	Budget vs. Forecast Over/(Under)		Budget vs. Budget Over/(Under)	
	Forecast	Budget	Prior Year	\$	%	\$	%		\$	%	\$	%
NET REVENUE	45,855	41,251	41,561	4,604	11.2%	4,294	10.3%	46,550	695	1.5%	5,299	12.8%
TOTAL EXPENSES	45,068	40,150	36,211	4,917	12.2%	8,857	24.5%	46,267	1,199	2.7%	6,116	15.2%
OPERATING SURPLUS	787	1,100	5,350	(313)		(4,563)		283	(504)		(817)	
RESERVES FOR PCMA CL '27	(75)	(75)	(100)					(75)				
RESERVES FOR BOOKING INCENTIVES	(411)	(411)	(1,089)					0				
RESERVES FOR CFP CHAMPIONSHIP (2026)	(150)	(150)	(175)					0				
RESERVES FOR WORLD CUP (2026)	(175)	(175)	0					0				
RESERVES FOR SUPER BOWL	0	0	(500)					0				
RESERVES FOR SALES & MKTG PROGRAMS	0	0	(3,000)					0				
USE RESERVES FOR SALES & MKTG PRGMS	875	0	0					0				
ADJ OPERATING SURPLUS / (DEFICIT)	851	289	486					208				

GREATER MIAMI CONVENTION & VISITORS BUREAU

Statement of Activities

(In \$1,000's)

				FY 22-23 Forecast vs. Budget & Prior Year				FY 23-24 Budget vs. FY 22-23 Forecast & Budget					
	Fiscal Year 22-23			Forecast vs. Budget		Forecast vs. Prior Year		FY 23-24 Budget	Budget vs. Forecast		Budget vs. Budget		
	Forecast	Budget	Prior Year	Over/(Under) \$ %		Over/(Under) \$ %			Over/(Under) \$ %		Over/(Under) \$ %		
REVENUE													
MIAMI DADE TDT	25,680	23,758	24,227	1,921	8.1%	1,452	6.0%	26,188	508	2.0%	2,430	10.2%	
MIAMI DADE 2% F & B TAX	10,716	8,879	9,134	1,837	20.7%	1,581	17.3%	10,799	83	0.8%	1,920	21.6%	
TOTAL MIAMI DADE	36,395	32,637	33,362	3,758	11.5%	3,033	9.1%	36,987	592	1.6%	4,350	13.3%	
CITY OF MIAMI BEACH	8,035	7,966	7,486	69	0.9%	549	7.3%	8,091	56	0.7%	125	1.6%	
TOTAL PUBLIC REVENUE	44,430	40,603	40,848	3,827	9.4%	3,582	8.8%	45,078	648	1.5%	4,475	11.0%	
PARTNER DUES	1,550	1,546	1,505	4	0.3%	45	3.0%	1,629	79	5.1%	83	5.4%	
LESS ALLOWANCE FOR BAD DEBT	(35)	(108)	(52)	73	-67.7%	17	-33.2%	(57)	(22)	62.9%	51	-47.3%	
NET PARTNER DUES REVENUE	1,515	1,438	1,452	77	5.4%	63	4.3%	1,572	57	3.8%	134	9.3%	
MEMBER PROGRAMS & CO-OP ADV	1,460	950	1,045	510	53.7%	415	39.7%	1,350	(110)	-7.5%	400	42.1%	
CONTRIBUTED SERVICES	25	500	182	(475)	-95.0%	(157)	-86.3%	150	125	500.0%	(350)	-70.0%	
TOTAL OTHER PRIVATE REVENUE	1,485	1,450	1,228	35	2.4%	257	21.0%	1,500	15	1.0%	50	3.4%	
TOTAL PRIVATE REVENUE	3,000	2,888	2,680	112	3.9%	320	12.0%	3,072	72	2.4%	184	6.4%	
INTEREST INCOME	710	10	11	700	7000.0%	699	6553.2%	700	(10)	-1.4%	690	6900.0%	
TOTAL ALL REVENUE	48,140	43,501	43,538	4,639	10.7%	4,602	10.6%	48,850	710	1.5%	5,349	12.3%	
LESS ADJUSTMENTS TO REVENUES													
INTERLOCAL COMMITMENTS	(800)	(800)	(750)	0	0.0%	(50)	6.7%	(800)	0	0.0%	0	0.0%	
OTHER PRIVATE REVENUE	(1,485)	(1,450)	(1,228)	(35)	2.4%	(257)	21.0%	(1,500)	(15)	1.0%	(50)	3.4%	
TOTAL ADJUSTMENTS TO REVENUE	(2,285)	(2,250)	(1,978)	(35)	1.6%	(307)	15.5%	(2,300)	(15)	0.7%	(50)	2.2%	
NET REVENUE	45,855	41,251	41,561	4,604	11.2%	4,294	10.3%	46,550	695	1.5%	5,299	12.8%	

GREATER MIAMI CONVENTION & VISITORS BUREAU | Detail of Expenses

(In \$1,000's)

	FY 22-23 Forecast vs. Budget & Prior Year								FY 23-24 Budget vs. FY 22-23 Forecast & Budget			
	Fiscal Year 22-23			Forecast vs. Budget Over/(Under)		Forecast vs. Prior Year Over/(Under)		FY 23-24	Budget vs. Forecast Over/(Under)		Budget vs. Budget Over/(Under)	
	Forecast	Budget	Prior Year	\$	%	\$	%	Budget	\$	%	\$	%
<u>SALES, MARKETING & PROMOTION</u>												
ADVERTISING & MARKETING SERVICES	17,392	14,114	14,973	3,279	23.2%	2,419	16.2%	15,673	(1,719)	-9.9%	1,559	11.0%
CONVENTION SALES & SERVICES	2,701	2,251	2,106	450	20.0%	596	28.3%	2,852	151	5.6%	601	26.7%
MARKETING COMMUNICATIONS	2,364	2,049	1,010	315	15.4%	1,354	134.0%	2,500	136	5.8%	451	22.0%
MULTICULTURAL TOURISM DEVELOPMENT	2,118	2,058	1,306	60	2.9%	812	62.1%	2,323	205	9.7%	265	12.9%
CORPORATE COMMUNICATIONS & RESEARCH	2,162	1,594	1,322	568	35.6%	839	63.5%	2,043	(118)	-5.5%	450	28.2%
TRAVEL INDUSTRY SALES	1,709	1,236	1,397	474	38.3%	312	22.3%	1,847	137	8.0%	611	49.5%
LGBTQ+ TOURISM	506	436	347	70	16.2%	159	45.8%	736	230	45.3%	300	68.8%
SPORTS & ENTERTAINMENT TOURISM	747	500	314	247	49.4%	433	138.1%	640	(107)	-14.3%	140	28.0%
EXECUTIVE OFFICE	525	525	479	0	0.0%	46	9.6%	600	75	14.3%	75	14.3%
ARTS & CULTURAL TOURISM	303	303	295	0	0.0%	8	2.6%	433	130	42.9%	130	42.9%
PARTNERSHIP SALES	381	303	392	78	25.9%	(11)	-2.7%	334	(47)	-12.4%	31	10.2%
PERSONNEL COSTS	9,690	9,818	7,511	(128)	-1.3%	2,179	29.0%	10,950	1,260	13.0%	1,131	11.5%
TOTAL SALES, MARKETING & PROMO	40,599	35,186	31,453	5,412	15.4%	9,146	29.1%	40,930	331	0.8%	5,744	16.3%
<u>OVERHEAD</u>												
OFFICE RENT	1,057	1,089	1,038	(33)	-3.0%	18	1.8%	1,014	(43)	-4.0%	(75)	-6.9%
LIABILITY INSURANCE & TAXES	139	131	116	9	6.6%	24	20.7%	160	21	15.1%	30	22.7%
TOTAL OVERHEAD	1,196	1,220	1,154	(24)	-2.0%	42	3.7%	1,175	(22)	-1.8%	(46)	-3.7%
<u>GENERAL & ADMINISTRATIVE</u>												
OFFICE SUPPLIES & POSTAGE	50	60	40	(10)	-16.7%	10	23.6%	63	13	26.0%	3	5.0%
TELEPHONE, EQUIP LEASE/MAINT & OTHR	545	550	516	(5)	-0.9%	29	5.6%	732	187	34.3%	182	33.2%
FINANCE & ADMINISTRATION	300	300	179	0	0.0%	121	67.7%	325	25	8.3%	25	8.3%
PERSONNEL COSTS	1,890	2,217	2,224	(327)	-14.7%	(334)	-15.0%	2,052	162	8.6%	(165)	-7.4%
TOTAL GENERAL & ADMINISTRATIVE	2,785	3,127	2,959	(342)	-10.9%	(174)	-5.9%	3,172	387	13.9%	45	1.5%
<u>OTHER EXPENSES</u>												
PROFESSIONAL SERVICES	150	177	221	(27)	-15.3%	(71)	-32.2%	187	37	24.9%	10	5.9%
OTHER FUNDING COMMITMENTS	175	175	250	0	0.0%	(75)	-30.0%	175	0	0.0%	0	0.0%
MISCELLANEOUS	60	69	31	(9)	-13.0%	29	91.8%	87	27	44.2%	18	25.4%
TOTAL OTHER EXPENSES	385	421	502	(36)	-8.6%	(117)	-23.4%	449	64	16.6%	28	6.6%
DEPRECIATION & AMORTIZATION	103	196	143	(93)	-47.5%	(40)	-28.0%	541	438	424.8%	344	175.5%
TOTAL EXPENSES	45,068	40,150	36,211	4,917	12.2%	8,857	24.5%	46,267	1,199	2.7%	6,116	15.2%

GREATER MIAMI CONVENTION & VISITORS BUREAU

Summary of Variance Analysis

Budget and Forecast

Fiscal Years 2022-2023 and 2023-2024

Forecast FY 2022-2023	Budget FY 2023-24
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Miami-Dade County - 2% Resort Tax

<p>Gross collections of \$47,707,000 (7.7% + Budget) Net revenue after deductions \$25,680,000 (8.1% + Budget) Avg number of available rooms 43,374 (.6% + Budget / + 2,688 Prior Year) ADR \$180.49 (1.2% + Budget / 2% Below Prior Year) Occupancy 73% (7.9% + Budget / .3% Below Prior Year) Room demand is forecast at 8.5% + Budget Homesharing represents approximately 20% of collections.</p> <p>Note: The fiscal year started with strong visitor demand in the first quarter and gradually decelerated for seven of the remaining nine months. The ADR also started strong in the first quarter and then beginning in March, gradually declined. The double digit increases of the prior year, as expected, would not be sustainable. The fiscal year is forecast to close with a RevPar growth of 2.5%. In comparison to the prior year, RevPar grew 57%. Homesharing also showed signs of some deceleration but remain at 20% of resort tax collections.</p>	<p>Gross collections of \$48,541,000 (1.7% + Forecast / 9.6% + FY 23 Budget) Net revenue after deductions \$26,188,000 (2% + Forecast / 10.2% + FY 23 Budget) Avg number of available rooms 43,975 (+ 1.4% Forecast / 649 Rooms + FY 23) ADR \$177.78 (1.5% Below Forecast) Occupancy 72.1% (1.3% Below Forecast) Room Demand projected at .1% + Forecast Homesharing budgeted at approximately 20% of collections.</p> <p>Note: The hotel room inventory is projected to increase by approximately 649 new rooms, representing 5 new properties. FY 23 was a transition year, to pre-pandemic levels. While industry indicators continue to show there is a willingness to travel, our visitors continue to have greater options in their choices of destinations worldwide. The Caribbean and Europe continue to draw visitors and the cruise line industry continues to grow in popularity and vacation option. However, looming in the horizon is the continued pressure of persistent inflation and the "Travel Advisory" for Florida, which has affected some of our meetings and convention business. Thus, as we look ahead to FY 24, we are budgeting a slightly lower ADR and Occupancy along with generally flat demand for the fiscal year.</p>
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Miami-Dade County - 2% Food & Beverage Tax

<p>Gross collections of \$11,379,000 (20.7% + Budget) Net revenue after deductions \$10,716,000 (20.7% + Budget)</p> <p>Note: This revenue source, collected in Food & Beverage facilities within hotels grew month after month until April, and has gradually declined against the budget for the remainder of the fiscal year. A key performance indicator, the average F & B sales factor per room, has declined since April. It would appear that guests may be opting outside hotels for F & B options, along with a slight decline in occupancy.</p>	<p>Gross collections of \$11,442,000 (.5% + Forecast / 21.6% + FY 23 Budget) Net revenue after deductions \$10,799,000 (.8% + Forecast / 21.6% FY 23 Budget)</p> <p>Note: The 2% Food & Beverage Tax will grow slightly over the FY 23 forecast, reflective of a slight increase in demand, along with higher menu pricing as a result of continued higher food and labor costs.</p>
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GREATER MIAMI CONVENTION & VISITORS BUREAU

Summary of Variance Analysis

Budget and Forecast

Fiscal Years 2022-2023 and 2023-2024

Forecast FY 2022-2023	Budget FY 2023-24
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Miami Beach Resort Tax

<p>Gross collections of \$75,882,000 (.9% + Budget) Net revenue after deductions \$8,035,000 (.9% + Budget) Avg number of available rooms 21,588 (+ 1.7% Prior Year) ADR \$312.91 (12% Below Budget) Occupancy 69.4% (3% + Budget) The F & B portion of the resort tax was 52% of tax collections, while hotels were 48%.</p> <p>Miami Beach saw the largest decline in ADR beginning in December. As anticipated, the high rates of the prior year were unsustainable. The lower rates came with higher occupancy and demand.</p> <p>The forecast also includes an incentive provision of \$750,000 out of a maximum potential of \$2 million.</p>	<p>Gross collections of \$76,467,000 (.8% + Forecast / 1.7% + FY 23 Budget) Net revenue after deductions \$8,091,000 (.7% Forecast / 1.6% + FY 23 Budget) Avg number of available rooms 21,943 (+ 2% Forecast / + 677 Rooms FY 23) ADR \$312.91 (= Forecast) Occupancy 69.1% (.3% Below Forecast)</p> <p>The F & B portion of the resort tax is budgeted at 53% of tax collections, while hotels is 47%.</p> <p>The new rooms inventory for Miami Beach will grow by 677 rooms, or 4 new hotels. The ADR and occupancy are budgeted mostly flat to FY 23. Competition from other destinations and inflationary forces will continue to be a concern as we enter FY 24.</p> <p>The FY 24 funding agreement includes an incentive of up to \$2 million. The budget has a conservative provision of \$750,000.</p>
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Net Partnership Revenue

<p>Forecast \$1,515,000 (5.4% + Budget)</p> <p>Note: The Partnership Department closed a record year. The entire team was focused on partner retention and providing support to the industry through Partner events, training sessions, and various sales and marketing opportunities. In addition, the team attracted over 220 new and returning partners in the fiscal year.</p>	<p>Budget: \$1,572,000 (3.8% + Forecast / 9.3% + FY 23 Budget)</p> <p>Note: As we start FY 24, we are looking to continue to grow our partnership base. There are six (6) new hotels planned to open during the fiscal year. Staff will continue to encourage members to remain involved in Bureau programs while growing the partnership base. The Bad Debt allowance is budgeted at 3.5% of revenue and when combined with anticipated new hotel partners will result in an overall favorable variance to the forecast and budget.</p>
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Program Revenue (Member Programs & Contributed Services)

<p>Forecast \$1,485,000 (2.4% + Budget)</p> <p>Note: Member participation in Bureau programs and co-ops continues very strong. Our partners were eager to take part in targeted programs designed to maximize their ROI. Programs were developed and executed as market conditions changed throughout the fiscal year. Miami Spice along with our co-op partnership with Expedia were very popular with our partners.</p> <p>Contributed Services was under budget as inbound FAMs have not resumed to prior levels.</p>	<p>Budget: \$1,500,000 (1% + Forecast / 3.4% + FY 23 Budget)</p> <p>Note: Member Program participation is mostly assuming increased co-op programming and continued joint travel with our partners. It should be noted that Member Program revenue is an enhancement to planned Bureau programming.</p> <p>Contributed Services are budgeted reflecting an anticipated resumption of FAMs and client visits during the fiscal year.</p>
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GREATER MIAMI CONVENTION & VISITORS BUREAU

Summary of Variance Analysis

Budget and Forecast

Fiscal Years 2022-2023 and 2023-2024

Forecast FY 2022-2023	Budget FY 2023-24
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Interest Income

<p>Forecast \$710,000 (7000% + Budget)</p> <p>Note: The GMCVB now has ItraFi-ICS (Idle Cash Sweeps) where cash balances in excess of \$250,000 FDIC limits are swept nightly to a network of participating US banks where balances are kept at the FDIC limits. In addition, the Bureau has investment in short duration, 30, 60, 90 day US Treasuries earning higher rates ranging between 5% to 5.25% depending on duration. All holdings are to maturity.</p>	<p>Budget: \$700,000 (1.4% Below Forecast)</p> <p>Note: GMCVB will continue participation in ICS program and will continue to invest in the highest paying US Treasuries and holding to maturity. The current market conditions call for higher rates being earned short term, 30, 60, 90 days. T-Bill purchases will be laddered to maximize returns.</p> <p>Slight decline from prior year due to anticipated cash draws for new office space buildout costs and furniture and equipment purchases.</p>
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Interlocal Commitments

<p>Forecast \$800,000 (= Budget)</p> <p>Gtr Miami & the Beaches Hotel Assoc. \$225,000 Sunny Isles Resort Hotel Assoc. \$375,000 Miami-Dade T.D.C. \$100,000 Gtr Miami Host Committee \$100,000</p> <p>Note: Multi-year funding agreements with major industry partner associations.</p>	<p>Budget \$800,000</p> <p>Gtr Miami & the Beaches Hotel Assoc. \$225,000 Sunny Isles Resort Hotel Assoc. \$375,000 Miami-Dade T.D.C. \$100,000 Gtr Miami Host Committee \$100,000</p> <p>Note: Multi-year funding agreements with major industry partner associations.</p>
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GREATER MIAMI CONVENTION & VISITORS BUREAU

Summary of Variance Analysis | Budget and Forecast

Fiscal Years 2022-2023 and 2023-2024

Forecast FY 2022-2023	Budget FY 2023-24
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Sales, Marketing & Promotion Expenses (Program of Work)

<p>Forecast \$30,909,000 (21.8% + Budget)</p> <p>Note: During FY 23, the Bureau continued and expanded its participation at major industry events such as IPW, PCMA, ASAE, Cruise World ... and internationally World Travel Market, IMEX, IBTM... to sell and keep the Greater Miami and Miami Beach brand in the forefront. During the year, our redesigned website was launched to enhance our visitors first impressions when searching for information on our destination. Major sporting events like Formula 1, the Miami Open, Orange Bowl and soon in 2026 the World Cup were supported by our Sports & Entertainment division. Our Arts & Culture department continued its support of Art Basel Miami Beach and Internationally in Hong Kong and Basel. The LGBTQ+ department brought Miami to major international and domestic events to showcase our welcoming destination. Our Art of Black returned bigger and better with the support of our Multicultural Tourism department. Locally, our annual Temptations Program, including Miami Spice and Miami Spa were a great success.</p> <p>During our midyear budget review, \$3.2 million dollars in excess resort tax collections were programed as budget supplements to expand and enhance our Marketing Communications programing (\$400K), Advertising (\$1.2M), Tourism Sales (\$500K), Corporate Communications & Sports & Entertainment (\$600K), Multicultural Tourism advertising and programing (\$60,000), and Convention Sales programs (\$450K).</p>	<p>Budget \$ 29,981,000 (3% Below Forecast / 18.2% + FY 23 Budget)</p> <p>Note: Derived from departmental Program of Work (POW) process. The overall base program budget is increased by \$4.6 million. The program of work will be strategically executed to drive visitors and key clients to the destination. Marketing co-op programs will be developed to help our local hotel industry. In-person sales activities and participation in tradeshow will continue to expand. The overall Program of Work has been crafted with an approach to maximize flexibility and adaptability in a rapidly changing environment.</p> <p>Our FY 24 Program of Work for Convention Sales will include an increased focus on the International and Sports Meeting market segment. We will see a continuation of in-hotel group incentives to capture business over need dates. Through tradeshow and conference branding, we will retain our visibility in the marketplace to increase demand. Also included are in-market sponsorships with Visit Florida, SITE, Florida Encounter & Florida Huddle. Our Marketing programs will provide funding to elevate our marketing approach by focusing on expanding our storytelling efforts, emphasizing engagement, and supporting Meetings, DEI, and sustainability initiatives. The aim will be to create and add value for our partners and travelers, foster brand love through social engagement, prioritize DEI initiatives, and remain adaptable in response to changing market conditions. The Multicultural Tourism Development programs will continue to expand its successful Art of Black program, increase the engagement of minority owned businesses, arts and cultural gems to the GMCVB and tourism industry overall to foster a better social alignment and economic impact. The Black Hospitality Initiative (BHI) will continue to provide support with education, talent development and advocacy goals to grow the pipeline of leaders in the hospitality industry.</p>
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Sales, Marketing & Promotion Direct Personnel Costs

<p>Forecast \$9,690,000 (1.3% Below Budget)</p> <p>Note: FY 23 was the year to mostly complete the rebuilding of the organization. A total of 13 approved positions were filled, bringing the headcount to 72 as of the close of the fiscal year. All sales positions are now filled.</p> <p>There were two vacant positions at year end, one in our Digital Marketing department and one in our Multicultural Tourism Department.</p> <p>The favorable variance was mostly attributed to the timing of new hires and budget savings in the renewal of our employee medical insurance which renewed at an increase of 7% and we had provisions of 12.5% in the budget. The forecast also includes provisions for staff incentives and a contribution to the defined contribution retirement plan.</p>	<p>Budget \$10,950,000 (13% + Forecast / 11.5% + FY 23 Budget)</p> <p>Note: The budget provides funding for 2 currently approved and vacant positions in Digital Marketing (1) and Multicultural Tourism (1). Additionally, the budget also provides for a new position in our Marketing Communications Department.</p> <p>The budget also provides for a cost-of-living increase of 3% plus a 1%-2% performance-based merit pool. The incentive program for all staff and the employee retirement plan is also funded for the fiscal year.</p> <p>Provisions are included for the continuation of employee benefits including medical, dental and vision insurance, etc.</p>
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GREATER MIAMI CONVENTION & VISITORS BUREAU

Summary of Variance Analysis

Budget and Forecast

Fiscal Years 2022-2023 and 2023-2024

Forecast FY 2022-2023	Budget FY 2023-24
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Overhead

<p>Forecast \$1,196,000 (2% Below Budget)</p> <p>Note: Office rent is slightly below budget due to actual operating expenses being lower than what was provisioned. General insurance costs for liability and workers compensation are ahead of budget due to increased workers comp and cyber-liability premiums.</p>	<p>Budget \$1,175,000 (1.8% Below Forecast / 3.7% Below FY 23 Budget)</p> <p>Note: The favorable budget rent variance is due to the start of the new office lease at Citigroup Center. The Bureau will have 16 months free rent, which will not result in sales taxes being assessed and operating expenses charged during six months of the FY 24 fiscal year.</p> <p>General insurance is projected to renew reflective of increased property and liability costs over the current fiscal year. In addition, we have provided coverage for cyber-liability, staff liability and workers comp for international travel exposure.</p>
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General & Administrative Expenses

<p>Forecast \$2,785,000 (10.9% Below Budget)</p> <p>Note: Expenses for office supplies, telephone and office equipment maintenance are overall below budget as a result of our continued staff hybrid work schedule. During the fiscal year, many staff worked three days in office and two remotely. The IT staff continued to support all remote operations while at the same time ensuring in-house operations ran smoothly and secure. All applications were up-to date and properly backed up with a continued awareness of the high cyber-risk that is ever present.</p> <p>The F & A program will close on budget. Staff training and development programs were initiated during the fiscal year at all levels, from the Senior Management team to line managers. Specifically, training in organizational skills and sales techniques and strategies were provided.</p> <p>The approved headcount for F&A remained unchanged and the on-going vacant "receptionist" position was staffed by contract personnel. All approved positions in F&A were filled at the close of the fiscal year and one position will be eliminated in FY 24. The forecast also includes provisions for staff incentives and a contribution to the defined contribution retirement plan.</p>	<p>Budget: \$3,172,000 (13.9% + Forecast / 1.5% + FY 23 Budget)</p> <p>Note: Funding has been provided for all office support functions, equipment leases and related maintenance. In addition, there are contingencies for software upgrades, cyber-security systems, firewalls and enhancements to our computer infrastructure. Specifically, provisions for Simpleview maintenance, customizations and license fee (\$150,000), web filters, Microsoft, CSPI Technology and Office 365 Cloud Solution. The cloud-based accounting system SAGE and UKG Payroll system are also funded.</p> <p>The budget also provides for a cost-of-living increase of 3% plus a 1%-2% performance-based merit pool. The incentive program for all staff and the employee retirement plan is also funded for the fiscal year.</p> <p>Provisions are included for the continuation of employee benefits including medical, dental and vision insurance, etc.</p> <p>The approved headcount for F&A will decrease by one, due to our IT Director retiring and the role has been outsourced to an IT services and management company. The in-house IT department will be managed by an existing and experienced IT Manager. The full costs of the IT professional services solution for all Bureau operations are included in the FY 24 budget.</p>
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GREATER MIAMI CONVENTION & VISITORS BUREAU

Summary of Variance Analysis

Budget and Forecast

Fiscal Years 2022-2023 and 2023-2024

Forecast FY 2022-2023	Budget FY 2023-24
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Other Expenses

<p>Forecast \$385,000 (8.6% Below Budget)</p> <p>Note: Professional fees and Miscellaneous expenses are under budget. It should be noted that the Bureau has incurred approximately \$300,000 in legal, architectural and other fees related to the new offices. These costs will be amortized over the life of the lease.</p> <p>Other funding commitments consist of: Support to the Miami-Dade County Economic Development & International Trade and the Miami-Dade County Film Office.</p>	<p>Budget: \$449,000 (16.6% + Forecast / 6.6% + FY 23 Budget)</p> <p>Note: Provisional funding for professional services such as legal, outside audit, etc. to be paid on an "as needed basis" only. Includes funding for the Bureau's investment manager consultant (\$25,000) and the administrator fees for the employee retirement plans (\$5,000).</p> <p>In addition, other funding commitments consist of: * Miami-Dade County Economic Development & International Trade \$100,000 * Miami-Dade County Film Office \$75,000</p>
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Depreciation & Amortization

<p>Forecast \$103,000 (47.5% Below Budget)</p> <p>Note: The favorable variance was due to the timing of purchases in computer equipment during the year and deferral of other purchases pending the office relocation.</p>	<p>Budget: \$541,000 (+ Forecast / + FY 23 Budget)</p> <p>Note: Budget consists of estimated costs of depreciation and amortization of six months of the new lease and all new cabling, computer network room infrastructure replacing the obsolete equipment currently in use. Additionally, new office furniture and equipment depreciation is also provided. Existing desktops, laptops, monitors and printers will be moved to the new offices and only "as needed" will these items be replaced. The budget also includes the extinguishment of approximately \$80,000 in unamortized leasehold expenses pertaining to the existing office.</p>
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Future Host City Commitments & Fund Balance Transfers

<p>Actual: \$811,000</p> <p>Provide Fund Balance Reserves for: \$ 75,000 PCMA CL (2027) \$411,000 Convention & Meeting Booking Incentives \$150,000 College Championships (2026) \$175,000 World Cup (2026)</p> <p>Use Fund Balance Reserves for: \$375,000 Sales & Marketing Quick Response Fund \$500,000 Spring Initiatives Fund</p>	<p>Budget: \$75,000</p> <p>Provide Fund Balance Reserves for: \$75,000 PCMA CL (2027)</p> <p>Inter-Fund Balance Transfers: Reclassify Prior Period Reserves: \$125,000 to World Cup from IPW (POW WOW) \$200,000 to College Championships from IPW (POW WOW) \$200,000 to College Championships from Sales & Marketing Fund \$425,000 to Convention & Meetings Incentives from Sales & Marketing Quick Response Fund \$1,000,000 to Latin Grammys "Bid" from Sales & Marketing Spring Initiatives Fund</p>
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ADVERTISING

The Advertising Division seeks to highlight unique Greater Miami & Miami Beach moments in order to drive interest, consideration and engagement through media partners and digital channels.

Key program performance indicators include messaging impact, attributable hotel room-nights, flight bookings, attributable site traffic, click-through rates, engagement rates, partner site traffic volume, overall site traffic and Miami Beach Convention Center (MBCC) RFP leads.

To learn more, contact Advertising@GMCVB.com

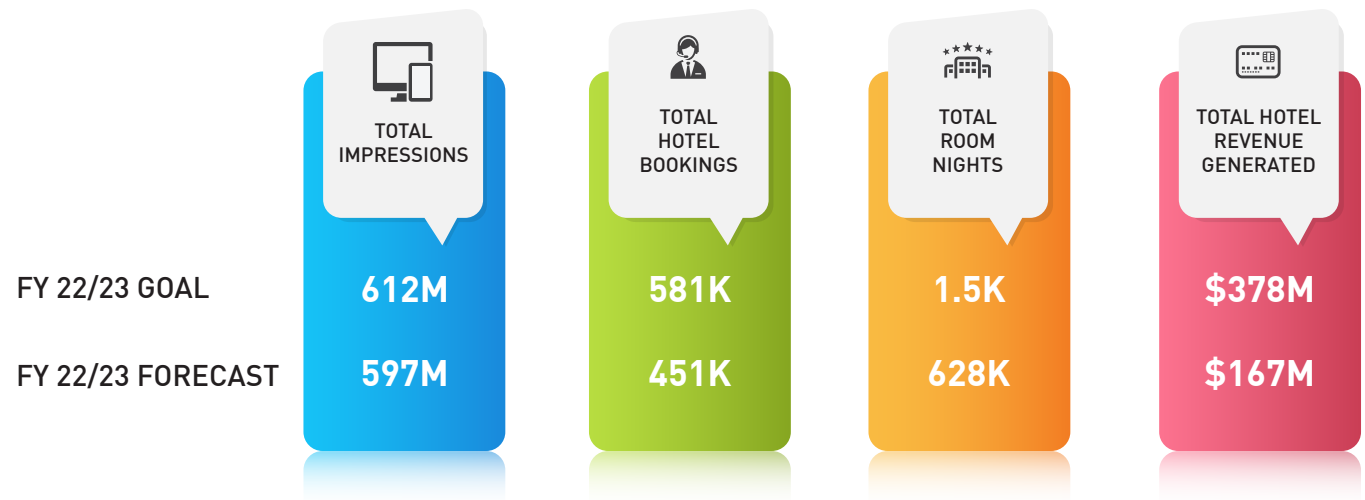
2022/2023 HIGHLIGHTS

FIND YOUR MIAMI CAMPAIGN

Launched a new destination-wide campaign – Find Your Miami – based on the destination’s indescribable experiences that required a new lexicon to describe them.

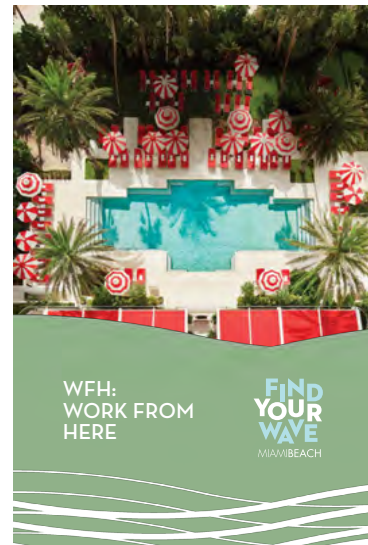
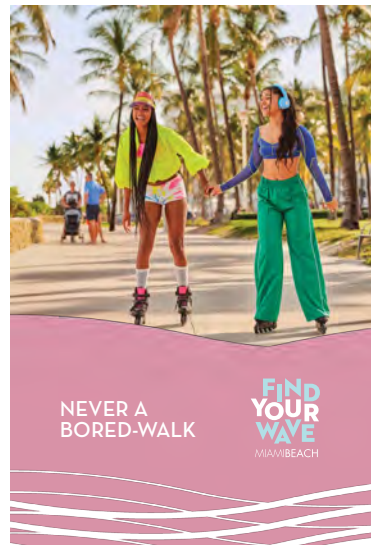
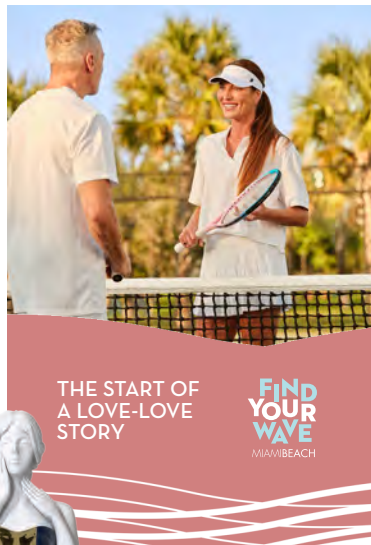


FY 22/23 PAID MEDIA GOALS



MIAMI BEACH: FIND YOUR WAVE CAMPAIGN

Developed and launched Miami Beach's reimagination campaign –
Miami Beach: Find Your Wave – highlighting the city's multidimensional offerings.



INTERNATIONAL MEDIA CAMPAIGNS

Boosted media campaigns in key international markets to drive consideration and maximize demand.

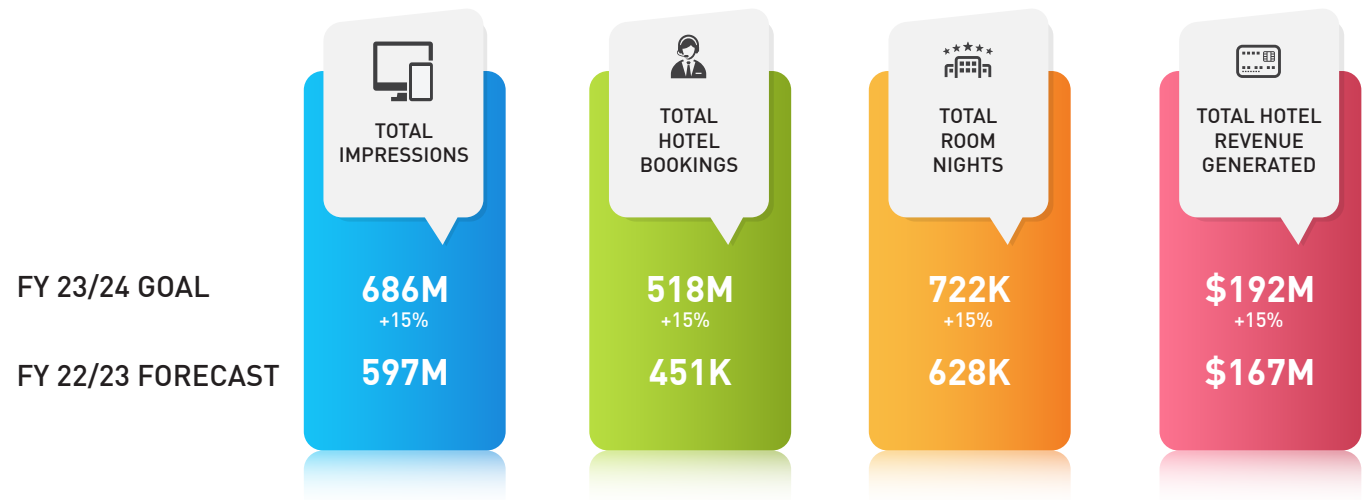
KEY MOMENTS AND SPECIAL EVENTS

Expanded media campaigns to amplify key moments and special events.

AWARDS RECEIVED IN RECOGNITION OF CREATIVE CAMPAIGNS

Muse Awards – Miami Beach: Find Your Wave
Flagler Awards – Social Media – Grand Prix Formula 1





MIAMI BEACH: FIND YOUR WAVE AND FIND YOUR MIAMI CAMPAIGNS

Sustain and amplify the momentum of both the Miami Beach: Find Your Wave and Find Your Miami campaigns by targeting specific personas and influencing their behaviors to generate impact, awareness, attributable hotel bookings and drive Average Daily Rate (ADR).

LUXURY-FOCUSED MEDIA PARTNERSHIPS

Elevate partnerships with luxury-focused media partners to enhance efforts to reach affluent visitors.

MIAMI BEACH CONVENTION CENTER HEADQUARTER HOTEL AWARENESS

Drive awareness of the MBCC Headquarter Hotel by using innovative tactics to amplify the marketing initiatives used to engage convention and meeting planners. Continue to expand messaging in international markets to drive consideration.

LGBTQ+, HISPANIC AND AFRICAN AMERICAN ENGAGEMENT

Expand on the comprehensive 365 messaging strategy tailored to engage LGBTQ+, Hispanic and African American communities. Amplify key moments and events targeted to these communities to enhance the impact of the GMCVB's messaging. Update Miami Temptations programming to reach these communities.

SUSTAINABILITY MESSAGING

Authentically integrate sustainability messaging into storytelling, showcasing the destination's overall commitment and efforts.

ONLINE TRAVEL AGENCY (OTA) PARTNERSHIPS

Strategically partner with online travel agencies (OTAs) to elevate ADR during key moments tailored to specific target audiences. Explore collaboration opportunities with these partners to amplify the GMCVB's messaging.

INTERNATIONAL MARKETING

Expand international marketing initiatives to increase visitor engagement.

OVERVIEW OF ACTIVITIES

OCTOBER 2023 – SEPTEMBER 2024

- Always On Advertising
- Ad Serving/Attribution Advertising
- Paid Search Advertising
- Meetings & Conventions Advertising
- Retargeting Advertising
- Social Media Advertising
- Miami Temptations Program Advertising
- Annual General Market – includes African American, Hispanic, Accessible, LGBTQ+ audiences
- Brand USA International Campaigns

WINTER 2023/2024

- Weather-Triggered Campaign
- Cruise Campaign

JUNE 2024 – SEPTEMBER 2024

- Summer Co-op Booking Campaigns (Expedia and other OTAs)

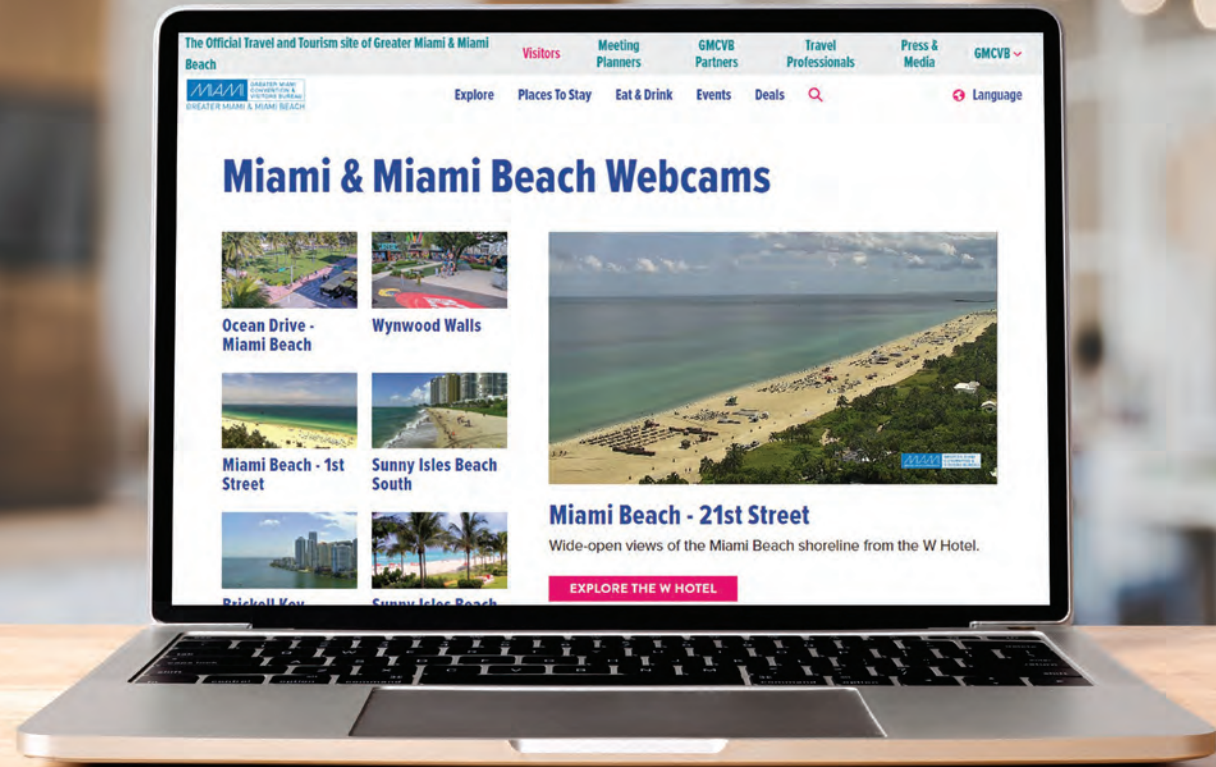


DIGITAL MARKETING

The Digital Marketing Division seeks to captivate and convert potential Greater Miami & Miami Beach leisure travelers and meeting planners through immersive experiences on MiamiandMiamiBeach.com that inspire increased lengths of stay.

With innovative strategies and creative campaigns, the aim is to inspire and create a lasting impact, ensuring Greater Miami & Miami Beach remains top of mind for travel consideration.

To learn more, contact DigitalMarketing@GMCVB.com



2022/2023 HIGHLIGHTS

WEBSITE VISITOR GROWTH

9.8M, up from 9.1M | Increase of **9%**

EMAIL OPT-INS

17.1K site users opted in to receive emails from the GMCVB



PARTNER ENGAGEMENTS

Investment in storytelling, articles and website enhancements paid off for partners

4.5M Partner Engagements, including article outbound links as well as detail page interactions

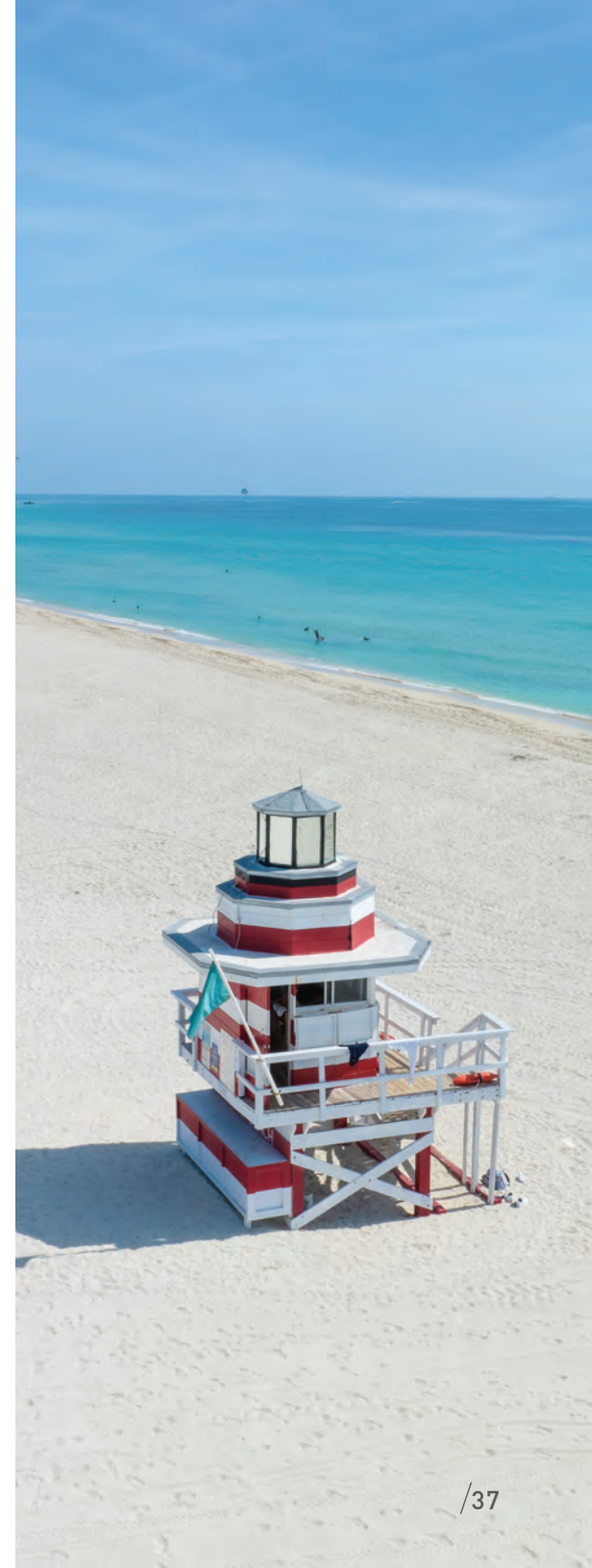
AVERAGE SITE VISIT DURATION



With **9.8M** site visitors, that's **292K** hours spent exploring everything Greater Miami & Miami Beach offers visitors and meeting planners

WEBSITE ADARA BOOKINGS

Revenue: **\$185.9M** | Bookings: **196.8K** | Room Nights: **625.9K**



SITE VISITS

Increase the number of visits to MiamiandMiamiBeach.com by 22%, from 9.8M to 12M.

TIME ON SITE

Increase users' average time on MiamiandMiamiBeach.com by 15%, from 1:46 minutes to 2:08 minutes.

PARTNER ENGAGEMENT

Increase the number of visitor engagements with GMCVB partners on MiamiandMiamiBeach.com by 15%, from 4.5M to 5.1M.

OPTIMIZE USER EXPERIENCE

After last year's launch of the new GMCVB website with expanded functionality, the division will continue rigorous testing and targeting across the site and email channels to further optimize user experiences.

ARTIFICIAL INTELLIGENCE CHATBOT

Select a best-in-class platform to serve visitors with a chatbot that will guide them in finding what they are looking for on the GMCVB website by strategically placing the chatbot on the site using pop-ups or notifications to encourage engagement. The chatbot will also assist the GMCVB in developing content based on questions from users.

WEBSITE PERSONAS

Provide a website experience that coincides with visitors' behavior by integrating the new Blueshift tool, which will enable content delivery based on user behavior and segmentation. This will be achieved by ensuring that all content on the website (articles, images, pages and videos) is appropriately tagged and categorized based on predetermined personas. Conduct A/B testing to optimize the performance of the personalized content and measure user engagement, time on site and partner referrals for the different personas.

ENHANCED MAPPING EXPERIENCE FOR MEETING PLANNERS

Incorporate a 3D mapping technology tool, Concept 3D, to provide meeting planners with a more interactive and visually appealing experience for the Miami Beach Convention Center (MBCC). These enhanced maps will showcase partners in search results and increase users' time on-site. Meeting planners will interact with a 3D map experience to see the various levels, rooms and layouts for different meeting space options at the MBCC.

EMAIL AUTOMATION

Develop a proprietary customer database to stimulate engagement of prospects with timely, dynamic and engaging experiences throughout the entire customer journey, leveraging first-party and behavioral data.

STORYTELLING

Further expand partnerships with Google Stories and Apple Map Guides to allow for deeper storytelling on all digital channels.

OVERVIEW OF ACTIVITIES

ONGOING ACTIVITIES

- Targeting and CRM plan to leverage the new site's personalization capabilities
- Manage ongoing website enhancements and optimization
- Content planning and implementation in collaboration with the GMCVB's Content team
- eCRM – Consumer email program management
- Event entry management
- Web usability research
- Technical, on-page and off-page Search Engine Optimization



MARKETING COMMUNICATIONS, PUBLIC RELATIONS & SOCIAL MEDIA

The Marketing Communications Division is charged with overseeing Public Relations and Social Media efforts that inspire travel through storytelling on earned media and owned social media channels.

Through influencer engagement, content creation, press trips and global media relations, the team brings the destination to life in a way that is consistent with the brand philosophy and drives demand for leisure and meetings business.

To learn more, contact CommunicationsGroup@GMCVB.com

2022/2023 HIGHLIGHTS



1



2



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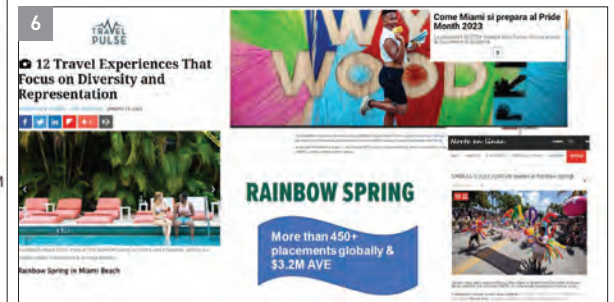


AVE: \$51,500 | Impressions: 5.5 Million

AVE: \$30,000 | Impressions: 1.1 Million



• Miami is **Culinary City of The Year**
• Impressions: 14.25M
• AVE: \$899.2K



RAINBOW SPRING

More than 450+ placements globally & \$3.2M AVE



7



8



9

1. MICE Press Trip
2. Sustainability Press Trip
3. Public Relations

- 4, 5 & 6. Earned Media Placements
7. New York Mission
8. Toronto Mission

9. Visit Florida Mission

UNIFIED STORYTELLING

Created a unified storytelling and content strategy across media relations and social media channels to establish a steady drumbeat of priority messaging

INTERNATIONAL MESSAGING

Traditional media: Re-onboarded global PR network and expanded PR representation to 23 countries

Social Media: Launched global social channels to include Latin America and Europe

INFLUENCER PARTNERSHIPS

Increased influencer partnerships by 20% - launched influencer campaigns during high-impact periods to sustain messaging secured through earned media placements

SOCIAL MEDIA KPIS

8.6% combined growth across all social media platforms

13.6% Instagram channel growth

73% LinkedIn channel growth



TRADITIONAL MEDIA KPIS

2K Placements

27B Media Impressions

\$147M Advertising Equivalency

Hosted **198** journalists



2023/2024 GOALS & STRATEGIC PRIORITIES

DEEPER INSIGHTS ON PR PERFORMANCE

Introduce new PR measurement standards (Barcelona Principles) that deliver deeper insights into true PR performance by providing both qualitative and quantitative results on earned media efforts. Examples of new insights include message penetration, placements in priority outlets, etc. Gain deeper insights on influencers' impressions, engagements and click-through rates.

EXPAND INFLUENCER & CONTENT CREATOR PARTNERSHIPS

Increase brand awareness, positive perception and audience engagement via quarterly influencer events and storytelling by influencers and creators. Double the number of influencer partnerships (36 YTD).

STRATEGIC PARTNERSHIPS WITH NON-TRADITIONAL BRANDS

Engage in partnerships with non-endemic brands, such as Sony Music and Instagram, for broader audience reach, increased brand visibility, enhanced credibility and innovative PR solutions.

INTERNATIONAL MARKET DEVELOPMENT

Capitalize on momentum secured in 2022-2023 with increased in-market journalist and influencer events. Increase media events for the European and Latin American/Caribbean markets by 15-20% (8 YTD) and support coverage in emerging markets, including Asia.

CRISIS & ISSUE MANAGEMENT

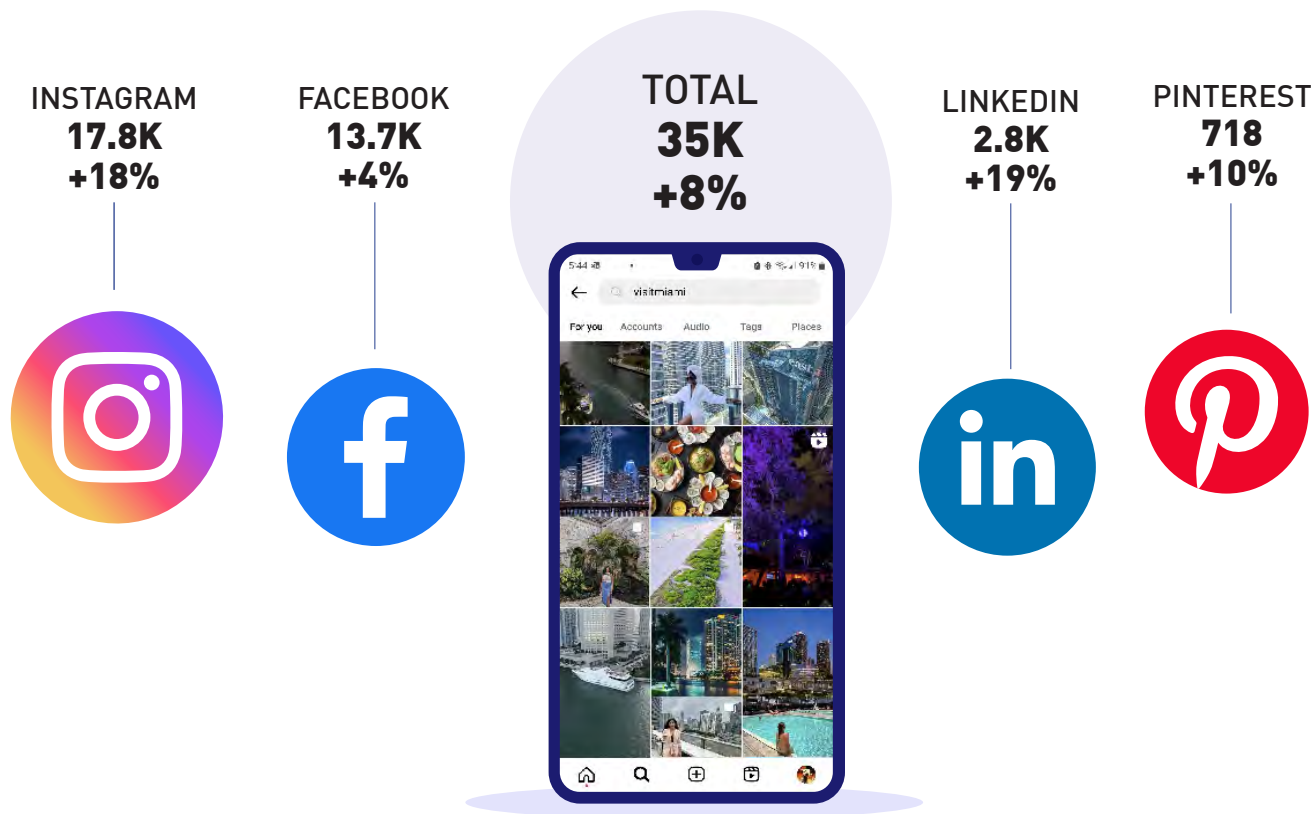
Continue to evolve crisis and issues strategies to maintain brand reputation and credibility as well as provide a resource tool for industry and stakeholder partners.

INCREASE BRAND ENGAGEMENT VIA EXPERIENTIAL MARKETING PROGRAMMING

Incorporate experiential marketing programs with the purpose of heightening emotional brand connections with the audience base.

MARKETING COMMUNICATIONS (SOCIAL MEDIA-OWNED CHANNELS) GOALS

2023/2024 FOLLOWER GROWTH FORECAST



MARKETING
COMMUNICATIONS,
PUBLIC RELATIONS
& SOCIAL MEDIA

MARKETING COMMUNICATIONS
(EARNED TRADITIONAL MEDIA) GOALS - QUANTITATIVE APPROACH

KPI	GOAL 22/23	ACTUAL 22/23 (thru August)	YTD %	23/24 PROPOSED GOAL	% GROWTH OF GOAL
FREQUENCY	1.2K	2K	168%	1.4K	+12.5%
IMPRESSIONS	12B	27B	229%	15B	+25%
AD VALUE	\$253M	\$146M	58%	\$160M	-36%
MEDIA / INFLUENCERS HOSTED	150	198	132%	195	+30%



OVERVIEW OF ACTIVITIES

MONTHLY

Marketing Communications, PR & Social Media Newsletter
(breaking news & events)

OCTOBER 2023

What's New in Miami and Miami Beach Quarterly News
Release Fall

TBA	Sony Latin Music Miami Beach: Find Your Wave Series
10/1-13	Celebrate Orgullo Social Media Engagement and Content
10/2-6	Visit Florida West Coast Media Mission / Los Angeles & San Francisco, CA
10/3-5	International French Travel Market (IFTM) Top Resa / Paris, France
10/6-8	Miami Carnival Media Visits / Miami, FL
10/10	James Beard Foundation's Taste America / Miami, FL
10/16-19	Brand USA Travel Week U.K. & Europe 2023
10/17-19	IMEX America / Las Vegas, NV
10/18-22	"Artventurist" Arts & Culture Cross-Market / Miami, FL
10/21-22	Miami NASCAR: Dixie Vodka 400 Weekend Influencer Visits / Miami, FL
10/23-27	Visit Florida Canada Media Mission / Toronto & Vancouver, Canada
10/24-27	Leading Hotels of the World Press Tour / Miami, FL
10/26	GMCVB Annual Meeting / Tourism Numbers and Strategic Plan Announcement

NOVEMBER 2023

11/1-4	GOL Airlines Latam Press Tour / Miami, FL
11/2-5	GEMS Film Festival Social Media Content / Miami, FL
11/5	NFL Chiefs-Dolphins Game In-Market Event / Frankfurt, Germany
11/6-8	World Travel Market (WTM) & Media Desk Siders / London, England

11/9-11	Scandinavia Media Mission / Stockholm, Sweden & Copenhagen, Denmark
11/9-12	Festuris Gramado / Gramado, Brazil
11/12-19	Miami Book Fair Media Visits / Miami, FL
11/17-19	South Beach Slam Pickleball on Lincoln Road / Miami Beach, FL
11/28-30	IBTM World / Barcelona, Spain

DECEMBER 2023

TBA	Art of Black Miami/Multicultural Media Visits / Miami, FL
12/8-10	Art Basel Miami Beach Media Visits and Social Media Content

JANUARY 2024

What's New in Miami and Miami Beach Quarterly News
Release Winter

1/4-7	South Beach Jazz Festival Social Media Support
1/7-10	PCMA Convening Leaders / San Diego, CA
1/12-14	Art Deco Weekend Social Media Support
1/13-14	The Pickle Games at Miami Marine Stadium / Miami, FL
1/23-25	Cosmoprof North America Media Visits and Social Media Support / MBCC
1/23-27	LATAM Press Tour: Volun-Tourism & Sustainability / Miami, FL
1/24-25	TRAVMEDIA North American Media Marketplace & Summit (IMM) / New York, NY
1/24-28	FITUR / Madrid, Spain
1/28	Miami Beach: Find Your Wave Experiential Activation Media Mission / New York, NY
1/28	Life Time Miami Marathon & Half Marathon Social Media Content
1/30	Miami Beach: Find Your Wave Experiential Activation Media Mission / Toronto, Canada
1/30	National Plan Your Vacation Day Social Media Partnership with US Travel

FEBRUARY 2024

2/1-29	Black History Month Social Media Content
2/4-6	Florida Huddle / Miami, FL
2/14	Valentine's Day Social Media Collab with @MiamiDateNite
2/14-18	Discover Boating Miami International Boat Show Social Media Content / Miami, FL
2/17-19	Coconut Grove Arts Festival Weekend Social Media Content / Miami, FL
2/18	Gay8 Festival Social Media Support / Miami, FL
2/19-20	TravMedia International Media Marketplace (IMM) / London, England
2/21-25	SOBE Wine & Food Festival Media Visits / Miami, FL
2/22-25	FoodieCon Sponsorship and Social Media Influencers Collaborations
2/28-3/1	Vitrina Turístico ANATO / Bogotá, Colombia

MARCH 2024

What's New in Miami and Miami Beach Quarterly News Release Spring

2/28-3/1	Vitrina Turístico ANATO / Bogotá, Colombia
3/1-2	Open House Miami Media Visits / Miami, FL
3/1-3	Montreux Jazz Festival / Miami, FL
3/4-5	IMM BERLIN 2024 / Berlin, Germany
3/5	305 Day Social Media Content and Influencer Collaboration
3/9-10	Jazz in the Gardens Media Visits / Miami Gardens, FL
3/11-14	Aspen Ideas: Climate Summit / MBCC
3/13	IMM France 2024 / Paris, France
3/17-31	Miami Open Social Media Collaboration with Hard Rock/Local Influencer
3/18-22	Visit Florida Mexico Media Mission / Mexico City, Mexico

APRIL 2024

4/1-30	O, Miami Poetry Festival Social Media Support
4/1-14	Miami Beach Pride Media Visits
4/2-4	World Travel Market (WTM) Brazil / Sao Paulo, Brazil
4/11	Global Meetings Industry Day Media Outreach
4/18-19	eMerge Americas Social Media Support / MBCC

MAY 2024

TBA	National Tourism Month and GMCVB State of the Industry Announcement
TBA	US/Canada Sports "Let the Games Begin" Press Tour / Miami, FL
TBA	Miami Fashion Week Media Visits / Miami, FL
5/3-5	F1 Miami Grand Prix Influencer Visits / Miami, FL
5/3-7	IPW 2024 / Los Angeles, CA
5/13-17	SATW's Central States and Eastern Chapters
5/15-19	Pan-European 'Savory Insights: Gastronomic & Cultural Discover' Press Tour / Miami, FL
5/18	International Museum Day Social Media Content
5/19-23	Cross-Market Find Your Miami Press Tour / Miami, FL

JUNE 2024

What's New in Miami and Miami Beach Quarterly News Release Summer

TBA	LE Miami Media Visits / Miami Beach, FL
TBA	American Black Film Festival (ABFF) Media Visits and Influencer Partnership / Miami, FL
TBA	VF U.K./Ireland Media Mission 2024 / London & Dublin
6/1-30	Black Music Month
6/2	PRSA 2024 Travel & Tourism Conference
6/8	International Oceans Day Social Media Content

6/12-16	Travel Media Association of Canada (TMAC) AGM & Conference / St. Johns, Canada
6/19	Juneteenth Media Support
6/20-14	Conmebol Cope America USA 2024 Media Visits / Miami, FL
6/25-29	LATAM Sports 'Let the games Begin' Press Tour / Miami, FL

JULY 2024

TBA	Temptations Press Trip with Brightline & Orlando DMO
TBA	Miami Swim Week Media Visits
TBA	American Airlines or Spirit Airlines Caribbean Event

AUGUST 2024

TBA	Black Pepper Festival Social Media Support / Miami, FL
8/1-31	National Black Business Month Influencer/ Media Visits / Miami, FL

SEPTEMBER 2024

TBA	Society of American Travel Writers (SATW) AGM & Conference
TBA	Argentina Media Mission / Buenos Aires
9/14-19	Pan-European Sports "Let the Games Begin" Press Tour
9/15-10/15	National Hispanic Heritage Month Social Media Influencer Collaborations

MONTHS TBA

TBA	In-Market Media Activation
TBA	Air France & MICHELIN Guide Press Tour / Miami, FL
TBA	UK JetBlue & Brightline Press Collaboration
TBA	Visit Florida Germany Media Mission
TBA	Visit Florida NYC Reception

MULTICULTURAL TOURISM & DEVELOPMENT

The Multicultural Tourism & Development Department's role is to help promote the diversity of Miami's multicultural communities, attractions and events.

By working locally to build consistency and economic sustainability as well as broaden the scope of initiatives, the department maximizes marketing and engagement opportunities.

Its focus is to promote the heritage of Greater Miami & Miami Beach, help attract convention business and improve experiences for cultural travelers, support cultural events, and assist in tourism capacity-building for small and minority-owned businesses.

In addition, the Black Hospitality Initiative (BHI) – the GMCVB's 501 (c)(3), which focuses on education, talent development and education – is part of the department's oversight, goals and objectives.

To learn more, contact
MulticulturalTourism@GMCVB.com

2022/2023 HIGHLIGHTS



1. Artist Annick Duvivier at GMCVB Partner Expo celebrating Black Business Month

2. Black Hospitality Initiative reception

3. City of Doral Hispanic Heritage Month event with Mayor Christi Fraga and Vice Mayor Rafael Pineyro

4. Dr. Graylyn Swilley Woods and BHI alum Roseline Bien at the Black Hospitality Initiative reception

5. GMCVB Tourism Business Enhancement workshop

6. Guayabera Day & Grand Opening of the Havana Experience

7. Miami Bayside Small Business graduating class

8. Black Hospitality Initiative reception

TOURISM BUSINESS ENHANCEMENT PROGRAM: SMALL BUSINESS OUTREACH AND CAPACITY BUILDING

Miami Bayside Partnership and GMCVB Lead Planning Workshops

collectively reached **173** Businesses

ART OF BLACK MIAMI

Marketed and promoted **57** art events that showcased multiple affiliated artists during Art Basel season (November/December)

Hosted **15** GMCVB-sponsored events



BLACK HOSPITALITY INITIATIVE (BHI)

A total of **11** BHI scholarships were awarded for Fall 2023–Winter 2024.

Miami Dade College: **8** Florida International University: **2** St. Thomas University: **1**

Raised a record **\$200K** for BHI scholarships at the H.O.T. Challenge golf tournament



AWARDS & RECOGNITION

Connie Kinnard – Sr. Vice President, Multicultural Tourism Development – recognized by the Trayvon Martin Foundation as a Champion for Justice and Peace

Connie Kinnard recognized by the Africa Roots Organization as an Africa Diaspora Woman of Distinction

Petra Brennan – Director of Tourism Business Enhancement – Recognized by MIA Legacy magazine as an Influential and Prominent Black Woman in Business and Industry

Tammara Walker – Advertising & Marketing Manager – Recognized in MIA Legacy magazine's Miami's Black Leaders of Today and Tomorrow: 40 Under 40



2023/2024 GOALS & STRATEGIC PRIORITIES

SUPPORT MINORITY-OWNED BUSINESSES

Increase the number of minority-owned businesses that are positively impacted by the tourism industry. Engage in collaborations with more business development organizations to support the goal of capacity building.

INCREASE NUMBER OF MINORITY-OWNED BUSINESS PARTNERS

Work with the GMCVB's Partnership Division to increase the number of small, minority-owned businesses that become GMCVB partners annually.

EXPAND THE BLACK HOSPITALITY INITIATIVE (BHI)

Expand the Black Hospitality Initiative (BHI) 501(c)(3) program by strengthening and revamping the foundational structure, including board development, staff development, committee enhancement, and increasing student engagement and internship/apprenticeship opportunities.

ART OF BLACK MIAMI

Build awareness locally and nationally of the Art of Black Miami program. Continue to support local artists in developing their businesses.

MULTICULTURAL CONNECTION

Expand the multicultural connection of tourism to the diasporas and cultural gems that make up Miami-Dade County.

DIVERSITY, EQUITY, INCLUSION AND ACCESSIBILITY

Lead and expand the Diversity, Equity, Inclusion and Accessibility culture and practices within the GMCVB's departments, with a focus on cultural awareness.



MULTICULTURAL TOURISM & DEVELOPMENT

OVERVIEW OF ACTIVITIES

ONGOING ACTIVITIES

The MTDD implements marketing strategies to incorporate Multicultural Miami into the GMCVB's Miami Temptations programs. The department also creates and distributes a monthly newsletter.

BHI Internship/Apprenticeship open enrollment and BHI Scholarship open enrollment are ongoing throughout the year.

OCTOBER 2023

9/15–10/15	Hispanic Heritage Month
10/1–31	Italian American Heritage Month
9/30–10/8	Miami Carnival
10/10–11/14	Tourism Business Development Program begins, in collaboration with the Miami Bayside Foundation Fall Program
10/13	Hispanic Heritage Month Community Tour
10/24	Tourism Business Development Workshop
TBA	BHI Scholarship Committee Convening (Interviews and Selections)

NOVEMBER 2023

11/1–30	Native American Heritage Month
11/3	MTDD Community Day Project
TBA	MTDD Community Day Project

DECEMBER 2023

12/1–15	Art of Black Miami/Art Season
12/6–9	National Coalition of Black Meeting Planners (NCBMP) / Atlanta, GA
12/14	Multicultural Tourism & Development Committee – Quarterly Meeting
12/28–31	Miccosukee Indian Arts & Crafts Festival

JANUARY 2024

1/11–25	Miami Jewish Film Festival
1/19	Martin Luther King Jr. Scholarship Breakfast (virtual)
TBA	Art of Black Miami/Kimpton MLK Art Activation
TBA	BHI Quarterly Board of Directors Meeting
TBA	BHI School and Community Outreach and Engagement / Booker T. Washington Senior High School

FEBRUARY 2024

2/22–25	SoBE Wine & Food Festival
TBA	Melton Mustafa Jazz Festival Weekend
TBA	Lunar New Year Experiences
TBA	Art of Black Miami/Hilton Art Activation
TBA	Black History Month Heritage Community Tour and/or Experiences
TBA	Homestead Blues & Jazz Festival

MARCH 2024

3/2–3	Annual Asian Cultural Festival
3/2–3	Carnaval on the Mile
3/9–10	Jazz in the Gardens
3/10	Calle Ocho Music Festival
TBA	Tourism Business Development Program begins, in collaboration with the Miami Bayside Foundation Spring Program
TBA	BHI Scholars Attend Professional Development Workshop (Miami Begins with Me)

APRIL 2024

4/1–30	Diversity Awareness Month
TBA	Community Awareness Presentation
TBA	Art of Black Miami Monthly Podcast Series 4 Launch

TBA	Multicultural Tourism & Development Committee – Quarterly Meeting
TBA	GMCVB Tourism Business Enhancement Workshop
TBA	Asian Community Tour

MAY 2024

5/1–31	Jewish American Heritage Month
5/1–31	Haitian Heritage Month
5/1–31	Asian American and Pacific Islander Heritage Month
5/3–7	IPW Conference / Los Angeles, CA
5/17 Fundraiser	H.O.T. Challenge Golf Tournament
5/18	Haitian Compas Festival (Haitian Flag Day Festival)
5/24	Best of the Best Reggae Festival
TBA	Sounds of Little Haiti/Haitian Heritage Month Celebration
TBA	Taste of Haiti
TBA	Art of Black Miami Monthly Podcast Series 4
TBA	GMCVB Tourism Business Enhancement Workshop
TBA	BHI Scholarship Committee Convening / Interviews and Selections
TBA	BHI Board of Director Quarterly Meeting

JUNE 2024

6/12–16	American Black Film Festival (ABFF)
6/19	Juneteenth Celebrations
TBA	Goombay Festival
TBA	Art of Black Miami Monthly Podcast Series 4
TBA	Art of Black Miami – Art Talk
TBA	Black Music Month Programming
TBA	Pillars Award Scholarship Luncheon, Miami- Dade Black Affairs Advisory Board Office of the Chair

JULY 2024

7/12–18	International Hispanic Theater Festival
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7/16–18	Destinations International Convention / Tampa, FL
TBA	Lunch & Learn Presentation
TBA	National Association of Black Hotel Owners, Operators & Developers (NABHOOD) International Multicultural Summit
TBA	Overtown Music & Arts Festival
TBA	Tourism Business Enhancement – Professional Business Workshop
TBA	Tourism Business Development Program begins, in collaboration with the Miami Bayside Foundation Summer Program
TBA	Art of Black Miami Monthly Podcast Series 4
TBA	Multicultural Tourism & Development Committee – Quarterly Meeting
TBA	BHI Board of Directors Quarterly Meeting

AUGUST 2024

8/30–9/1	Urban Film Festival
TBA	Black Pepper Food & Wine Festival
TBA	Black Business Month Programming
TBA	Art of Black Miami Monthly Podcast Series 4

SEPTEMBER 2024

8/30–9/1	Urban Film Festival
9/14–10/15	Hispanic Heritage Month
TBA	Orange Blossom Classic Weekend
TBA	Brazilian Film Festival of Miami
TBA	Africando Trade and Investment Conference
TBA	Art of Black Miami Monthly Podcast Series 4
TBA	GMCVB Tourism Business Enhancement Workshop
TBA	BHI Scholarship Committee Convening / Interviews and Selections
TBA	BHI Scholarship Alumni and Partnership Reception
TBA	AOHT Annual Retreat



ARTS & CULTURE TOURISM

The Arts & Culture Tourism Division promotes Greater Miami & Miami Beach as a unique cultural destination boasting outstanding art museums, galleries, historic sites, attractions, festivals and performing arts events.

Marketing initiatives include hosting programs targeting media, attending local, national and international trade shows, and producing compelling promotional content.

Additionally, the division works to ensure that community arts and culture organizations have access to opportunities that attract visitor audiences and ensure long-term cultural vibrancy for the destination.

To learn more, contact CulturalTourism@GMCVB.com

2022/2023 HIGHLIGHTS



1-2. Art Basel - Basel, Switzerland
3. Art Basel Hong Kong

4 & 6. Art Basel Miami Beach
5. No Vacancy Miami Beach

ATTRactions, EXPERIENCES & MUSEUMS CO-OP PROGRAM

12 organizations participated

\$65K program

Impressions: **4.9M** Direct Clicks: **80.7K**

CONFERENCES, CONVENTIONS & TRADE SHOWS

20+ events

Connected with hundreds of industry professionals from around the world who are interested in arts & culture tourism in Greater Miami & Miami Beach

First-time participant in the Music Tourism Convention in Cleveland, MS

MIAMI ARTS MARKETING PROJECT

900+ participants

45 expert thought leaders

14 virtual labs and coaching sessions

MIAMI ART WEEK

16 satellite fairs/festivals throughout Greater Miami & Miami Beach

76K+ attended Art Basel Miami Beach at the Miami Beach Convention Center

Largest edition of Art Basel Miami Beach:
282 galleries from **38** countries and territories

No Vacancy Miami Beach:
3rd edition featured **12** artists in **12** hotels over three weeks

2023/2024 GOALS & STRATEGIC PRIORITIES

ARTS & CULTURE EXPERIENCES AT HOTELS

Build and amplify more arts & culture experiences at hotels. As Noche de Arte at the InterContinental Miami continues to grow along with Miami Art Week hotel activations, No Vacancy Miami Beach and numerous hotels featuring art programming, the Arts & Culture division will develop a strategic campaign to highlight and promote these properties within a “collection” of art-centric hotels. This will take the form of dedicated web landing pages, social media inclusions, and offers within the arts-related Miami Temptations programs.

DRIVE ENGAGEMENT ON ARTS & CULTURE WEBSITE PAGES

Work closely with the GMCVB’s Digital Marketing and Content & Creative Services teams and ensure that MiamiandMiamiBeach.com has updated information, enticing new content and compelling storytelling articles. The Arts & Culture landing page had 6.8K visits in Fiscal Year 2022/2023, with an average time on page of three minutes. The goal is to increase visits by 20% and maintain the same time on page in Fiscal Year 2023/2024.

ARTS & CULTURE AND ATTRACTION PARTNERS

Expand relationships with approximately 250-300 Arts & Culture and Attraction partners to increase visitor audiences and increase participation with GMCVB partner benefit programs.

ARTS & CULTURE INSIDER PUBLICATION

Increase distribution/circulation of the Arts & Culture Insider publication by 15% (from 8.5K to 9.8K).

ARTS & CULTURE FESTIVALS

Spur growth of approximately 25-30 arts & culture festivals to drive visitor demand and raise awareness of the destination’s annual festival experiences by leveraging all GMCVB sales and marketing channels.

PROMOTE NEW ARTS & CULTURE EVENTS

Establish and create awareness of new Arts & Culture events through strategic support and inclusion in all GMCVB-owned channels. This includes the inaugural edition of the Open House Miami architectural festival and Montreux Jazz Miami in Coconut Grove. The team will work to establish these events as destination-defining annual experiences that attract arts and culture enthusiasts from around the world.



*The Arts & Culture Insider for
Greater Miami & Miami Beach*



OVERVIEW OF ACTIVITIES

OCTOBER 2023

- 10/18–22 Paris+ Art Fair / Paris, France
- 10/20–21 iii Points Music Festival / Miami, FL
- 10/30 Pérez Art Museum Miami Corporate Luncheon / Miami, FL

NOVEMBER 2023

- 11/2–5 Miami Film Festival GEMS / Miami, FL
- 11/8–10 PastForward Preservation Conference / Washington, DC
- 11/12–19 Miami Book Fair / Miami, FL
- 11/16 Give Miami Day / Miami, FL
- TBA No Vacancy: Miami Beach / Miami Beach, FL

DECEMBER 2023

- 12/5–10 Miami Art Week / Miami, FL
- 12/8–10 Art Basel Miami Beach / Miami Beach, FL
- TBA No Vacancy: Miami Beach / Miami Beach, FL

JANUARY 2024

- 1/4–7 South Beach Jazz Festival / Miami Beach, FL
- 1/11–15 Art Deco Weekend / Miami Beach, FL
- 1/24 Florida Arts & Culture Day / Tallahassee, FL

FEBRUARY 2024

- 2/2–4 GroundUP Music Festival / Miami Beach, FL
- 2/14–18 Art Wynwood / Miami, FL
- 2/15–18 Superfine Art Fair / Miami, FL
- 2/17–19 Coconut Grove Arts Festival / Coconut Grove, FL

MARCH 2024

- 3/1–2 Open House Miami / Miami, FL
- 3/1–3 Montreux Jazz Miami / Coconut Grove, FL
- 3/28–30 Art Basel Hong Kong / Hong Kong, China

APRIL 2024

- 4/5–14 Miami Film Festival / Miami, FL
- TBA Breakfast with the Arts & Hospitality Industry / Miami, FL

MAY 2024

- 5/3–7 IPW / Los Angeles, CA
- 5/15–19 Frieze New York / New York, NY
- 5/29–31 Music Tourism Convention / Cape Breton Island, Canada
- TBA Frieze New York / New York, NY

JUNE 2024

- 6/9–12 Florida Attractions Association Annual Conference / Ocala, FL
- 6/13–16 Art Basel / Basel, Switzerland
- TBA Greater Miami Festivals & Events Annual Conference / Miami, FL

JULY 2024

- 7/16–18 Destinations International / Tampa, FL

AUGUST 2024

- 8/20–24 Florida Festivals & Events Association / Orlando, FL

SEPTEMBER 2024

- TBA ArtsLaunch 2024 @ the Arsht Center / Miami, FL



LGBTQ+ TOURISM MARKETING

2022/2023 HIGHLIGHTS

The LGBTQ+ Tourism Marketing Division promotes Greater Miami & Miami Beach as a premier destination for LGBTQ+ visitors through strategic sales, promotional efforts and content development, ensuring that potential visitors, the travel trade and media are informed about the latest developments, including hotels, events, attractions, airlines and cruise ships.

The division aims to empower individuals who work in Greater Miami & Miami Beach's tourism industry to effectively engage with LGBTQ+ customers through the rollout of the Miami Begins with Me LGBTQ+ Diversity & Inclusion Training.

To learn more, contact
LGBTQ@GMCVB.com



1. GMCVB float at Miami Beach Pride
2. Click.2023 by Booking.com panel
3. GNetwork360 presentation

4. Miami Beach Pride Angel's Dinner
5. PCMA Power of Purpose panel

ACTIVATIONS

(CONFERENCES, CONVENTIONS, TRADE SHOWS, EVENTS AND VISITS)

12 International

16 Local

9 Domestic

37 Total Activations



RAINBOW SPRING

Expedia Booking Campaign

7.7M Impressions

19.2K Tickets Sold

27.1K Total Room Nights

39.8K Person Count

\$14.5M Gross Bookings



ACTIVATION HIGHLIGHTS

- Miami Beach Pride Angel's Dinner –
Raised **\$5K** for scholarship in memory of Michael Aller
- Hosted first LGBTQ+ Travel Industry Fam Trip
from Brazil in collaboration with GOL Airlines
and Diversa Turismo



RECOGNITION

- South Florida Business Journal // 2023 Diverse Voices
- Dan Rios was honored with the Miami Beach Hispanic Heritage Award
- GNetwork360 // Greater Miami & Miami Beach –
Shining Diversity Destination Award for LGBTQ+ Inclusion and Excellence



LGBTQ+ TOURISM MARKETING

2023/2024 GOALS & STRATEGIC PRIORITIES

TOP LGBTQ+ DESTINATION

Position Greater Miami & Miami Beach as a top destination that is thriving and welcoming to LGBTQ+ travelers and members of the local LGBTQ+ community.

RAINBOW SPRING

Double down on the successful Rainbow Spring program. Introduce a new social media campaign to increase visits to the program's dedicated landing page highlighting partner offers, community events and local experiences. Expand the partnership with Expedia to include international reach with the aim of generating room nights.

ENGAGE WITH KEY MARKETS

Explore sales activities with GMCVB partner engagement in key markets, such as Argentina, Brazil, Colombia, Mexico and emerging markets.

FAMILIARIZATION TRIPS

Develop two familiarization trips for travel trade (vs. one in 2022/2023) and one for influencers (vs. zero in 2022/2023) from key markets.

VIDEO AND PHOTOGRAPHY

Build up and capture LGBTQ+ assets, including video and photography, to effectively support the GMCVB's advertising and marketing efforts.

LGBTQ+ PRESENCE ON GMCVB WEBSITE

Drive engagement and increase visits on LGBTQ+ pages on MiamiandMiamiBeach.com by 5%, from 75K to 78.7K.

THE PINK PALM LGBTQ+ TRAVEL INSIDER

Increase distribution of The Pink Palm LGBTQ+ Travel Insider by 20% (from 6K to 7.2K) and produce Spanish and Portuguese versions.



*The Pink Palm LGBTQ+ Travel Insider
Guide for Greater Miami & Miami Beach*



OVERVIEW OF ACTIVITIES

OCTOBER 2023

- 10/1–13 Celebrate ORGULLO / Miami Beach, FL
- 10/4–7 IGLTA Global Convention / San Juan, PR
- 10/10–11 Destinations International EDI Summit / Little Rock, AR
- 10/14 National LGBTQ Task Force Gala / Miami Beach, FL

NOVEMBER 2023

- 11/12–19 Miami Book Fair / Miami, FL
- 11/14–16 Spain Roadshow / Barcelona, Madrid & Lisbon
- 11/24–27 URGE Miami Festival / Miami Beach, FL

DECEMBER 2023

- 12/6–10 Fridge Art Fair / Miami, FL
- 12/7–9 Art Gaysel / Miami Beach, FL
- TBA GMCVB LGBTQ+ Tourism Advisory Task Force Meeting – Virtual / Miami, FL

JANUARY 2024

- 1/5–9 LGBTQ+ Press Trip / Miami, FL
- 1/14–21 Aspen Gay Ski Week / Aspen, CO
- TBA TransArt / Miami, FL

FEBRUARY 2024

- 2/18 Gay8 Festival / Little Havana, FL
- 2/22–25 South Beach Wine & Food Festival / Miami Beach, FL
- 2/28–3/5 Winter Party Festival / Miami Beach, FL
- TBA Travel Bulletin LGBT+ Showcase / Manchester, England
- TBA Wigwood Miami / Miami Beach, FL
- TBA GMCVB LGBTQ+ Tourism Advisory Task Force Meeting – Virtual / Miami, FL

MARCH 2024

- 3/1–6/30 Rainbow Spring
- 2/28–3/5 Winter Party Festival / Miami Beach, FL
- TBA Miami Beach Pride Angel's Dinner / Miami Beach, FL

APRIL 2024

- 3/1–6/30 Rainbow Spring
- 4/5–14 Miami Beach Pride Week / Miami Beach, FL
- 4/6–10 Miami Beach Pride Media Visits / Miami Beach, FL
- 4/16–17 GNetwork360 SCL / Santiago, Chile
- TBA OUTshine Film Festival / Miami, FL
- TBA GMCVB LGBTQ+ Tourism Advisory Task Force Meeting – Virtual / Miami, FL

MAY 2024

- 3/1–6/30 Rainbow Spring
- 5/3–7 IPW / Los Angeles, CA
- TBA SweetHeat Miami / Miami Beach, FL

JUNE 2024

- 3/1–6/30 Rainbow Spring
- 6/3–5 PROUD Experiences / Los Angeles, CA
- TBA Arsht Center CommuniTea Dance / Miami, FL
- TBA Pérez Art Museum Miami (PAMM) Pride / Miami, FL
- TBA Pride at loanDepot park / Miami, FL
- TBA Wynwood Pride / Miami, FL
- TBA GMCVB LGBTQ+ Tourism Advisory Task Force Meeting – Virtual / Miami, FL
- TBA LGBTQ+ Influencer Familiarization Trip / Miami, FL
- TBA LGBTQ+ Travel Industry Trade Familiarization Trip / Miami, FL

JULY 2024

- TBA LGBT+ Turismo Expo / São Paulo, Brazil
- TBA GMCVB Partner Marketing Workshop / Miami, FL

AUGUST 2024

- TBA FLOCC — Florida OutCoast Convention / Coral Gables, FL
- TBA GNetwork360 BUE / Buenos Aires, Argentina
- TBA LGBTQI+ U.S.-Mexico Travel & Tourism Forum / Mexico City, Mexico
- TBA NGLCC International Business & Leadership Conference / Palm Springs, CA
- TBA GMCVB LGBTQ+ Tourism Advisory Task Force Meeting – Virtual / Miami, FL

SEPTEMBER 2024

- TBA LGBTQ+ Travel Industry Trade Familiarization Trip / Miami, FL



MEETINGS & CONVENTION SALES & SERVICES

The Meetings & Convention Sales & Services Department continues to secure a large number of meetings and conventions of all sizes, generating local economic impact that supports the entire destination.

The team's goal is to increase new hotel bookings as well as new Miami Beach Convention Center business, laying the groundwork for future events while guiding clients to produce sustainable meetings.

To learn more, contact
Sales@GMCVB.com

2022/2023 HIGHLIGHTS



1. ASAE 2023
2. IBTM Americas
3. IMEX Frankfurt

4. Meetings Planners International World Education Conference
5. SITE Chicago
6. SITE Classic Mexico

LEADS, BOOKINGS & SITE INSPECTIONS

Produced **3.3K** Leads | Produced **639** Bookings

Total Room Nights Booked: **446K**

Booked **14** new citywides (+57%) | Conducted **100+** site visits

STRATEGIC PARTNERSHIPS

Partnered with leading industry organizations:

PCMA | ASAE | MPI

Maritz Global Events | Trade Show Executive

Started new partnerships with SITE and Visit Florida, generating new opportunities for upcoming years, such as SITE Classic and Florida Encounter in 2024

PROMOTIONS

Launched a destination promotion to capture need-time business that has captured more than **70K** room nights produced

TRADE SHOWS

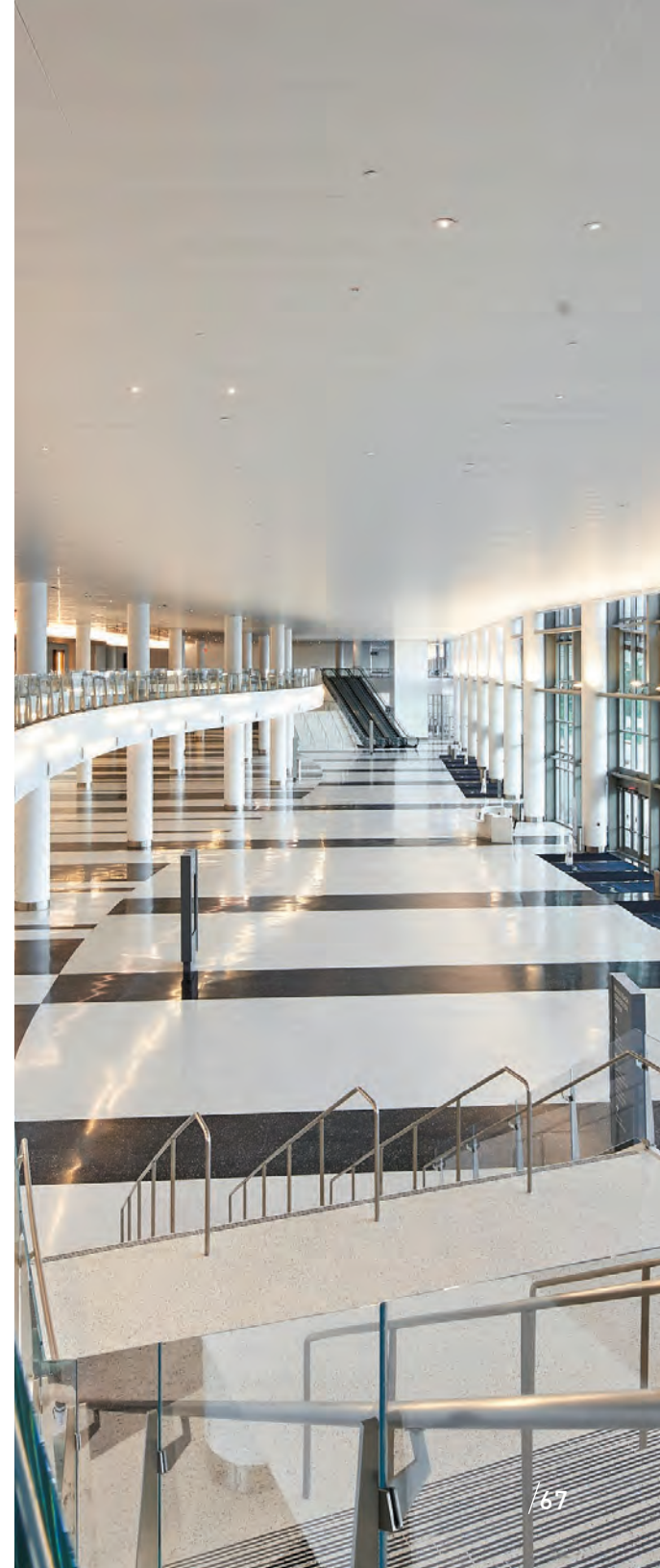
Participated in **25** global industry trade shows and sales forums

Created a “Miami Experience” at important shows, such as IMEX, ASAE and PCMA

CAMPAIGNS

Digital and print marketing campaigns to support sales strategies and efforts:

- Launched new marketing sales collateral and campaigns targeting key feeder markets
- Created a new meetings and conventions video and still marketing campaign



MEETINGS & CONVENTION SALES & SERVICES

CONVENTION SERVICES

- Updated the Convention Services section of the GMCVB website
- Created a new Corporate Social Responsibility concept to customize client give-back programs
- Launched the GMCVB Sustainability Initiative

SALES STRATEGIES

- Instituted Coral Gables/Coconut Grove hotel coalition
- Revamped Miami Beach, Downtown Miami and Airport Area Task Force Meetings
- Held monthly joint sales meetings with the MBCC to target and convert P1/P2 Citywides
- Created neighborhood sales brochures to help cross-sell and highlight the benefits and features of each neighborhood
- Created a Partner Newsletter to highlight monthly sales and services department efforts
- Added three in-market remote sales offices (Los Angeles, Washington, DC and Chicago)
- Created a new meetings and conventions website to capture more online RFPs



2023 AWARDS

The team is pleased to announce that the Miami Beach Convention Center won several key awards in 2023:

“Silver Stella Award” by Northstar Meetings Group in the category of “Best Convention Center – Southeast Region”

“Distinctive Achievement Award 2023”
Winner by Associations, Facilities and Destinations

The Wall Street Journal “The Best Convention Centers in the U.S.” –
The Miami Beach Convention Center was recognized as one of the top 30 convention centers in the United States.

ConventionSouth Reader’s Choice Award Winner – ConventionSouth

“Best Practice Recognition for Sustainability Development” –
UFI (Global Association for the Events Industry)

“Smart Stars 2023 Award” – Smart Meetings Magazine

“Prime Site Award Winner” – Facilities & Destinations



2023/2024 GOALS & STRATEGIC PRIORITIES

NEW LONG-TERM P1 BOOKINGS

Based on this year's anticipated groundbreaking on the new Miami Beach Convention Center Headquarter hotel and having a sales team in place, the strategy is to capture new long-term P1 bookings for the MBCC, laying the foundation for future long-term success and sustainability.

IN-HOTEL LEADS AND BOOKINGS

Leveraging existing and new strategic partnerships, increase the destination's visibility to attract new and targeted in-hotel leads and bookings with a high priority on need dates.

INCREASE BRAND VISIBILITY IN GROWING SEGMENTS

Leveraging the department's momentum, increase brand visibility in growing segments – such as International and Sports – through increased market activations and targeted marketing.

STORY, ALIGNMENT AND UNIQUE CUSTOMER EXPERIENCES

Continue elevating storytelling capabilities by aligning with partners, local stakeholders, hotels and key business partners.

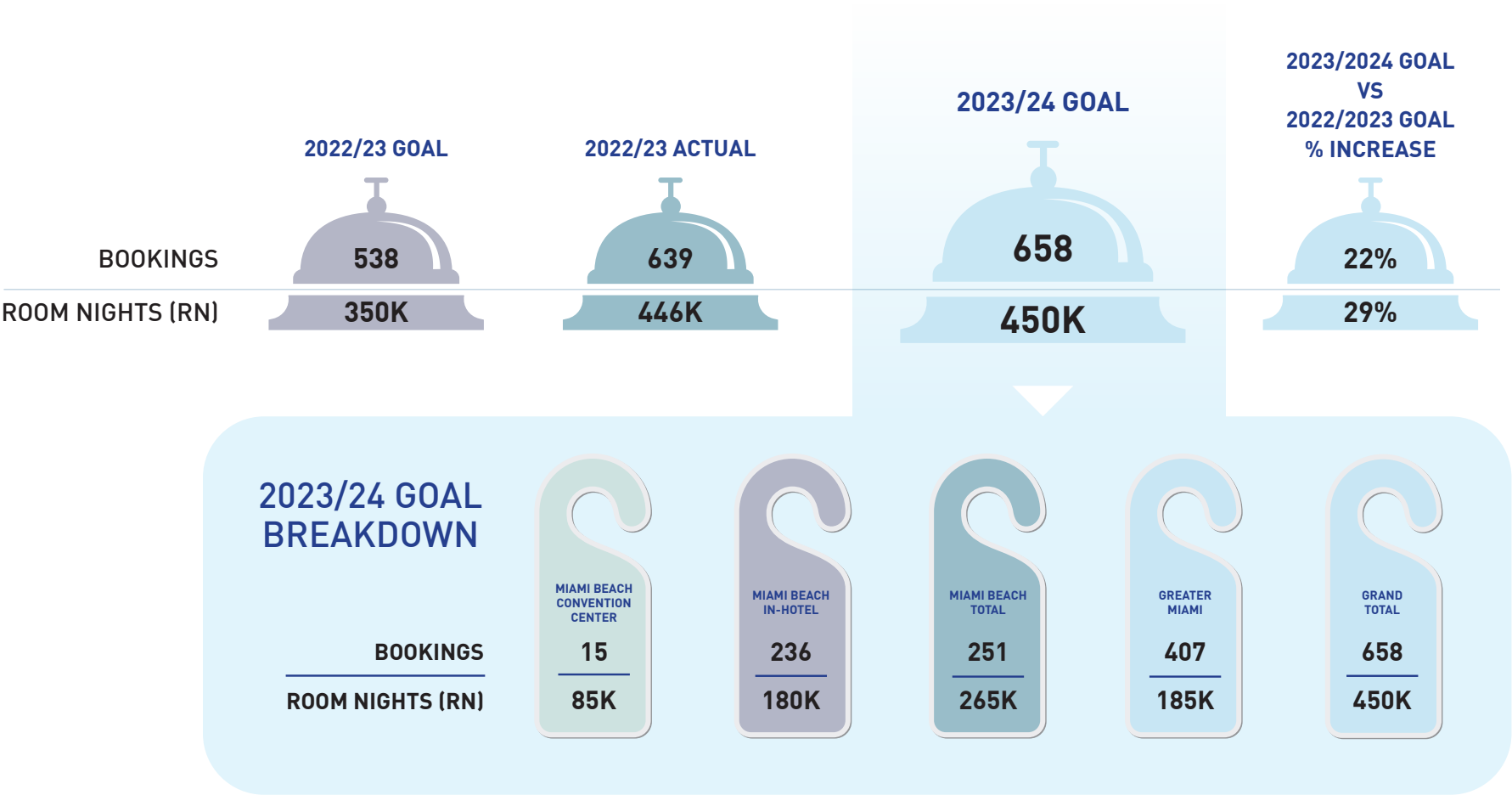
CONVENTION SERVICES SALES AND FORECASTING SUPPORT

The Convention Services team will provide valuable support during the sales process (WOW factor) as well as elevate the customer experience on-site with a strong connection to valuable partners to ensure repeat business. In addition, support the forecasting process for the hotel community to maximize economic impact.

SUSTAINABLE MEETINGS

The Convention Services team will train partners on the four identified Sustainable Development Goals (SDG) in support of the GMCVB's commitment to sustainable tourism and meeting planner interest.

TOTAL CONVENTION SALES GOALS



MEETINGS & CONVENTION SALES & SERVICES

OVERVIEW OF ACTIVITIES

OCTOBER 2023

10/1-4	AAO - HNS Annual Announcing Miami Beach 2024 / Nashville, TN
10/2-5	TEAMS Conference / West Palm Beach, FL
10/3-4	Destination Reps Chicago / Columbus, OH & Indianapolis, IN
10/3-6	Retreats Resources / Atlanta, GA, Charlotte, NC & Charleston, SC
10/10-12	Destinations Link Hospitality NE Sales Mission / New York, New Jersey & Boston, MA
10/17-19	IMEX - Americas / Las Vegas, NV
TBA	USOC Sales Presentation / Colorado Springs, CO

NOVEMBER 2023

11/2	Chicago Client Event / Chicago, IL
11/8	PCMA - Greater Midwest Chapter Bowl-A-Thon / Chicago, IL
11/12-15	FICP - Annual / Marco Island, FL
11/14	Destination Reps Chicago / Milwaukee, WI
11/27-29	Connect DC / Washington, DC
11/28	SITE - Chicago Holly Trolley / Chicago, IL
11/29-30	Association Forum - Holiday Showcase / Chicago, IL
11/29-12/3	IBTM - World / Barcelona, Spain
TBA	Northern CA Sales Mission / San Francisco, CA

DECEMBER 2023

11/29-12/3	IBTM - World / Barcelona, Spain
12/1	Los Angeles Client Event / Los Angeles, CA
12/3-6	American Express - Interaction Conference / Seattle, WA
12/5-7	IAEE - Expo! Expo! / Dallas, TX

12/6-9	National Coalition of Black Meeting Professionals / Atlanta, GA
12/13	PCMA Holiday Event / Atlanta, GA
12/13	CVB Reps Holiday Party / Washington, DC
TBA	Destination Reps Chicago Client Holiday Event / Chicago, IL
TBA	MPI - CAC Holiday Event / Chicago, IL

JANUARY 2024

1/7-10	PCMA - Convening Leaders / San Diego, CA
1/19-21	ESPA - Annual Conference / Indianapolis, IN
1/30-2/2	SITE ISE European Market / Barcelona, Spain

FEBRUARY 2024

1/30-2/2	SITE ISE European Market / Barcelona, Spain
2/4-6	Visit Florida - Florida Encounter / Miami Beach, FL
2/23-24	NYSAE Event / New York, NY
2/26-29	SITE - World / Istanbul, Turkey

MARCH 2024

3/12-14	Chicago Sales Mission / Chicago, IL
3/24-27	Pharma Forum / Tampa, FL
3/26-27	MIC Colorado Conference & Tradeshow / Denver, CO
TBA	Brazil Sales Mission / Brazil

APRIL 2024

4/7-10	Simpleview Summit / Milwaukee, WI
4/7-11	ConferenceDirect Annual Partner Meeting / Arlington, TX
4/10-11	IAEE Women's Leadership Forum / Washington, DC
4/10-11	Sales Activation/Events / Georgia

4/11 Visionary Awards / Washington, DC
 4/17-18 GPS Tradeshows Northeast / Boston, MA & New York, NY
 4/29-5/2 Maritz Elevate / Vancouver, BC
 TBA Connect Spring Marketplace / TBA
 TBA Showcase (formerly Destinations Showcase) / Washington, DC
 TBA Sales and Services Summit / Washington, DC
 TBA Prestige Annual Partner Conference / TBA
 TBA MPI Southern CA Chapter WeCon / California

MAY 2024

4/29-5/2 Maritz Elevate / Vancouver, BC
 5/7-9 SGMP - Society of Government Meeting Professionals / Omaha, NE
 5/14-16 IMEX Frankfurt / Frankfurt, Germany
 5/14-17 HelmsBriscoe Annual Business Conference / Las Vegas, NV
 5/21-23 MPI - Meeting Professionals International WEC / Louisville, KY
 5/28-31 IRF Invitational / Nassau, Bahamas
 5/29-6/1 Fraternity Executives Assn. / Orlando, FL
 TBA MPI Northern CA Chapter ACE / Northern California
 TBA TSE Fastest 50 / TBA
 TBA DC Corporate Client Event / Washington, DC

JUNE 2024

6/6 Philadelphia Sales Activation / Philadelphia, PA
 6/12-13 FIEXPO Latin America / Panama City, Panama
 6/18-20 TEAMS Europe / London, England
 6/19-20 The Meeting Show London / London, England
 6/25-26 TN Sales Activations/Events / Tennessee
 TBA Sales Activation / New York, NY or Boston, MA
 TBA ConferenceDirect Diversity Conference / TBA
 TBA PCMA EduCon / TBA
 TBA MN June Event & Sales Calls / Minneapolis, MN
 TBA Travel and Tourism Research Assn / TBA

JULY 2024

7/17-19 FSAE / Orlando, FL
 7/21-24 Legal Summit / Philadelphia, PA
 TBA DI - Destinations International/Annual Convention / TBA
 TBA Cvent - CONNECT / Las Vegas, NV
 TBA PCMA SE Chapter 2-day Education Program / Orlando, FL
 TBA Destination Reps Chicago / Chicago, IL
 TBA Esports Travel Summit / TBA
 TBA MPI Business Exchange / TBA
 TBA CEMA - Corporate Event Management Association / TBA

AUGUST 2024

8/10-13 ASAE - American Society of Association Executives Annual / Cleveland, OH
 8/12-14 CMEE - Canada / Toronto, Canada
 8/25-27 SmartMeetings / Florida
 8/26-28 Maritz-Activate / National Harbor, MD
 TBA CVB Reps Annual Summer Client Event / Washington, DC
 TBA CONNECT - Marketplace / TBA
 TBA ESTO - U.S. Travel / TBA
 TBA Northstar - Destination Southeast / TBA
 TBA Hotel Data Conference / TBA

SEPTEMBER 2024

9/11-12 IBTM - Latin America / Mexico City, Mexico
 9/17-19 Gold 100 / Santa Barbara, CA
 9/19 MPI Boston Sales Activation / Boston, MA
 9/23-26 TEAMS Conference / Anaheim, CA
 TBA DC Sales Mission/Lunch Events / Washington, DC
 TBA Meetings Made Easy Experience / TBA
 TBA Texas Sales Mission
 TBA SITE Classic 2024 / Miami Beach, FL
 TBA Florida Governors / TBA
 TBA Congressional Black Caucus / Washington, DC
 TBA PCMA EMEA / TBA

TRAVEL INDUSTRY SALES

Global outreach to the Travel Trade... The Travel Industry Sales Division provides travel professionals with support and access to the resources they need for planning, marketing and selling the destination – a one-stop trip-planning resource for travel professionals. The leisure traveler frequently turns to travel professionals (tour operators, travel agencies, OTAs, and online guides and influencers) to inspire and plan their trips. Many of Greater Miami & Miami Beach's overnight visitors rely on these sources throughout their trip planning and booking processes.

To learn more, contact
TravelTrade@GMCVB.com.

2022/2023 HIGHLIGHTS



1. TRAVVY Awards

2. Argentina Sales Mission - Cordoba

3. South FL Chapter Meeting at Brightline Miami Central

4. Mexico Sales Mission - Mexico City

5. Argentina Sales Mission - Mendoza

6. Ocean Drive - Miami Beach, FL



TRAVEL INDUSTRY SALES

BOUTIQUE HOTELS

The Boutique Hotels program represents more than 100 boutique hotel partners. Efforts are focused on promoting the destination and its boutique and lifestyle hotels to specialty trade and consumer lifestyle press, LGBTQ+ event producers, travel advisors, production industry decision makers, and film and production agents globally. The Boutique Hotels program develops and creates site content and programming across several audiences, including Luxury, LGBTQ+, Family Travel, Film and Fashion & Entertainment, to inspire leisure and business travelers to visit the destination.

100+ properties
throughout Greater Miami & Miami Beach
serve as host hotels and provide meals for FAMs



SITE VIEWS AND ENGAGEMENTS

39.1K page views of Boutique Hotel-related
pages and site content

WEBINARS

Conducted webinars with approximately **1.3K** advisor attendees from travel trade organizations, including CLIA Australasia, PTANA, Oasis Travel Network and Cruise Planners

TRADE SHOWS

Attended **107** trade shows in **15** countries

SALES MISSIONS

Conducted **8** sales missions in **11** countries

TRAVEL ADVISORS & SPECIALISTS

597 enrolled travel advisors

344 Greater Miami & Miami Beach Travel Specialist graduates

FAM GROUPS

Hosted **23** FAM groups from the U.S., Canada, Germany, Scandinavia, Ireland, UK, Mexico, Brazil, Dominican Republic and Colombia

TRAVVY AWARDS

(NOVEMBER 3, 2022)

The GMCVB won...

Gold for Best City Destination

Silver for Best Honeymoon Destination & Best Tourism Board

Bronze for Best Culinary Destination



2023/2024 GOALS & STRATEGIC PRIORITIES

LUXURY TRAVEL ADVISORS

Increase the number of trained luxury travel advisors by 125%, from 200 to 450.

TRAVEL TRADE CONNECTIONS

Further strengthen one-to-one connections with the travel trade by enhancing the GMCVB's Quarterly Travel Trade Newsletter to allow for deeper destination storytelling, sample itineraries, can't-miss activities and luxury/family experiences.

GREATER MIAMI & MIAMI BEACH TRAVEL SPECIALIST PROGRAM

Increase the number of graduates of the Greater Miami & Miami Beach Travel Specialist program by 50%, from 584 to 876.

INTERNATIONAL MARKET GROWTH

Leverage international market growth by increasing sales activities in Latin America/Caribbean and Europe. Increase Sales Missions by 100%, from eight to 16. Increase Travel Trade Shows, Road Shows and Workshops by 15%, from 107 to 123. Participate in events in emerging markets and Asia.

BRAND USA AND VISIT FLORIDA

Increase participation with Brand USA and Visit Florida events and sales missions globally. With Brand USA, capitalize on international growth in key feeder and emerging markets. With Visit Florida, host Florida Huddle and Florida Encounter in January 2024.

AWARENESS AND INTEREST

Increase awareness of and interest in the destination, with an emphasis on luxury experiences, family offerings, accessibility and sustainability.

OVERVIEW OF ACTIVITIES

ONGOING ANNUAL SALES ACTIVITIES

- Familiarization (FAM) Tours / Miami, FL
- Cruise Line Partner Destination Workshops
- Destination Workshops and Training
- Territory Sales Call Coverage
- Airline Partners and Tour Operators Destination Training
- Joint Partnership Community Programs
- Destination Events and Road Shows with Visit Florida, Brand USA, Visit USA and Industry Organizations

OCTOBER 2023

- 9/30–10/3** FIT America Latina / Buenos Aires, Argentina
- 10/1** Tour America Red Cow Sales Event / Dublin, Ireland
- 10/2** Pleasant Holidays Roadshow / Boston, MA
- 10/2–5** OASIS Travel Network Annual Conference / Cabo San Lucas, Mexico
- 10/2–6** Volaris Airlines Mexico FAM
- 10/2–6** FVO Brazil Luxury FAM
- 10/3** Pleasant Holidays Roadshow/ Weehawken, NJ
- 10/4** ASTA Maine / Portland, ME
- 10/4** Pleasant Holidays Roadshow / Glenside, PA
- 10/4–7** PTANA Annual Conference / Baltimore, MD
- 10/5** Pleasant Holidays Roadshow / Baltimore, MD
- 10/5–8** Travel A.L.L.I.E.S.-Female Leaders in Travel Symposium / Cancun, Mexico
- 10/7–8** AAA Great American Expo / Columbus, OH
- 10/11** ASTA Great Lakes / Detroit, MI
- 10/11–13** TTG Travel Experience / Rimini, Italy
- 10/12** ASTA West Michigan
- 10/16** ASTA SoCal Luxury Showcase / Santa Monica, CA
- 10/16–19** Brand USA Travel Week U.K. & Europe / London, England
- 10/18–21** Apple Leisure Group ASCEND / Riviera Maya, Mexico
- 10/19** Travel Leaders Canada Mixer / Vancouver, Canada

- 10/22** AAA Great Vacations Expo / Cleveland, OH
- 10/22** Springfield Dream Destinations Show / Springfield, MA
- 10/23–27** Orinter Tour & Travel Brazil FAM
- 10/25** Travel Leaders Canada Mixer / Toronto, Canada
- 10/25** New Jersey ASTA Fall Tradeshow / Totowa, NJ
- 10/25** CruiseWorld STAR Appointments / Virtual
- 10/28** AWTa Fall Show / Westchester, NY
- 10/28–30** Affluent Traveler Symposium / Miami, FL
- 10/30–11/3** Germany and Switzerland Sales Mission
- 10/31** Pre-CruiseWorld Workshop / Ft. Lauderdale, FL

NOVEMBER 2023

- 10/30–11/3** Germany and Switzerland Sales Mission
- 11/1–3** CruiseWorld / Fort Lauderdale, FL
- 11/1–3** Specialists in Entertainment / New Orleans, LA
- 11/4** Dream Vacations/Cruise One Pre-Conference Reception / Miami, FL
- 11/4–5** Post-CruiseWorld FAM / Miami, FL
- 11/6–8** World Travel Market (WTM) / London, England
- 11/6–10** 1000 Mile Group Sail Into Knowledge Conference / Liberty of the Seas
- 11/8** Visit USA Austria Workshop / Vienna, Austria
- 11/9** Travel News Market / Stockholm, Sweden
- 11/13–16** AAA Threads Conference / Providence, RI
- 11/14–16** AVIAREPS Roadshow / Spain & Portugal
- 11/21** Travel Leaders Canada Mixer / Montreal, Canada
- 11/21** Visit USA Committee France Workshop / Lyon, France
- 11/22** Travel Leaders Canada Mixer / Ottawa, Canada
- 11/23** Visit USA Committee France Workshop / Paris, France
- 11/26–29** Cruise Planners Annual Conference (CPCON) / Ft. Lauderdale, FL
- 11/28** Visit USA Committee France Workshop / Marseille, France

TRAVEL INDUSTRY SALES

11/30-12/2	ABTP (Association of Black Travel Professionals) Conference / Las Vegas, NV
TBD	Boutique Hotels Quarterly Meeting / Miami Beach, FL

DECEMBER 2023

11/30-12/2	ABTP (Association of Black Travel Professionals) Conference / Las Vegas, NV
12/1	CCRA PowerSolutions / Atlanta, GA
12/3-7	Key to the World Travel Conference / Orlando, FL
12/4-7	ILTM Cannes / Cannes, France
12/5	CCRA PowerSolutions / New York, NY

JANUARY 2024

1/6	Vincent Vacations Annual Award Gala / Oklahoma City, OK
1/8-11	Vancouver Sales Calls / Vancouver, Canada
1/11	Travel Match Norway / Oslo, Norway
1/12-14	Reiselivsmessen / Oslo, Norway
1/13-14	Travel & Adventure Show / Chicago, IL
1/14	Arizona Travel Expo / Scottsdale, AZ
1/16	Pinecrest Business Association Luncheon / Miami, FL
1/18-21	MATKA / Helsinki, Finland
1/19-21	Pittsburgh Travel Showcase / Pittsburgh, PA
1/21-25	Brand USA India Sales Mission / Goa, India
1/27-28	Travel & Adventure Show / New York, NY
1/29-31	ASTA Central Florida Roadshow / St. Pete-Tampa-Orlando, FL
1/29-2/2	Brand USA Mexico Sales Mission
1/31-2/2	Marvelous Mouse Travel Annual Conference / Orlando, FL
TBA	Canada Sales Calls
TBA	Florida Road Show

FEBRUARY 2024

1/29-2/2	Brand USA Mexico Sales Mission
1/31-2/2	Marvelous Mouse Travel Annual Conference / Orlando, FL
2/3-4	Travel & Adventure Show / Los Angeles, CA
2/4-6	Florida Huddle / Miami, FL
2/7-9	Post Florida Huddle FAM
2/8-10	OTM (Outbound Travel Mart) / Mumbai, India
2/14-15	Brand USA New Zealand Sales Mission / Auckland & Christchurch, New Zealand
2/17	Mann Travels Cruise & Travel Show / Charlotte, NC
2/19-22	Brand USA Australia Sales Mission / Brisbane & Sydney, Australia
2/19-22	Aer Lingus Taste of America Roadshow / Belfast, Northern Ireland & Dublin, Limerick, Cork, Ireland
2/26	Peninsula Show / Jacksonville, FL
2/28-3/1	ANATO Tradeshow / Bogota, Colombia
TBA	Midwest USA Sales Calls

MARCH 2024

2/28-3/1	ANATO Tradeshow / Bogota, Colombia
3/2	Swanson USA / Malmo, Sweden
3/3	FDM / Copenhagen, Denmark
3/5-6	Travel Market Place West / Vancouver, Canada
3/9-3/10	Travel & Adventure Show / Atlanta, GA
3/11	Peninsula Show / Atlanta, GA
3/11-15	Brand USA Latin America Sales Mission / Brazil & Colombia
3/12	UNITE 2024 / London, England
3/12	Peninsula Show / Greenville, SC
3/13	Peninsula Show / Charlotte, NC
3/14	Peninsula Show / Greensboro, NC
3/19-20	Aspire Escapes / Cotswolds, England
3/22-24	Tour Connection LA / Palos Verdes, CA
3/23-24	Travel & Adventure Show / Dallas, TX
3/24-27	Travel Agent Forum / Las Vegas, NV

APRIL 2024

4/1	Peninsula Show / Dallas, TX
4/1-5	Visit FL Northeast Sales Mission / New York-Philadelphia-DC
4/2	Peninsula Show / Austin, TX
4/3	Peninsula Show / San Antonio, TX
4/4	Peninsula Show / Houston, TX
4/8-11	Seatrade / Miami, FL
4/8-12	Brazil Sales Mission /Sao Paulo, Belo Horizonte & Curitiba
4/8-12	Italy Sales Mission
4/15	Peninsula Show / York, PA
4/15-17	WTM Latin America / Sao Paulo, Brazil
4/16	Peninsula Show / McLean, VA
4/17-19	CLIA Cruise360 / Fort Lauderdale, FL
4/22-23	Aspire Escapes / Cotswolds, England
4/27-29	TRAVELSAVERS Elite & Stars Retreat / Montreal, Canada
4/30	ASTA South Florida Spring Expo / Deerfield Beach, FL
TBA	EXPO Mayorista / Guadalajara, Mexico
TBA	TTG Luxpo / London, England

MAY 2024

5/2	Visit Florida Pre-IPW Event / Los Angeles, CA
5/3	Travel Advisor Appreciation Day
5/3-7	IPW / Los Angeles, CA
5/7-10	ILTM Latin America / Sao Paulo, Brazil
5/8-10	ULTRA Luxury Summit / Palm Beach Gardens, FL
5/29-31	ASTA Global Conference / Dallas, TX
TBA	ANTOR on the Road
TBA	Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL

JUNE 2024

6/1	PATH Symposium / Dallas, TX
6/2-4	GTM (Global Travel Marketplace) West / Las Vegas, NV
6/3-6	Soul Traveler Viagens FAM / Brazil
6/3-7	UK Sales Mission / Scotland & England
6/3-7	Brand USA Sales Mission / Canada

6/10-13	LE Miami / Miami Beach, FL
6/13	Discover America Summer Reception / Helsinki, Finland
6/24-28	Mexico Sales Mission / Mexico City, Monterrey & Guadalajara
6/25-26	Travel Market Place East / Toronto, Canada
TBA	Visit USA Germany Roadshows
TBA	ANTOR on the Road
TBA	Dominican Republic Sales Calls

JULY 2024

7/10	ASTA Mid-Michigan Jingle in July / Detroit, MI
7/15-19	Brand USA Japan/Korea Sales Mission
7/18-20	GTM (Global Travel Marketplace) / Fort Lauderdale, FL
TBA	Bahamas Sales Calls

AUGUST 2024

8/13-16	GBTA Convention / Atlanta, GA
8/25-29	Future Leaders in Travel Retreat / La Romana, Dominican Republic
8/26-30	Argentina Sales Mission / Buenos Aires, Mendoza & Cordoba
TBA	Encuentro Profesional de Turismo (EPTUR) / Mexico City, Mexico
TBA	Spain Sales Mission
TBA	Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL
TBA	Jamaica Sales Calls

SEPTEMBER 2024

9/2-3	Aspire Escapes / Hertfordshire, England
9/16-20	Colombia Sales Mission / Bogota, Medellin & Barranquilla
9/17-19	Visit USA Switzerland Roadshow / St. Gallen, Zurich & Basel
9/23-26	Discover America Fall Roadshows / Malmo, Gothenburg & Stockholm, Sweden
9/23-27	Scandinavia Sales Mission / Sweden, Norway, Finland
9/30	Vancouver International Travel Expo / Vancouver, Canada
TBA	Grupo GEA Argentina (Grupo de Gestion de Agencias de Turismo) Tradeshow / Buenos Aires, Argentina
TBA	Canada Sales Mission

CONTENT & CREATIVE SERVICES

2022/2023 HIGHLIGHTS

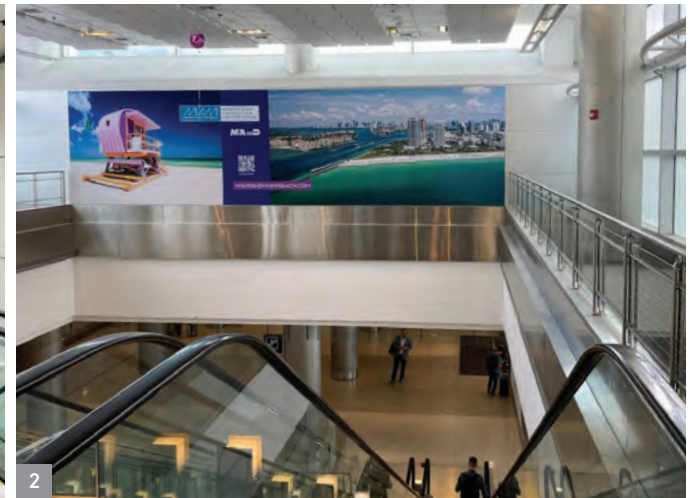
The Content & Creative Services Division serves as the GMCVB's in-house creative agency, developing customized publications, website articles, collateral and sales materials for each internal department, including media, travel trade, meeting planners and convention delegates. This includes promoting the destination at visitor centers, Miami International Airport (MIA) and PortMiami.

The division is also the driving force behind the GMCVB's year-round Miami Temptations programs as well as its website articles and printed materials.

To learn more, contact
Content@GMCVB.com



1



2



3



4



5

1. & 2. Refreshed branding at MIA
3. Miami Spice Restaurant Months

4. Greater Miami & Miami Beach Visitors Guide
5. Greater Miami & Miami Beach Destination Guide & Map

MIAMI TEMPTATIONS PROGRAMS

Miami Arts, Culture & Heritage Months – December/January

Miami Health & Wellness Months – February/March

Miami Attraction & Museum Months – April/May

Miami Hotel Months – June - September

Miami Spa Months – July/August

Miami Spice Restaurant Months – August/September

Miami Entertainment Months – October/November

Miami-Dade Farmers Month – November

Generated **1.4B** impressions YTD

Publicity value: **\$2M** YTD

Website pageviews: **6.2M** YTD

MIAMI temptations
MiamiTemptations.com

WEBSITE ARTICLES

Managed production
and updates on **435** articles on
MiamiandMiamiBeach.com



CREATIVE SERVICES

Managed **1.2K+** in-house
Creative Requests

PRINT PUBLICATIONS

Total Circulation (Greater Miami & Miami Beach Visitors Guide,
Destination Guide & Map, Arts & Culture Insider, The Pink Palm
LGBTQ+ Travel Insider, Meeting Planner guides): **149.8K**

MIAMI INTERNATIONAL AIRPORT REBRANDING

Completed rebranding in **27** high-impact areas at MIA

AUDIENCE DEVELOPMENT

Create a comprehensive Content Plan strategy aligned with targeted personas as well as major destination tentpole events and moments.

VIDEO CONTENT

Expand video content to tell the destination's story and foster authentic interaction.

MIAMI TEMPTATIONS PROGRAMS

Evolve the Miami Temptations Program into a deals landing page categorized by user interest to increase participation.

EXPAND REACH OF PRINT GUIDES

Expand the reach of Greater Miami & Miami Beach content by adding the Multicultural Guide and increasing circulation of GMCVB print guides by 15%.

FIRST-PARTY DATA

Leverage print guides to capture the interest of prospects and gather first-party data.

STORYTELLING

Emphasize deeper storytelling around authentic experiences, culinary, wellness, family travel, luxury, sustainability and DEI by leveraging new technologies, including Artificial Intelligence.

OVERVIEW OF ACTIVITIES

WEBSITE ARTICLE CONTENT

The Content & Creative Services Division manages all website article content on MiamiandMiamiBeach.com. Using Search Engine Optimization tools, the team determines what kind of content consumers are searching for online. With that in mind, the team develops ideas for new articles, creates article briefs to ensure that a range of GMCVB partners receive coverage, assigns articles to writers and edits the articles.

MIAMI TEMPTATIONS PROGRAMS

Beginning in fiscal year 2023/2024, deals of up to 50% off will be available year-round for visitors and locals in addition to the five core Miami Temptations programs:

- Miami-Dade Farmers Month | November 2023
- Miami Arts, Culture & Heritage Months | December 2023 – January 2024
- Miami Attraction & Museum Months | April – May 2024
- Miami Spa Months | July – August 2024
- Miami Spice Restaurant Months | August – September 2024

The Content & Creative Services Division manages these programs. This involves program initiation (solicitation), planning (strategize/finalize media plan), execution (website development/creative deliverables) and closing (recap reporting/partner feedback).

GMCVB PRINT GUIDES

The Content & Creative Services Division designs, writes and edits the following publications:

- Greater Miami & Miami Beach Multicultural Guide (NEW in 2023/2024)
- Greater Miami & Miami Beach Visitors Guide
- Greater Miami & Miami Beach Destination Guide & Map (printed in English, Spanish, Portuguese, French, German and Italian)
- Arts & Culture Insider
- The Pink Palm LGBTQ+ Travel Insider
- Meeting Planner brochures
- Year in Review/Marketing Plan
- Chauffeur Handbook (in English, Spanish and Haitian Creole)

Digital versions of these publications are available on MiamiandMiamiBeach.com as well. The team creates postcards with QR codes linking to the digital versions. GMCVB sales teams distribute these postcards at trade shows to allow clients to access the digital versions through QR codes.

CREATIVE SERVICES

The Content & Creative Services Division produces ads and sales collateral for all GMCVB divisions as well as banners and signage for GMCVB events, visitor centers, Miami International Airport and PortMiami.



SPORTS & ENTERTAINMENT TOURISM

The mission of the Sports & Entertainment Tourism Division is to attract, promote and retain sporting events, conferences, conventions, and film and television productions for Miami-Dade County.

With Miami as the premier destination for sporting events and leisure and entertainment, the team's goal is to foster growth and economic development through increased visitor stays and a more frequent visitor return rate.

To learn more, contact
SportsandEntertainment@GMCVB.com

2022/2023 HIGHLIGHTS



1. AVP Miami Beach Open
2. Homestead-Miami Speedway
3. King of the Court Miami Beach

4. World Baseball Classic at loanDepot park
5. Miami Host City logo memorialized on Miami Beach

2026 FIFA WORLD CUP™

Miami announced as one of 16 host destinations across the U.S., Canada and Mexico. Matches will be held at Hard Rock Stadium.

Coral Gables chosen as 2026 FIFA World Cup™ Headquarters.

FORMULA 1® CRYPTO.COM MIAMI GRAND PRIX

Held at Hard Rock Stadium in May 2023

Boosted local economy by **\$449M** (+29% over 2022)

Record attendance of **270K** fans across three days (+15% over 2022)

WORLD BASEBALL CLASSIC

Broke attendance record for single venue: **163K** spectators

WBC Final (USA vs. Japan) was most-watched WBC game ever with **5.2M** viewers

Estimated room nights generated in Miami-Dade County: **111.8K**

COLLEGE FOOTBALL PLAYOFF

Selected Miami for 2026 National Championship

Game to be played at Hard Rock Stadium on January 19, 2026

22nd College Football National Championship hosted in Miami (including pre-BCS era games)

MIAMI-DADE FILM INDUSTRY BY THE NUMBERS

12K – Film industry jobs created locally

\$204.2M – Amount spent locally

593 – Permits issued

Notable Projects: “Bad Monkey,” “Magic Mike’s Last Dance,” “Rap Sh!t,” “Father of the Bride”



2023/2024 GOALS & STRATEGIC PRIORITIES

UPDATED EVALUATION PROCESS

Establish a more comprehensive evaluation process of sports and entertainment events to help determine potential financial support in the form of sponsorship and in-kind contributions, also accounting for investments by other stakeholder partners.

WORLD CUP™ HOST COMMITTEE TRANSITION

Ensure a smooth transition of World Cup™ Host City responsibilities to the formal Host Committee while continuing to provide ongoing strategic support.

COLLEGIATE & AMATEUR SPORTING EVENTS

Develop targeted efforts to attract Olympic, collegiate and amateur sporting events by working closely with sanctioning bodies, including the USOC, NCAA, AAU, etc., and in partnership with local venue partners, including educational institutions.

MARKET LOCAL FILM INCENTIVES

In partnership with local film offices, Film Florida and industry partners, expand efforts to help market new local film incentives to the production industry and expand film activations and trade shows.

SPORTS & ENTERTAINMENT CONFERENCES

In partnership with the GMCVB's Convention Sales team, identify and attract new and existing sports-and entertainment-related conferences to the destination to help further develop the ecosystem and generate room nights.

GENERATE PRIVATE REVENUE

Develop a model to help generate private revenue from events through sponsorships and affiliate partnerships that will complement existing business relationships.

SPORTS & ENTERTAINMENT TASK FORCE

Establish a Sports & Entertainment task force that will provide industry insight and help guide Sports & Entertainment marketing efforts.



OVERVIEW OF ACTIVITIES

ONGOING

2026 FIFA World Cup™ Hosting Initiatives
Filming Initiatives

OCTOBER 2023

10/2–6 TEAMS Conference / Palm Beach, FL
10/12 Miami Beach Production Industry
Council Meeting / Miami Beach, FL
10/16–19 MIPCom / Cannes, France
10/21–22 NASCAR Cup Series 400 / Homestead, FL
10/23–25 Sports ETA 4S Summit / El Paso, TX
10/28 Miami Dragon Boat Festival / Miami, FL

NOVEMBER 2023

11/5 Miami Dolphins vs. Kansas City Chiefs / Frankfurt, Germany
11/6 World Strategic Forum / Coral Gables, FL
11/9 Miami Beach Production Industry
Council Meeting / Miami Beach, FL
11/14–15 Soccerex / Miami, FL
11/14–17 MIP Cancun / Cancun, Mexico
11/20–22 Host City Conference / Glasgow, Scotland

DECEMBER 2023

12/5–6 Focus London / London, England
12/14 Miami Beach Production Industry
Council Meeting / Miami Beach, FL
12/16–17 CSCAA Open Water Championships / Miami, FL
12/30 Capital One Orange Bowl / Miami Gardens, FL

JANUARY 2024

1/11 Miami Beach Production Industry
Council Meeting / Miami Beach, FL
1/11–25 Miami Jewish Film Festival / Miami Beach, FL
1/13–14 The Pickle Games / Miami, FL
1/18–28 Slamdance Film Festival / Park City, UT
1/22–26 Sports Express / Tempe, AZ
1/26–28 Life Time Miami Marathon & Half Marathon / Miami, FL
1/29–31 Large Market Sports Commission Meetings / New Orleans, LA

FEBRUARY 2024

2/1–9 Serie del Caribe / Miami, FL
2/2–4 Toronto Golf Show / Toronto, Canada
2/8 Miami Beach Production Industry
Council Meeting / Miami Beach, FL
2/17 Gravel Miami / Homestead, FL
TBA Sunshine Sports Council Innovation Think Tank / TBA

MARCH 2024

3/1–4 Houston Livestock Show and Rodeo / Houston, TX
3/8–10 CLASH Miami / Homestead, FL
3/10 Miami Beach Production Industry
Council Meeting / Miami Beach, FL
3/17–31 Miami Open Tennis Tournament / Miami Gardens, FL
TBA AFCI Week / Los Angeles, CA

APRIL 2024

- 4/3-5 Sports ETA Women's Summit / Cleveland, OH
4/5-14 Miami Film Festival / Miami, FL
4/11 Miami Beach Production Industry Council Meeting / Miami Beach, FL
4/22-25 Sports ETA Symposium / Portland, OR
TBA Miami-Dade Country Fest / Miami, FL

MAY 2024

- 5/3-5 Formula 1 Miami Grand Prix / Miami Gardens, FL
5/3-7 IPW / Los Angeles, CA
5/9 Miami Beach Production Industry Council Meeting / Miami Beach, FL
5/20-24 Florida Sports Foundation Summit / Panama City Beach, FL
5/29-31 eSports Travel Summit / Raleigh, NC

JUNE 2024

- 6/13 Miami Beach Production Industry Council Meeting / Miami Beach, FL
6/17-21 International Association of Golf Tour Operators NAC / Petoskey, MI
6/18-20 TEAMS Europe / London, England
TBA Produced by Conference / Los Angeles, CA
TBA Tribeca Film Festival / New York, NY
TBA American Black Film Festival / Miami Beach, FL

JULY 2024

- 7/11 Miami Beach Production Industry Council Meeting / Miami Beach, FL
TBA Optimist International Junior Golf Championship / Doral, FL
TBA Miami Beach Production Industry Council Meeting / Miami Beach, FL

AUGUST 2024

- 8/26-30 Connect Sports Marketplace / Milwaukee, WI
TBA Miami Beach Production Industry Council Meeting / Miami Beach, FL

SEPTEMBER 2024

- 9/23-26 TEAMS Conference / Anaheim, CA
TBA Miami Beach Production Industry Council Meeting / Miami Beach, FL
TBA Toronto International Film Festival (TIFF) / Toronto, Canada
TBA Orange Blossom Classic / Miami Gardens, FL
TBA NATPE Streaming / Los Angeles, CA
TBA Miami Media and Film Market / Miami Beach, FL
TBA Urban Film Festival / Miami, FL



RESEARCH & BUSINESS INTELLIGENCE

The Research & Business Intelligence Division supports the GMCVB's various marketing programs by collecting and analyzing industry performance.

The division assists with effective business intelligence by conducting visitor research, tracking key industry benchmarks and providing ongoing, in-depth analysis of industry trends. Research & Business Intelligence also conducts research for festivals, sports and other events.

The division is also responsible for identifying and utilizing the best business tools to help the GMCVB's internal and external stakeholders. Furthermore, the division publishes an annual State of the Industry report highlighting the industry's performance for the prior year and providing the public with a comprehensive overview of tourism in Greater Miami & Miami Beach.

To learn more, contact
Research@GMCVB.com

2022/2023 HIGHLIGHTS



All photos: GMCVB Research Services

RESEARCH

Conducted online and in-person research
at **15** local events

New events for 2023 included:

- World Baseball Classic
- GroundUP Music Festival
- Miami Gravel

LGBTQ+ TRAVELER STUDY

Commissioned a study on the LGBTQ+ traveler
and their impact on local tourism

MIAMI-DADE RESIDENT SENTIMENT

Launched a Miami-Dade Resident Sentiment research initiative

Conducted an online survey of Miami-Dade County residents
to understand their attitudes about tourism

SYMPHONY PLATFORM

Launched Symphony, enabling GMCVB departments
to better access and share their information

MIAMI BEACH CONVENTION CENTER

Worked with MBCC to develop dashboard reporting



RESEARCH METHODOLOGY

Expand research methodologies to better capture the overall economic impact of tourism activity to include direct, indirect and induced expenditures.

MEASURE IMPACT OF MEETINGS & CONVENTIONS

Work with meetings and conventions stakeholders to implement new tools and models in order to refine Economic Impact calculation for consistent measurement of the impact of meetings, conventions and local events.

MEASURE INDIVIDUAL MARKET PERFORMANCE

With the ongoing recovery of international markets, adopt new methodologies and leverage new tools, such as VisaVue/Destination Insights, to better measure individual market performance and business opportunities.

CUSTOM RESEARCH SURVEYING

Relaunch custom research surveying programs in high-profile areas of the destination, including Lincoln Road, Ocean Drive, etc., to further distinguish visitor patterns and preferences to support GMCVB and partner efforts.

EXPAND RESIDENT SENTIMENT SURVEY PROGRAM

In further support of the GMCVB's community outreach strategy, expand the resident sentiment survey program from a quarterly quantitative approach to include a qualitative component through the use of focus groups.

SYMPHONY REPORTING PLATFORM

Implement the Symphony reporting platform to allow for more-comprehensive measurement of internal GMCVB and key industry performance indicators to better inform business decisions.



OVERVIEW OF ACTIVITIES

LOCAL EVENT SURVEYS

The Research & Business Intelligence Division conducts intercept surveys at local events by sampling attendees to provide insight into who attends, where they are from, the type of lodging used and their impressions of the event. Utilizing mobile data in conjunction with surveying provides an even greater depth of understanding.

QUARTERLY OUTLOOK HOTEL SURVEYS

The Research & Business Intelligence Division updates Quarterly Hotel Industry Reports from CBRE and STR to determine the outlook for local hotels on a countywide basis. These updates include Occupancy, ADR, RevPAR, Demand and Inventory.

November 2023 • Release First Quarter Outlook Survey Results

February 2024 • Release Second Quarter Outlook Survey Results

May 2024 • Release Third Quarter Outlook Survey Results

August 2024 • Release Fourth Quarter Outlook Survey Results

OVERNIGHT VISITOR RELEASE REPORT

The Research & Business Intelligence Division releases quarterly updates on the number of overnight visitors to Greater Miami & Miami Beach. These reports indicate whether the market is increasing or decreasing versus the prior year.

December 2023 • Top 10 Domestic and International Markets 9-Month Visitor Count

June 2024 • Top 25 Domestic and International Markets 12-Month Visitor Count

September 2024 • Top 10 Domestic and International Markets 6-Month Visitor Count

ONGOING VISITOR PROFILE SURVEY

The Research & Business Intelligence Division releases the Greater Miami & Miami Beach Visitor Industry Overview Annual Report, which provides information about major characteristics of overnight and day visitors. The GMCVB's research partner conducts monthly surveys at Miami International Airport, Fort Lauderdale-Hollywood International Airport, local visitor centers, attractions and shopping centers throughout Miami-Dade County as well as online.

MONTHLY STATISTICS RELEASE

The reports listed below are statistics gathered every month from other sources that provide an outline of the Greater Miami & Miami Beach Visitor Industry.

TOTAL SEAPORT PASSENGERS

PortMiami – Monthly Release

Port Everglades – Monthly Release

HOTEL OCCUPANCY – ROOM RATE – REVENUE PER AVAILABLE ROOM

Miami-Dade Hotel Markets

Top 25 U.S. Hotel Markets

Top Florida Cities Hotel Markets

OVERNIGHT VISITORS – DOMESTIC, INTERNATIONAL AND FLORIDA RESIDENTS

December 2023 • Release Q3 visitors

March 2024 • Release Q4 visitors

June 2024 • Release Q1 visitors

September 2024 • Release Q2 visitors

December 2024 • Release Q3 visitors

VISITOR INDUSTRY EMPLOYMENT

Employment in Accommodations and Food Services for Miami-Dade County is released on the third Friday of every month by the State of Florida.



PARTNERSHIP, BUSINESS DEVELOPMENT & EVENTS

The Partnership, Business Development & Events Division brings new partners to the organization and ensures that these partners receive exposure across GMCVB platforms.

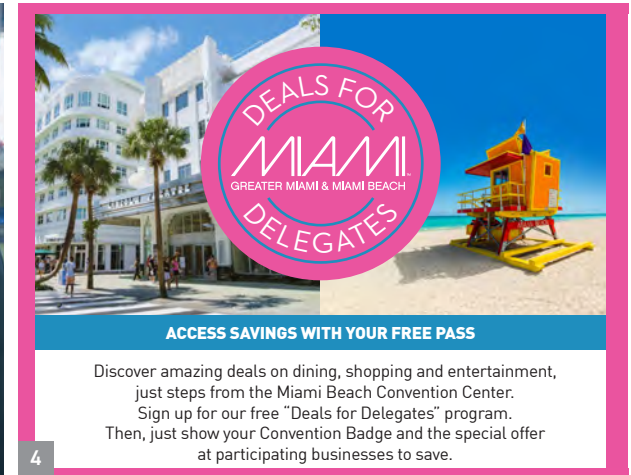
The division generates vital private sector revenue in support of GMCVB operations through partner dues revenue, event sponsorship and print advertising sales. It also oversees the Miami Begins with Me customer service excellence program.

To learn more, contact Partnership@GMCVB.com

2022/2023 HIGHLIGHTS



1. Miami Begins with Me training
2. Miami Craft Brew Pass



3. State of the Tourism & Travel Industry at loanDepot park
4. Deals for Delegates

PARTNERS & REVENUE

New Partners: **228**

Combined New and Renewal Partner Revenue

(PRIVATE REVENUE): **\$1.6M**

Strategic Partnerships + Digital/Print Revenue

(PRIVATE REVENUE): **\$120K**

PARTNER EVENTS

Successfully executed **45+** partner training and networking events at a variety of partner locations, including:

- GMCVB Annual Meeting at the Adrienne Arsht Center for the Performing Arts of Miami-Dade County
- GMCVB State of the Travel + Tourism Industry Meeting and MICHELIN Celebration at loanDepot park
- GMCVB Annual Partner Planning Workshop at Miami Marriott Biscayne Bay
- Annual Partner Expo at Jungle Island (celebrated and supported Black-Owned Business Month)



NICHE DESTINATION PASSES

Refreshed the following programs, which drive traffic to local businesses while increasing partner benefits:

Miami Arts Pass

Miami Craft Brew Pass

Show Your Badge – Deals for Delegates

ONGOING/UPDATED PROGRAMS



Miami Begins with Me (MBWM)
customer service excellence program



Expanded LGBTQ+ Sensitivity
& Awareness workshops

2023/2024 GOALS & STRATEGIC PRIORITIES

REVENUE

Generate \$1.52M in combined new and renewal partner revenue.

PARTNERSHIP BASE

Increase net partnership base by 50 new members to a total of 1,100 with a targeted focus on business providers to the meetings/conventions sector, which has been the slowest to recover post-pandemic.

TARGET BUSINESS SERVICES MEMBERS

Develop targeted efforts to retain/attract Business Services members to further support the groups/meetings segment.

NEW HOTEL ENGAGEMENT

Ensure all hotels under development are engaged at the appropriate time to offer partnership and associated benefits to support successful openings and staff synergies. The team is currently tracking six key hotels scheduled to open in 2023/2024.

PARTNER RETENTION

Ensure a partner retention rate of 90%+ by enhancing account representative contact and developing a Partner Digital Tool Kit to further empower partners.

TRAINING PROGRAMS

Expand and develop training programs in key priority areas, including Customer Service (Miami Begins with Me), Accessibility, LGBTQ+ and Sustainability. This will leverage internal resources and partnerships with stakeholder organizations that have expertise in relevant areas.



FIND YOUR MIAMI

Update signage and other assets at the GMCVB's visitor center network to amplify the Find Your Miami marketing brand platform.

SMALL-BUSINESS PARTNER INITIATIVES

Develop new initiatives specifically designed to further support small GMCVB business partners to ensure they take full advantage of member benefits.



Explore more at
MiamiCraftBrewPass.com



SPECIALTY PROGRAM PASSES

Work closely with the GMCVB's Marketing team to develop a new Destination Niche Pass while enhancing the existing Craft Beer Pass and Miami Arts Pass.

PROMOTE EVENTS THROUGH SOCIAL MEDIA

Define and execute a dedicated social media strategy to amplify awareness and participation of all 45+ annual GMCVB events supporting partners.

ADVERTISING & SPONSORSHIP REVENUE

Generate additional private revenue through GMCVB print guide and website partner advertising placements, sponsored content and GMCVB program sponsorships.



PARTNERSHIP, BUSINESS DEVELOPMENT & EVENTS

OVERVIEW OF ACTIVITIES

OCTOBER 2023

- 10/4 GMCVB Partner Networking Breakfast / Miami Beach Botanical Garden
- 10/11 GMCVB Partner Networking Reception / Puttshack, Brickell City Centre
- 10/19 Miami Begins with Me Training / Miami Beach Convention Center
- 10/26 GMCVB Annual Meeting / Miami Beach Convention Center

NOVEMBER 2023

- 11/9 Partner Networking Breakfast / Healing Hands Brickell
- 11/15 Partner Networking Reception / Nautilus Sonesta Miami Beach
- 11/29 Partner Networking Breakfast / DoubleTree by Hilton Miami Airport & Convention Center
- 11/30 Miami Begins with Me Training / TBA

DECEMBER 2023

- 12/6 GMCVB Networking Luncheon / Toku, Aventura
- 12/12 GMCVB + GMBHA + FRLA Holiday Networking Reception / Jungle Island
- 12/19 Miami Begins with Me Training / TBA

JANUARY 2024

- 1/11 New Partner Orientation
- 1/17 GMCVB Networking Reception / NOMA
- 1/24 GMCVB Networking Luncheon / Element Miami International Airport Hotel
- 1/25 Miami Begins with Me Training / Miami Beach Convention Center
- 1/31 GMCVB Networking Reception / Branja

FEBRUARY 2024

- 2/15 GMCVB Black History Month Breakfast Networker / TBA
- 2/22 Miami Begins with Me Training / TBA
- 2/28 GMCVB Networking Event / TBA

MARCH 2024

- 3/6 GMCVB Networking Event / TBA
- 3/14 Miami Begins with Me Training / TBA
- 3/20 GMCVB Networking Event / TBA

APRIL 2024

- 4/3 GMCVB Networking Event / TBA
- 4/11 New Partner Orientation
- 4/17 GMCVB Networking Event / TBA
- 4/24 GMCVB Networking Event / TBA
- 4/25 Miami Begins with Me Training / TBA

MAY 2024

- 5/15 GMCVB Networking Event / TBA
- 5/21 Miami Begins with Me Training / TBA
- 5/29 GMCVB Networking Event / TBA
- TBA GMCVB Annual State of the Industry Presentation / TBA

JUNE 2024

- 6/12 GMCVB Networking Event / TBA
- 6/13 Miami Begins with Me Training / TBA
- 6/26 GMCVB Networking Event / TBA

JULY 2024

- 7/10 GMCVB Networking Event / TBA
- 7/18 Miami Begins with Me Training / TBA
- 7/31 New Partner Orientation
- TBA July Annual Marketing Workshop / TBA

AUGUST 2024

- 8/7 GMCVB Networking Event / TBA
- 8/14 GMCVB Networking Event / TBA
- 8/17 Miami Begins with Me Training / TBA
- 8/27 Annual Partner Expo + Black Owned Business Month Celebration / TBA

SEPTEMBER 2024

- 9/12 Miami Begins with Me Training / TBA
- 9/18 GMCVB Networking Event / TBA
- 9/25 GMCVB Networking Event / TBA
- TBA White Glove Concierge Awards Luncheon / TBA



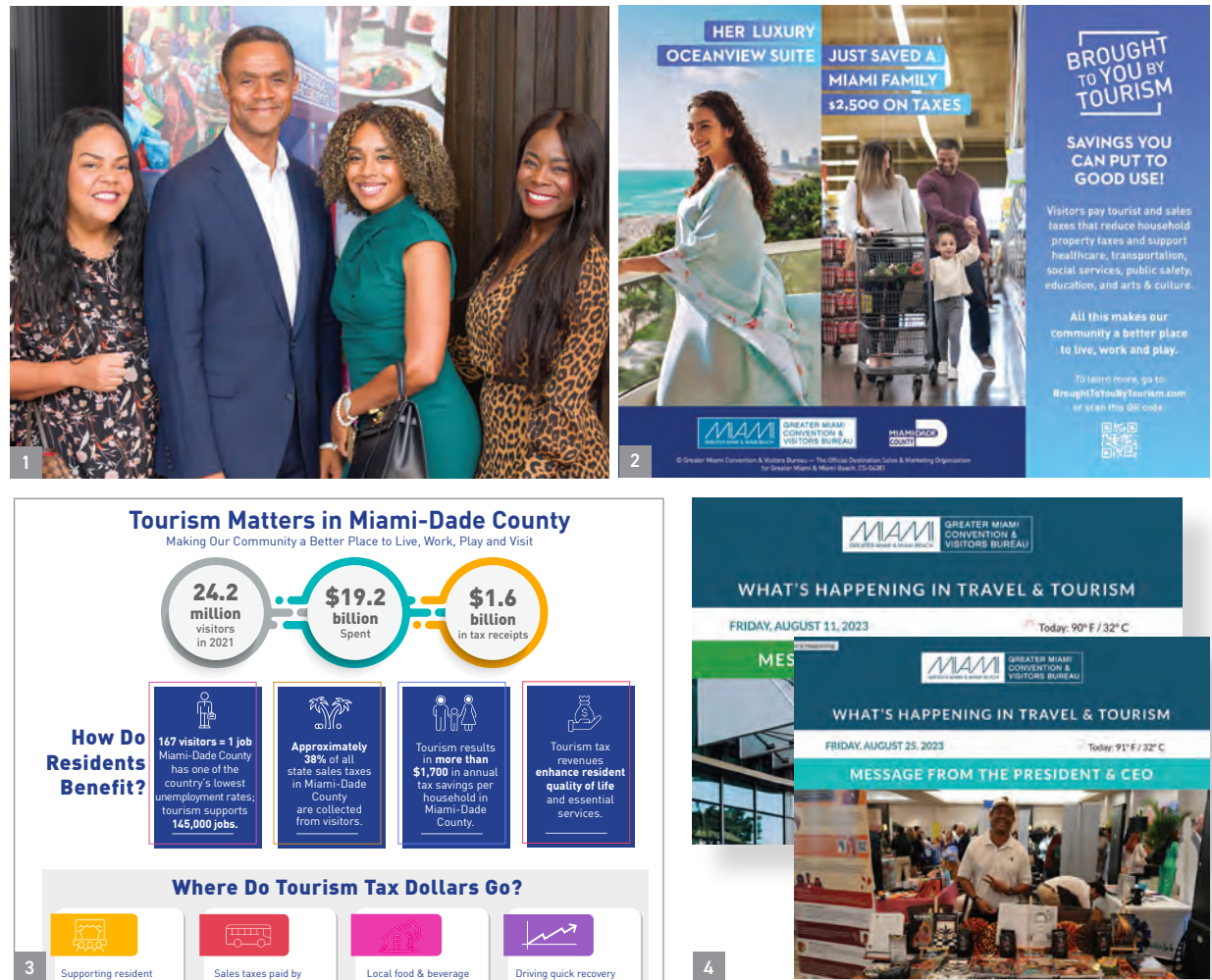
CORPORATE COMMUNICATIONS & EXTERNAL AFFAIRS

The Corporate Communications & External Affairs Division's efforts enhance the destination marketing brand of the GMCVB as an economic facilitator, so audiences can understand how a robust tourism industry makes Greater Miami & Miami Beach a better place to live, work, play and visit.

By proactively engaging with travel industry stakeholders, business leaders, local and regional influencers and residents about our community's number one economic engine, this department amplifies the message that everyone, everywhere, every day in Miami-Dade County benefits from a wide range of tourism activities.

To learn more, contact CorpComm@GMCVB.com

2022/2023 HIGHLIGHTS



1. Black Hospitality Initiative reception 2. Brought to You by Tourism 3. Tourism Matters in Miami-Dade County 4. "What's Happening" e-newsletter

COMMUNICATIONS AND EXTERNAL AFFAIRS

Created an actionable corporate communications and external affairs plan and an issues-tracking notification system

BROUGHT TO YOU BY TOURISM CAMPAIGN

Managed the agency ideation process for the Brought to You by Tourism campaign

Created an advertising series with **11** ads to generate awareness of the campaign



TOURISM RESIDENT SENTIMENT SURVEY

Secured an agency to execute the tourism resident sentiment survey

WHAT'S HAPPENING E-NEWSLETTER

Edited and published the "What's Happening" e-newsletter

Increased average list size by **7.8%**, from 6.7K to **7.2K**

SOCIAL MEDIA VIDEO CONTENT

Expanded social media video content and increased followers on LinkedIn and Twitter (X) platforms

LinkedIn increased **22%**, from 12K in September 2022 to **14.7K** in September 2023

Twitter (X) increased **15%**, from 1.3K in September 200 to **1.5K** in September 2023

BLACK HOSPITALITY INITIATIVE H.O.T. CHALLENGE

Publicized and supported the Black Hospitality Initiative's H.O.T. Challenge fundraising goals

Best-ever fundraising effort in organization history: **\$200K**



2023/2024 GOALS & STRATEGIC PRIORITIES

BROUGHT TO YOU BY TOURISM CAMPAIGN

Finalize development and deployment of a community outreach marketing campaign to amplify the positive benefits of tourism to stakeholders and residents under the Brought to You by Tourism's platform.

ESTABLISH COMMUNITY PARTNERSHIPS

Strengthen partnerships with chambers, community groups, associations and commissioners' offices, and leverage their members, constituents and forums to provide ongoing industry updates on tourism's impact and solicit feedback to integrate into ongoing outreach strategy.

MIAMI-DADE COUNTY CONSULAR CORPS PARTNERSHIP

Establish a partnership with the Miami-Dade County Consular Corps and its members to support their efforts and leverage their leadership as needed to help reach their constituents.

PARTNER WITH EDUCATIONAL INSTITUTIONS

Strengthen partnerships with educational institutions at all levels to help amplify community engagement and industry awareness efforts.

SPEAKER'S BUREAU

Establish a speaker's bureau of subject matter experts, in addition to GMCVB staff spokespersons, to provide additional industry perspective as needed.

WHAT'S HAPPENING E-NEWSLETTER ENHANCEMENTS

Enhance the biweekly "What's Happening" e-newsletter to include video for deeper engagement.

OVERVIEW OF ACTIVITIES

ONGOING

The Corporate Communications & External Affairs division produces the biweekly “What’s Happening” e-newsletter. This keeps GMCVB partners and stakeholders informed about the latest happenings and activities of all divisions at the GMCVB.

OCTOBER 2023

- 10/10–12 Destinations International Advocacy Summit / Little Rock, AR
- 10/11–13 Destinations Florida Annual Meeting / New Smyrna Beach, FL
- 10/26 Greater Miami Convention & Visitors Bureau Annual Meeting / Miami Beach, FL

MARCH 2024

- TBA Florida Tourism Days
- TBA Miami-Dade County Days / Tallahassee, FL

MAY 2024

- TBA Destinations Florida Destination Marketing Summit / TBA



FINANCE & ADMINISTRATION

The Finance & Administration Department is responsible for the GMCVB's Finance & Accounting, Human Resources, Information Technology and Facility Management divisions.

The team's primary purpose is to provide a solid foundation of support to the organization and specifically the Sales & Marketing departments to allow them to carry out the Bureau's mission and annual Program of Work. The F&A Department also manages the annual H.O.T. Challenge golf tournament, which raises money for the Black Hospitality Initiative (BHI) scholarship program.

To learn more, contact FinanceAdministration@GMCVB.com

2022/2023 HIGHLIGHTS



All photos: 30th Annual H.O.T. Challenge golf tournament

FINANCE & ACCOUNTING

Completed 32nd consecutive clean audit with no management letters

HUMAN RESOURCES

Restored GMCVB staffing to pre-pandemic levels

Developed ongoing in-house technical training for all staff

INFORMATION TECHNOLOGY

Continued moving all GMCVB systems to the cloud

Implemented electronic convention lead retrieval and response for GMCVB hotel partners

Provided **60+** extranet training sessions to **350+** partner organizations

BLACK HOSPITALITY INITIATIVE (BHI)

Hosted the 30th Annual H.O.T. Challenge golf tournament

Raised a record **\$200K** at the H.O.T. Challenge

240 players and guests came out to support the event

Enrolled **11** new students in the BHI Scholarship Program

Graduated **5** BHI scholars from Miami Dade College and Florida International University



2023/2024 GOALS & STRATEGIC PRIORITIES

GMCVB STAFF TRAINING

Continue and expand ongoing technical training – including Microsoft Office Suite, Word, Excel, PowerPoint and Adobe – for all GMCVB staff members. Training is customized by department, with targeted training for sales and communications staff.

IMPLEMENTATION OF SUSTAINABLE PROCEDURES

Transition to paperless payroll time and attendance reporting, implement paperless new hire onboarding processes and implement ACH for staff and vendor payments.

H.O.T. CHALLENGE GOLF TOURNAMENT

Host a successful 31st annual H.O.T. Challenge golf event, with a goal of turning out another record-breaking year at an expanded venue.



CORPORATE PARTNERS

The Greater Miami Convention & Visitors Bureau thanks the following organizations for their continued support.

To learn about becoming a corporate partner, contact Partnership@GMCVB.com

Adrienne Arsht Center for the
Performing Arts of Miami-Dade County
arshtcenter.org

American Airlines
aa.com

Azamara Club Cruises
azamara.com

Bank of America
bankofamerica.com

Baptist Health South Florida
baptisthealth.net

Berkshire Hathaway
HomeServices EWM Realty
ewm.com

Brickell City Centre
brickellcitycentre.com

Carnival Cruise Line
carnival.com

Celebrity Cruises
celebritycruises.com

Estiatorio Milos
estiatoriomilos.com

Faena District
faena.com

First Horizon Bank
firsthorizon.com

Florida Power & Light Co.
fpl.com

Greater Miami & the Beaches
Hotel Association
gmbha.com

Greater Miami Chamber of Commerce
miamichamber.com

Greenberg Traurig PA
gtlaw.com

Hard Rock Stadium
hardrockstadium.com

Homestead Miami Speedway
homesteadmiamispeedway.com

Miami Design District
miamidesigndistrict.net

Miami Herald Media Co. / El Nuevo Herald
miamiherald.com

Miami International Airport
miami-airport.com

Miami Marlins
mlb.com/marlins

Miami New Times
miaminewtimes.com

The Miami-Dade Beacon Council
beaconcouncil.com

Miami's Community Newspapers
communitynewspapers.com

Miccosukee Tribe of Indians of Florida
miccosukee.com

MSC Cruises
msccruisesusa.com

Norwegian Cruise Line
ncl.com

Oceania Cruises, Inc.
oceaniacruises.com

OpenTable
opentable.com

Outfront Media
outfrontmedia.com

Phillip and Patricia Frost
Museum of Science
frostsscience.org

PortMiami
miamidade.gov/portmiami

RBB Communications
rbbcommunications.com

Regent Seven Seas Cruises
rssc.com

Royal Caribbean Group
royalcaribbean.com

RSMUS
rsmus.com

VMLY&R
vmlyr.com

Attachment C

EXTENDED TO AUGUST 15, 2023

Form **990**Department of the Treasury
Internal Revenue Service**Return of Organization Exempt From Income Tax**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

▶ Do not enter social security numbers on this form as it may be made public.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2021Open to Public
Inspection**A** For the 2021 calendar year, or tax year beginning **OCT 1, 2021** and ending **SEP 30, 2022****B** Check if applicable:Address change
Name change
Initial return
Final return/terminated
Amended return
Application pending**C** Name of organization
GREATER MIAMI CONVENTION & VISITORS BUREAU, INC.

Doing business as

Number and street (or P.O. box if mail is not delivered to street address) Room/suite
701 BRICKELL AVE 2700City or town, state or province, country, and ZIP or foreign postal code
MIAMI, FL 33131-2851**F** Name and address of principal officer: **DAVID WHITAKER**
SAME AS C ABOVE**D** Employer identification number**59-2383735****E** Telephone number
305-539-3032**G** Gross receipts \$ **55,842,196.****H(a)** Is this a group returnfor subordinates? Yes ☒ No**H(b)** Are all subordinates included? Yes No

If "No," attach a list. See instructions

H(c) Group exemption number ▶**I** Tax-exempt status: 501(c)(3) ☒ 501(c) (6) ◀ (insert no.) 4947(a)(1) or 527**J** Website: ▶ **WWW.MIAMIANDBEACHES.COM****K** Form of organization: ☒ Corporation Trust Association Other ▶**L** Year of formation: **1983** **M** State of legal domicile: **FL****Part I Summary**

Activities & Governance	1	Briefly describe the organization's mission or most significant activities: TO PROMOTE GREATER MIAMI AND THE BEACHES AS A VISITORS DESTINATION FOR BUSINESS OR LEISURE.
	2	Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.
	3	Number of voting members of the governing body (Part VI, line 1a) 3 49
	4	Number of independent voting members of the governing body (Part VI, line 1b) 4 49
	5	Total number of individuals employed in calendar year 2021 (Part V, line 2a) 5 63
	6	Total number of volunteers (estimate if necessary) 6 49
	7a	Total unrelated business revenue from Part VIII, column (C), line 12 7a 0.
7b	Net unrelated business taxable income from Form 990-T, Part I, line 11 7b 0.	
Revenue	8	Contributions and grants (Part VIII, line 1h) 30,207,342. 43,794,093.
	9	Program service revenue (Part VIII, line 2g) 1,362,657. 2,549,710.
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d) 1,356,541. 1,681,863.
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) 0. 0.
	12	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12) 32,926,540. 48,025,666.
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1-3) 0. 0.
	14	Benefits paid to or for members (Part IX, column (A), line 4) 0. 0.
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) 6,671,986. 9,859,003.
	16a	Professional fundraising fees (Part IX, column (A), line 11e) 0. 0.
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶ 0.
	17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e) 22,229,692. 26,426,786.
	18	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25) 28,901,678. 36,285,789.
19	Revenue less expenses. Subtract line 18 from line 12 4,024,862. 11,739,877.	
Net Assets or Fund Balances	20	Total assets (Part X, line 16) 31,705,005. 41,421,226.
	21	Total liabilities (Part X, line 26) 8,067,532. 9,314,843.
	22	Net assets or fund balances. Subtract line 21 from line 20 23,637,473. 32,106,383.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer	Date			
	DAVID WHITAKER, PRESIDENT, CEO Type or print name and title				
Paid Preparer Use Only	Print/Type preparer's name JULIANA KREUL	Preparer's signature JULIANA KREUL	Date 08/07/23	Check if self-employed <input type="checkbox"/>	PTIN P01204534
	Firm's name ▶ RSM US LLP	Firm's EIN ▶ 42-0714325	Phone no. 321-751-6200		
	Firm's address ▶ 7351 OFFICE PARK PLACE MELBOURNE, FL 32940-8229				

May the IRS discuss this return with the preparer shown above? See instructions ☒ Yes No

GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.

Form 990 (2021)

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Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III

1 Briefly describe the organization's mission:

GREATER MIAMI CONVENTION AND VISITORS BUREAU, INC.'S MISSION IS TO
ATTRACT, ENCOURAGE AND INDUCE ALL PERSONS AND ORGANIZATIONS TO VISIT
GREATER MIAMI AND ITS BEACHES FOR CONVENTIONS, BUSINESS AND PLEASURE.

2 Did the organization undertake any significant program services during the year which were not listed on the
prior Form 990 or 990-EZ? ☐ Yes ☒ No

If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? ☐ Yes ☒ No

If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses.
Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and
revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ including grants of \$) (Revenue \$)

IN ORDER TO ATTRACT VISITORS TO GREATER MIAMI AND THE BEACHES, GMCVB
SUPPORTS ALL COMMUNITY ACTIVITIES THAT ENHANCE THE AREA AS AN
ATTRACTIVE AND DESIRABLE PLACE FOR MEETINGS, BUSINESS AND LEISURE.

4b (Code:) (Expenses \$ including grants of \$) (Revenue \$)

4c (Code:) (Expenses \$ including grants of \$) (Revenue \$)

4d Other program services (Describe on Schedule O.)

(Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses

**GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.**

Form 990 (2021)

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Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i>		X
2 Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ? See instructions	X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>		X
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>		
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Rev. Proc. 98-19? <i>If "Yes," complete Schedule C, Part III</i>		X
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>		X
9 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>		X
10 Did the organization, directly or through a related organization, hold assets in donor-restricted endowments or in quasi endowments? <i>If "Yes," complete Schedule D, Part V</i>		X
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X, as applicable.		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>	X	
b Did the organization report an amount for investments - other securities in Part X, line 12, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>		X
c Did the organization report an amount for investments - program related in Part X, line 13, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>		X
d Did the organization report an amount for other assets in Part X, line 15, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>		X
e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>	X	
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>	X	
12a Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>	X	
b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>		X
13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		X
14a Did the organization maintain an office, employees, or agents outside of the United States?		X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i>	X	
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i>		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i>		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I. See instructions</i>		X
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>		X
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>		X
20a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		X
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
21 Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>		X

**GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.**

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Part IV Checklist of Required Schedules (continued)

	Yes	No
22 Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>	22	X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5, about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>	23	X
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i>	24a	X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b	
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c	
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d	
25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>	25a	
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i>	25b	
26 Did the organization report any amount on Part X, line 5 or 22, for receivables from or payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part II</i>	26	X
27 Did the organization provide a grant or other assistance to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity (including an employee thereof) or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>	27	X
28 Was the organization a party to a business transaction with one of the following parties (see the Schedule L, Part IV, instructions for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? <i>If "Yes," complete Schedule L, Part IV</i>	28a	X
b A family member of any individual described in line 28a? <i>If "Yes," complete Schedule L, Part IV</i>	28b	X
c A 35% controlled entity of one or more individuals and/or organizations described in line 28a or 28b? <i>If "Yes," complete Schedule L, Part IV</i>	28c	X
29 Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>	29	X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>	30	X
31 Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>	31	X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>	32	X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>	33	X
34 Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>	34	X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a	X
b If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>	35b	
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>	36	
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>	37	X
38 Did the organization complete Schedule O and provide explanations on Schedule O for Part VI, lines 11b and 19? Note: All Form 990 filers are required to complete Schedule O	38	X

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

	Yes	No
1a Enter the number reported in box 3 of Form 1096. Enter -0- if not applicable	1a	73
b Enter the number of Forms W-2G included on line 1a. Enter -0- if not applicable	1b	0
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c	X

**GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.**

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Part V **Statements Regarding Other IRS Filings and Tax Compliance** (continued)

		Yes	No
2a Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	2a 63		
b If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2b	X	
Note: If the sum of lines 1a and 2a is greater than 250, you may be required to e-file. See instructions.			
3a Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a		X
b If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation on Schedule O	3b		
4a At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a		X
b If "Yes," enter the name of the foreign country			
See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).			
5a Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		X
b Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b		X
c If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	5c		
6a Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?	6a	X	
b If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b	X	
7 Organizations that may receive deductible contributions under section 170(c).			
a Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7a		
b If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b		
c Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7c		
d If "Yes," indicate the number of Forms 8282 filed during the year	7d		
e Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e		
f Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f		
g If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g		
h If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h		
8 Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?	8		
9 Sponsoring organizations maintaining donor advised funds.			
a Did the sponsoring organization make any taxable distributions under section 4966?	9a		
b Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?	9b		
10 Section 501(c)(7) organizations. Enter:			
a Initiation fees and capital contributions included on Part VIII, line 12	10a		
b Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b		
11 Section 501(c)(12) organizations. Enter:			
a Gross income from members or shareholders	11a		
b Gross income from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b		
12a Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a		
b If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b		
13 Section 501(c)(29) qualified nonprofit health insurance issuers.			
a Is the organization licensed to issue qualified health plans in more than one state?	13a		
Note: See the instructions for additional information the organization must report on Schedule O.			
b Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b		
c Enter the amount of reserves on hand	13c		
14a Did the organization receive any payments for indoor tanning services during the tax year?	14a		X
b If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation on Schedule O	14b		
15 Is the organization subject to the section 4960 tax on payment(s) of more than \$1,000,000 in remuneration or excess parachute payment(s) during the year?	15		X
If "Yes," see the instructions and file Form 4720, Schedule N.			
16 Is the organization an educational institution subject to the section 4968 excise tax on net investment income?	16		X
If "Yes," complete Form 4720, Schedule O.			
17 Section 501(c)(21) organizations. Did the trust, any disqualified person, or mine operator engage in any activities that would result in the imposition of an excise tax under section 4951, 4952 or 4953?	17		
If "Yes," complete Form 6069.			

**GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.**

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Part VI Governance, Management, and Disclosure. For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes on Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI ☒ **X**

Section A. Governing Body and Management

		Yes	No
1a Enter the number of voting members of the governing body at the end of the tax year 1a 49 If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain on Schedule O.			
b Enter the number of voting members included on line 1a, above, who are independent 1b 49			
2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2		X
3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, trustees, or key employees to a management company or other person?	3		X
4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4		X
5 Did the organization become aware during the year of a significant diversion of the organization's assets?	5		X
6 Did the organization have members or stockholders?	6	X	
7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a	X	
b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b		X
8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:			
a The governing body?	8a	X	
b Each committee with authority to act on behalf of the governing body?	8b	X	
9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses on Schedule O	9		X

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

		Yes	No
10a Did the organization have local chapters, branches, or affiliates?	10a		X
b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b		
11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a		X
b Describe on Schedule O the process, if any, used by the organization to review this Form 990.			
12a Did the organization have a written conflict of interest policy? If "No," go to line 13	12a	X	
b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	X	
c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe on Schedule O how this was done	12c	X	
13 Did the organization have a written whistleblower policy?	13		X
14 Did the organization have a written document retention and destruction policy?	14	X	
15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
a The organization's CEO, Executive Director, or top management official	15a	X	
b Other officers or key employees of the organization	15b	X	
If "Yes" to line 15a or 15b, describe the process on Schedule O. See instructions.			
16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a		X
b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	16b		

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed ► **NONE**

18 Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A, if applicable), 990, and 990-T (section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
 Own website ☐ Another's website ☐ ☒ Upon request ☒ Other (explain on Schedule O)

19 Describe on Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

20 State the name, address, and telephone number of the person who possesses the organization's books and records ►
JOSEPH YARZABAL - 305-539-3032
701 BRICKELL AVE, 2700, MIAMI, FL 33131-2851

**GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.**

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Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
 - List all of the organization's **current** key employees, if any. See the instructions for definition of "key employee."
 - List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (box 5 of Form W-2, Form 1099-MISC, and/or box 1 of Form 1099-NEC) of more than \$100,000 from the organization and any related organizations.
 - List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
 - List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.
- See the instructions for the order in which to list the persons above.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) WILLIAM D. TALBERT III FORMER PRESIDENT/CEO	37.50 0.00						X	494,668.	0.	76,966.
(2) ROLANDO AEDO SVP MKTG & TOURISM	37.50 0.00				X			344,521.	0.	92,459.
(3) ALVIN L. WEST CFO	37.50 0.00			X				321,076.	0.	56,313.
(4) JOSEPH YARZABAL VP FINANCE	37.50 0.00				X			206,894.	0.	43,563.
(5) SONIA FONG SVP CONV SALES	37.50 0.00				X			224,685.	0.	6,794.
(6) DAVID WHITAKER PRESIDENT/CEO	37.50 0.00			X				125,647.	0.	42,987.
(7) STEVEN HAAS IMMEDIATE PAST CHAIR	1.00 0.00	X						0.	0.	0.
(8) BRUCE OROSZ CHAIRMAN OF THE BOARD	1.00 0.00	X						0.	0.	0.
(9) CAROLE ANN TAYLOR MULTICULTURAL TOURISM CHAIR	1.00 0.00	X						0.	0.	0.
(10) ERIC JELSON MARKETING & TOURISM CHAIR	1.00 0.00	X						0.	0.	0.
(11) ELIZABETH HICKS FINANCE COMMITTEE CHAIR	1.00 0.00	X						0.	0.	0.
(12) JULISSA KEPNER CONVENTION SALES COMMITTEE CHAIR	1.00 0.00	X						0.	0.	0.
(13) T. WILLARD FAIR AT LARGE	1.00 0.00	X						0.	0.	0.
(14) FRENANDO CASAMAYOR AT LARGE	1.00 0.00	X						0.	0.	0.
(15) ALEX J FERNANDEZ AT LARGE	1.00 0.00	X						0.	0.	0.
(16) DAN GELBER AT LARGE	1.00 0.00	X						0.	0.	0.
(17) ALINA HUDAK AT LARGE	1.00 0.00	X						0.	0.	0.

**GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.**

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Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(18) DANIELLA LEVINE-CAVA AT LARGE	1.00 0.00	X						0.	0.	0.
(19) CHRISTINE VALLS AT LARGE	1.00 0.00	X						0.	0.	0.
(20) GENE PRESCOTT AT LARGE, PAST CHAIR	1.00 0.00	X						0.	0.	0.
(21) MARIA SASTRE AT LARGE, PAST CHAIR	1.00 0.00	X						0.	0.	0.
(22) RICHARD FAIN PAST CHAIRS	1.00 0.00	X						0.	0.	0.
(23) ADOLFO HENRIQUES PAST CHAIRS	1.00 0.00	X						0.	0.	0.
(24) THOMAS F. HEWITT PAST CHAIRS	1.00 0.00	X						0.	0.	0.
(25) DONALD E. LEFTON PAST CHAIRS	1.00 0.00	X						0.	0.	0.
(26) CHRISTOPHER PERKS PAST CHAIRS	1.00 0.00	X						0.	0.	0.
1b Subtotal								1,717,491.	0.	319,082.
c Total from continuation sheets to Part VII, Section A								0.	0.	0.
d Total (add lines 1b and 1c)								1,717,491.	0.	319,082.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **6**

3 Did the organization list any **former** officer, director, trustee, key employee, or highest compensated employee on line 1a? *If "Yes," complete Schedule J for such individual*

	Yes	No
3	X	
4	X	
5		X

4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? *If "Yes," complete Schedule J for such individual*

5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? *If "Yes," complete Schedule J for such person*

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
NONE		

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **0**

SEE PART VII, SECTION A CONTINUATION SHEETS

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BUREAU, INC.**

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Part VII Section A. **Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees** (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(27) R. DONAHUE PEEBLES PAST CHAIRS	1.00 0.00	X						0.	0.	0.
(28) STEPHEN SONNABEND PAST CHAIRS	1.00 0.00	X						0.	0.	0.
(29) RALPH CUTIE EX-OFFICIO	1.00 0.00	X						0.	0.	0.
(30) WILFREDO GORT EX-OFFICIO	1.00 0.00	X						0.	0.	0.
(31) ERIC KNOWLES EX-OFFICIO	1.00 0.00	X						0.	0.	0.
(32) IBIS ROMERO EX-OFFICIO	1.00 0.00	X						0.	0.	0.
(33) ALFRED SANCHEZ EX-OFFICIO	1.00 0.00	X						0.	0.	0.
(34) HYDI WEBB EX-OFFICIO	1.00 0.00	X						0.	0.	0.
(35) ABE NG DIRECTOR	1.00 0.00	X						0.	0.	0.
(36) ADOLFO PEREZ DIRECTOR	1.00 0.00	X						0.	0.	0.
(37) ALAN G. RANDOLPH DIRECTOR	1.00 0.00	X						0.	0.	0.
(38) ALFREDO RICHARD DIRECTOR	1.00 0.00	X						0.	0.	0.
(39) BEN MOLLERE DIRECTOR	1.00 0.00	X						0.	0.	0.
(40) CHRIS ROLLINS DIRECTOR	1.00 0.00	X						0.	0.	0.
(41) CHRISTINE KING DIRECTOR	1.00 0.00	X						0.	0.	0.
(42) FREDDIE PETERSON DIRECTOR	1.00 0.00	X						0.	0.	0.
(43) GRISETTE ROQUE-MARCOS DIRECTOR	1.00 0.00	X						0.	0.	0.
(44) HENRY CRESPO, SR DIRECTOR	1.00 0.00	X						0.	0.	0.
(45) JOHN MULREY DIRECTOR	1.00 0.00	X						0.	0.	0.
(46) JULIO GUZMAN DIRECTOR	1.00 0.00	X						0.	0.	0.
Total to Part VII, Section A, line 1c										

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Part VII

[illegible]

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**GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.**

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Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

				(A)	(B)	(C)	(D)
				Total revenue	Related or exempt function revenue	Unrelated business revenue	Revenue excluded from tax under sections 512 - 514
Contributions, Gifts, Grants and Other Similar Amounts	1 a Federated campaigns	1a					
	b Membership dues	1b					
	c Fundraising events	1c					
	d Related organizations	1d					
	e Government grants (contributions)	1e	2,946,110.				
	f All other contributions, gifts, grants, and similar amounts not included above	1f	40,847,983.				
	g Noncash contributions included in lines 1a-1f	1g	\$				
	h Total. Add lines 1a-1f						
Program Service Revenue	2 a MEMBERSHIP DUES	Business Code 561591		1,504,534.	1,504,534.		
	b MEMBER PROGRAMS	561591		1,045,176.			1045176.
	c						
	d						
	e						
	f All other program service revenue						
	g Total. Add lines 2a-2f			2,549,710.			
	Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)			380,784.		
4 Income from investment of tax-exempt bond proceeds							
5 Royalties							
6 a Gross rents		6a	(i) Real (ii) Personal				
b Less: rental expenses		6b					
c Rental income or (loss)		6c					
d Net rental income or (loss)							
7 a Gross amount from sales of assets other than inventory		7a	(i) Securities (ii) Other				
b Less: cost or other basis and sales expenses		7b	7,816,530.				
c Gain or (loss)		7c	1,301,079.				
d Net gain or (loss)				1,301,079.			1301079.
8 a Gross income from fundraising events (not including \$ of contributions reported on line 1c). See Part IV, line 18		8a					
b Less: direct expenses		8b					
c Net income or (loss) from fundraising events							
9 a Gross income from gaming activities. See Part IV, line 19		9a					
b Less: direct expenses	9b						
c Net income or (loss) from gaming activities							
10 a Gross sales of inventory, less returns and allowances	10a						
b Less: cost of goods sold	10b						
c Net income or (loss) from sales of inventory							
Miscellaneous Revenue	11 a	Business Code					
	b						
	c						
	d All other revenue						
	e Total. Add lines 11a-11d						
	12 Total revenue. See instructions			48,025,666.	1,504,534.	0.	2727039.

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BUREAU, INC.

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Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21 ...				
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	1,464,939.			
6 Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	6,390,834.			
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	565,332.			
9 Other employee benefits	995,549.			
10 Payroll taxes	442,349.			
11 Fees for services (nonemployees):				
a Management				
b Legal	145,891.			
c Accounting	52,300.			
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A), amount, list line 11g expenses on Sch O.)	149,334.			
12 Advertising and promotion	22,076,902.			
13 Office expenses	140,325.			
14 Information technology				
15 Royalties				
16 Occupancy	1,038,381.			
17 Travel				
18 Payments of travel or entertainment expenses for any federal, state, or local public officials ...				
19 Conferences, conventions, and meetings				
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	143,009.			
23 Insurance	115,715.			
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A), amount, list line 24e expenses on Schedule O.)				
a OFFICE EQUIPMENT RENTA	1,187,001.			
b INTERLOCAL COMMITMENTS	750,000.			
c DUES & SUBSCRIPTIONS	208,182.			
d COMMISSIONS	152,142.			
e All other expenses	267,604.			
25 Total functional expenses. Add lines 1 through 24e	36,285,789.			
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.				

Check here ☐ if following SOP 98-2 (ASC 958-720)

**GREATER MIAMI CONVENTION & VISITORS
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Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X ☐

		(A) Beginning of year		(B) End of year
Assets	1 Cash - non-interest-bearing		1	
	2 Savings and temporary cash investments	8,993,135.	2	20,839,900.
	3 Pledges and grants receivable, net		3	
	4 Accounts receivable, net	2,365,061.	4	2,992,921.
	5 Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use		8	
	9 Prepaid expenses and deferred charges	101,991.	9	484,003.
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	2,936,266.		
	b Less: accumulated depreciation	2,735,680.		
		282,515.	10c	200,586.
	11 Investments - publicly traded securities	18,080,922.	11	15,028,282.
	12 Investments - other securities. See Part IV, line 11		12	
	13 Investments - program-related. See Part IV, line 11		13	
	14 Intangible assets		14	
15 Other assets. See Part IV, line 11	1,881,381.	15	1,875,534.	
16 Total assets. Add lines 1 through 15 (must equal line 33)	31,705,005.	16	41,421,226.	
Liabilities	17 Accounts payable and accrued expenses	1,839,103.	17	6,140,486.
	18 Grants payable		18	
	19 Deferred revenue	940,527.	19	940,939.
	20 Tax-exempt bond liabilities		20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22 Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		22	
	23 Secured mortgages and notes payable to unrelated third parties		23	
	24 Unsecured notes and loans payable to unrelated third parties		24	
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D	5,287,902.	25	2,233,418.
	26 Total liabilities. Add lines 17 through 25	8,067,532.	26	9,314,843.
Net Assets or Fund Balances	Organizations that follow FASB ASC 958, check here <input checked="" type="checkbox"/> and complete lines 27, 28, 32, and 33.			
	27 Net assets without donor restrictions	23,637,473.	27	30,205,746.
	28 Net assets with donor restrictions		28	1,900,637.
	Organizations that do not follow FASB ASC 958, check here <input type="checkbox"/> and complete lines 29 through 33.			
	29 Capital stock or trust principal, or current funds		29	
	30 Paid-in or capital surplus, or land, building, or equipment fund		30	
	31 Retained earnings, endowment, accumulated income, or other funds		31	
	32 Total net assets or fund balances	23,637,473.	32	32,106,383.
	33 Total liabilities and net assets/fund balances	31,705,005.	33	41,421,226.

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Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI ☐

1	Total revenue (must equal Part VIII, column (A), line 12)	1	48,025,666.
2	Total expenses (must equal Part IX, column (A), line 25)	2	36,285,789.
3	Revenue less expenses. Subtract line 2 from line 1	3	11,739,877.
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	23,637,473.
5	Net unrealized gains (losses) on investments	5	-3,270,967.
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain on Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	10	32,106,383.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII ☒

	Yes	No
1 Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain on Schedule O.		
2a Were the organization's financial statements compiled or reviewed by an independent accountant? _____ If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	2a	X
b Were the organization's financial statements audited by an independent accountant? _____ If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: <input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	2b	X
c If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? _____ If the organization changed either its oversight process or selection process during the tax year, explain on Schedule O.	2c	X
3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? _____	3a	X
b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why on Schedule O and describe any steps taken to undergo such audits _____	3b	

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Schedule B
(Form 990)Department of the Treasury
Internal Revenue Service**Schedule of Contributors**▶ Attach to Form 990 or Form 990-PF.
▶ Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2021

Name of the organization

GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.

Employer identification number

59-2383735

Organization type (check one):

Filers of:**Section:**

Form 990 or 990-EZ

☒ 501(c)(6) (enter number) organization☐ 4947(a)(1) nonexempt charitable trust **not** treated as a private foundation☐ 527 political organization

Form 990-PF

☐ 501(c)(3) exempt private foundation☐ 4947(a)(1) nonexempt charitable trust treated as a private foundation☐ 501(c)(3) taxable private foundationCheck if your organization is covered by the **General Rule** or a **Special Rule**.**Note:** Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.**General Rule**

- ☒ For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

Special Rules

- ☐ For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of **(1)** \$5,000; or **(2)** 2% of the amount on (i) Form 990, Part VIII, line 1h; or (ii) Form 990-EZ, line 1. Complete Parts I and II.
- ☐ For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 exclusively for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I (entering "N/A" in column (b) instead of the contributor name and address), II, and III.
- ☐ For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions *exclusively* for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Don't complete any of the parts unless the **General Rule** applies to this organization because it received *nonexclusively* religious, charitable, etc., contributions totaling \$5,000 or more during the year ▶ \$ _____

Caution: An organization that isn't covered by the General Rule and/or the Special Rules doesn't file Schedule B (Form 990), but it **must** answer "No" on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it doesn't meet the filing requirements of Schedule B (Form 990).

Name of organization

GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.

Employer identification number

59-2383735

Part I Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1	N/A	\$ 2,946,110.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
2	N/A	\$ 7,486,108.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
3	N/A	\$ 33,361,875.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

Employer identification number

59-2383735

Part II

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
	 	\$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
	 	\$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
	 	\$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
	 	\$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
	 	\$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
	 	\$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
	 	\$	

Name of organization

**GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.**

Employer identification number

59-2383735**Part III**

Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) that total more than \$1,000 for the year from any one contributor. Complete columns (a) through (e) and the following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of **\$1,000 or less** for the year. (Enter this info. once.) ► \$ _____

Use duplicate copies of Part III if additional space is needed.

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
	(e) Transfer of gift		
	Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee
	(e) Transfer of gift		
	Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee
	(e) Transfer of gift		
	Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee
	(e) Transfer of gift		
	Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee

SCHEDULE D
(Form 990)Department of the Treasury
Internal Revenue Service**Supplemental Financial Statements**▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.**▶ **Attach to Form 990.**▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

OMB No. 1545-0047

2021**Open to Public Inspection****Name of the organization** GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.**Employer identification number**
59-2383735**Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.** Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate value of contributions to (during year)		
3 Aggregate value of grants from (during year)		
4 Aggregate value at end of year		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Part II Conservation Easements. Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).
☐ Preservation of land for public use (for example, recreation or education) ☐ Preservation of a historically important land area
☐ Protection of natural habitat ☐ Preservation of a certified historic structure
☐ Preservation of open space

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 7/25/06, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶

4 Number of states where property subject to conservation easement is located ▶

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?

☐ Yes ☐ No

6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶ \$

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?

☐ Yes ☐ No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1a If the organization elected, as permitted under FASB ASC 958, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide in Part XIII the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under FASB ASC 958, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenue included on Form 990, Part VIII, line 1

(ii) Assets included in Form 990, Part X

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under FASB ASC 958 relating to these items:

a Revenue included on Form 990, Part VIII, line 1

b Assets included in Form 990, Part X

Part III	Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets <i>(continued)</i>
-----------------	-----------------------------------------------------------------------------------------------------------------------

- 3** Using the organization's acquisition, accession, and other records, check any of the following that make significant use of its collection items (check all that apply):
- a** ☐ Public exhibition
- b** ☐ Scholarly research
- c** ☐ Preservation for future generations
- d** ☐ Loan or exchange program
- e** ☐ Other _____
- 4** Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.
- 5** During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☐ No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

- 1a** Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIII and complete the following table:

	Amount
c Beginning balance	1c
d Additions during the year	1d
e Distributions during the year	1e
f Ending balance	1f

2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII ☐

	Amount
1c	
1d	
1e	
1f	

Part V	Endowment Funds. Complete if the organization answered "Yes" on Form 990, Part IV, line 10.
---------------	----------------------------------------------------------------------------------------------------

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

- 2** Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

- a** Board designated or quasi-endowment 100%
b Permanent endowment 100%
c Term endowment 100%

The percentages on lines 2a, 2b, and 2c should equal 100%.

- 3a** Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

	Yes	No
3a(i)		
3a(ii)		
3b		

- (i) Unrelated organizations
- (ii) Related organizations
- b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R?

- 4** Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI	Land, Buildings, and Equipment.
----------------	----------------------------------------

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements		441,712.	316,848.	124,864.
d Equipment		2,494,554.	2,418,832.	75,722.
e Other				
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.)				200,586.

Schedule D (Form 990) 2021

**GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.**

Schedule D (Form 990) 2021

59-2383735 Page **3**

Part VII Investments - Other Securities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 12.) ▶		

Part VIII Investments - Program Related.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 13.) ▶		

Part IX Other Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 15.) ▶	

Part X Other Liabilities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) DEFERRED RENT - LONG TERM	357,884.
(3) EMPLOYEE DEF COMP LIABILITY	1,875,534.
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶	2,233,418.

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FASB ASC 740. Check here if the text of the footnote has been provided in Part XIII ... ☒

Schedule D (Form 990) 2021

**GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.**

Schedule D (Form 990) 2021

59-2383735 Page **4**

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements	1	44,937,103.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains (losses) on investments	2a	-3,270,967.
b	Donated services and use of facilities	2b	182,404.
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIII.)	2d	
e	Add lines 2a through 2d	2e	-3,088,563.
3	Subtract line 2e from line 1	3	48,025,666.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIII.)	4b	
c	Add lines 4a and 4b	4c	0.
5	Total revenue. Add lines 3 and 4c . (This must equal Form 990, Part I, line 12.)	5	48,025,666.

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements	1	36,468,193.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	182,404.
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIII.)	2d	
e	Add lines 2a through 2d	2e	182,404.
3	Subtract line 2e from line 1	3	36,285,789.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIII.)	4b	
c	Add lines 4a and 4b	4c	0.
5	Total expenses. Add lines 3 and 4c . (This must equal Form 990, Part I, line 18.)	5	36,285,789.

Part XIII Supplemental Information.

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

PART X, LINE 2:

THE BUREAU IS EXEMPT FROM FEDERAL AND STATE INCOME TAXES UNDER SECTION 501(C)(6) OF THE INTERNAL REVENUE CODE AND CHAPTER 220.13 OF THE FLORIDA STATUTES. THEREFORE, THE FINANCIAL STATEMENTS REFLECT NO PROVISION FOR INCOME TAXES.

THE BUREAU HAS EVALUATED ITS TAX POSITIONS AND CONCLUDED THAT IT HAS TAKEN NO UNCERTAIN TAX POSITIONS THAT REQUIRE ADJUSTMENT TO THE FINANCIAL STATEMENTS TO COMPLY WITH THE PROVISIONS OF THE GUIDANCE LISTED ABOVE. WITH FEW EXCEPTIONS, THE BUREAU IS NO LONGER SUBJECT TO INCOME TAX EXAMINATIONS BY THE U.S. FEDERAL OR STATE TAX AUTHORITIES FOR YEARS PRIOR TO 2019.

Part XIII	Supplemental Information <i>(continued)</i>
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[illegible]

**SCHEDULE F
(Form 990)**Department of the Treasury
Internal Revenue Service**Statement of Activities Outside the United States**

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 14b, 15, or 16.

▶ Attach to Form 990.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2021Open to Public
Inspection

Name of the organization

GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.

Employer identification number

59-2383735

Part I General Information on Activities Outside the United States. Complete if the organization answered "Yes" on
Form 990, Part IV, line 14b.

1 For grantmakers. Does the organization maintain records to substantiate the amount of its grants and other assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? ☐ Yes ☐ No

2 For grantmakers. Describe in Part V the organization's procedures for monitoring the use of its grants and other assistance outside the United States.

3 Activities per Region. (The following Part I, line 3 table can be duplicated if additional space is needed.)

(a) Region	(b) Number of offices in the region	(c) Number of employees, agents, and independent contractors in the region	(d) Activities conducted in the region (by type) (such as, fundraising, program services, investments, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in the region	(f) Total expenditures for and investments in the region
EUROPE (INCLUDING ICELAND & GREENLAND) - ALBANIA, ANDORRA, AUSTRIA, BELGIUM	0	0	PROGRAM SERVICES	PROMOTION FOR EVENTS IN THE GREATER MIAMI AREA	366,079.
SOUTH AMERICA - ARGENTINA, BOLIVIA, BRAZIL, CHILE, COLUMBIA, ECUADOR,	0	0	PROGRAM SERVICES	PROMOTION FOR EVENTS IN THE GREATER MIAMI AREA.	206,044.
CENTRAL AMERICA AND THE CARIBBEAN - ANTIGUA & BARBUDA, ARUBA, BAHAMAS,	0	0	PROGRAM SERVICES	PROMOTION FOR EVENTS IN THE GREATER MIAMI AREA.	7,169.
NORTH AMERICA - CANADA AND MEXICO, BUT NOT THE UNITED STATES	0	0	PROGRAM SERVICES	PROMOTION FOR EVENTS IN THE GREATER MIAMI AREA.	86,958.
3 a Subtotal	0	0			666,250.
b Total from continuation sheets to Part I	0	0			0.
c Totals (add lines 3a and 3b)	0	0			666,250.

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule F (Form 990) 2021

**GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.**

Schedule F (Form 990) 2021

59-2383735

Page **2**

Part II **Grants and Other Assistance to Organizations or Entities Outside the United States.** Complete if the organization answered "Yes" on Form 990, Part IV, line 15, for any recipient who received more than \$5,000. Part II can be duplicated if additional space is needed.

1 (a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of noncash assistance	(h) Description of noncash assistance	(i) Method of valuation (book, FMV, appraisal, other)

- 2** Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as a tax exempt 501(c)(3) organization by the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalency letter ▶ _____
- 3** Enter total number of other organizations or entities ▶ _____

GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.

Schedule F (Form 990) 2021

59-2383735 Page 4

Part IV Foreign Forms

- 1 Was the organization a U.S. transferor of property to a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 926, Return by a U.S. Transferor of Property to a Foreign Corporation (see Instructions for Form 926)* ☐ Yes ☒ No
- 2 Did the organization have an interest in a foreign trust during the tax year? *If "Yes," the organization may be required to separately file Form 3520, Annual Return To Report Transactions With Foreign Trusts and Receipt of Certain Foreign Gifts, and/or Form 3520-A, Annual Information Return of Foreign Trust With a U.S. Owner (see Instructions for Forms 3520 and 3520-A; don't file with Form 990)* ☐ Yes ☒ No
- 3 Did the organization have an ownership interest in a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 5471, Information Return of U.S. Persons With Respect to Certain Foreign Corporations (see Instructions for Form 5471)* ☐ Yes ☒ No
- 4 Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? *If "Yes," the organization may be required to file Form 8621, Information Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund (see Instructions for Form 8621)* ☐ Yes ☒ No
- 5 Did the organization have an ownership interest in a foreign partnership during the tax year? *If "Yes," the organization may be required to file Form 8865, Return of U.S. Persons With Respect to Certain Foreign Partnerships (see Instructions for Form 8865)* ☐ Yes ☒ No
- 6 Did the organization have any operations in or related to any boycotting countries during the tax year? *If "Yes," the organization may be required to separately file Form 5713, International Boycott Report (see Instructions for Form 5713; don't file with Form 990)* ☐ Yes ☒ No

Schedule F (Form 990) 2021

Supplemental Information

Provide the information required by Part I, line 2 (monitoring of funds); Part I, line 3, column (f) (accounting method; amounts of investments vs. expenditures per region); Part II, line 1 (accounting method); Part III (accounting method); and Part III, column (c) (estimated number of recipients), as applicable. Also complete this part to provide any additional information. See instructions.

**SCHEDULE J
(Form 990)**

Department of the Treasury
Internal Revenue Service

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest
Compensated Employees

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.

▶ Attach to Form 990.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2021

Open to Public
Inspection

Name of the organization

**GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.**

Employer identification number

59-2383735

Part I Questions Regarding Compensation

1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.

- | | |
|--------------------------------------------------------------------|----------------------------------------------------------------------------|
| <input type="checkbox"/> First-class or charter travel | <input type="checkbox"/> Housing allowance or residence for personal use |
| <input type="checkbox"/> Travel for companions | <input type="checkbox"/> Payments for business use of personal residence |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account | <input type="checkbox"/> Personal services (such as maid, chauffeur, chef) |

b If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain

2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked on line 1a?

3 Indicate which, if any, of the following the organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

- | | |
|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Compensation committee | <input checked="" type="checkbox"/> Written employment contract |
| <input checked="" type="checkbox"/> Independent compensation consultant | <input checked="" type="checkbox"/> Compensation survey or study |
| <input checked="" type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

4 During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

a Receive a severance payment or change-of-control payment?

b Participate in or receive payment from a supplemental nonqualified retirement plan?

c Participate in or receive payment from an equity-based compensation arrangement?

If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.

5 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

a The organization?

b Any related organization?

If "Yes" on line 5a or 5b, describe in Part III.

6 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

a The organization?

b Any related organization?

If "Yes" on line 6a or 6b, describe in Part III.

7 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If "Yes," describe in Part III

8 Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III

9 If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

Yes No

1b

2

4a

4b

4c

5a

5b

6a

6b

7

8

9

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2021

**GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.**

Schedule J (Form 990) 2021

59-2383735

Page **2**

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that aren't listed on Form 990, Part VII.

Note: The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC and/or 1099-NEC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
(1) WILLIAM D. TALBERT III FORMER PRESIDENT/CEO	(i)	467,001.	0.	27,667.	38,234.	38,732.	571,634.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(2) ROLANDO AEDO SVP MKTG & TOURISM	(i)	332,079.	0.	12,442.	38,234.	54,225.	436,980.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(3) ALVIN L. WEST CFO	(i)	308,244.	0.	12,832.	38,234.	18,079.	377,389.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(4) JOSEPH YARZABAL VP FINANCE	(i)	203,314.	0.	3,580.	26,177.	17,386.	250,457.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(5) SONIA FONG SVP CONV SALES	(i)	224,685.	0.	0.	6,794.	0.	231,479.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(6) DAVID WHITAKER PRESIDENT/CEO	(i)	125,647.	0.	0.	3,769.	39,218.	168,634.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							

Part III	Supplemental Information
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Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

**SCHEDULE O
(Form 990)**

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or Form 990-EZ.

▶ Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2021

Open to Public
Inspection

Name of the organization

GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.

Employer identification number
59-2383735

FORM 990, PART VI, SECTION A, LINE 6:

THE ORGANIZATION HAS MEMBERS THAT COLLECTIVELY WITH THE ORGANIZATION,
PROMOTE AND SELL THE GREATER MIAMI AREA.

FORM 990, PART VI, SECTION A, LINE 7A:

THE ORGANIZATION HAS A NOMINATING COMMITTEE THAT IS RESPONSIBLE FOR
ELECTING ONE OR MORE MEMBERS OF THE GOVERNING BODY.

FORM 990, PART VI, SECTION B, LINE 11B:

THE ORGANIZATION DOES NOT BELIEVE IT IS EFFECTIVE NOR EFFICIENT FOR THE
ENTIRE GOVERNING BOARD TO REVIEW FORM 990 BEFORE FILING. THUS, THE
GOVERNING BOARD DELEGATES THE REVIEW OF FORM 990 AND THE RELATED SCHEDULES
TO THE PRESIDENT AND THE CFO. THE PRESIDENT AND THE CFO REVIEW FORM 990
WITH THEIR OUSTIDE CPA PREPARERS PRIOR TO THE FILING OF THE FORM.

FORM 990, PART VI, SECTION B, LINE 12C:

THE PRESIDENT SENDS OUT A REMINDER AND A CONFLICT OF INTEREST QUESTIONNAIRE
TO EACH MEMBER ON AN ANNUAL BASIS.

FORM 990, PART VI, SECTION B, LINE 15:

THE BOARD FIRST REVIEWS THE COMPENSATION AMOUNT WHICH IS AGAIN REVIEWED AND
THEN APPROVED BY AN INDEPENDENT PERSON BEFORE THE FINAL DECISION IS MADE.

FORM 990, PART VI, SECTION C, LINE 18:

GOVERNING DOCUMENTS AND FINANCIAL STATEMENTS ARE AVAILABLE TO THE PUBLIC
THROUGH THE ORGANIZATION'S WEBSITE.

Name of the organization **GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.**

Employer identification number
59-2383735

FORM 990, PART VI, SECTION C, LINE 19:

THE ORGANIZATION PROVIDES COPIES OF FORM 990 AND FORM 1024 UPON REQUEST.

FORM 990, PART XII, LINE 2C:

NO CHANGE FROM PRIOR YEAR.

SCHEDULE R
(Form 990)

Department of the Treasury
Internal Revenue Service

Related Organizations and Unrelated Partnerships

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.

▶ Attach to Form 990.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2021

**Open to Public
Inspection**

Name of the organization **GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.** Employer identification number
59-2383735

Part I Identification of Disregarded Entities. Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity

Part II Identification of Related Tax-Exempt Organizations. Complete if the organization answered "Yes" on Form 990, Part IV, line 34, because it had one or more related tax-exempt organizations during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity?	
						Yes	No
VISITOR INDUSTRY HUMAN RESOURCE DEVELOPMENT COUNCIL, INC. (VIC) - 65-0329273, 701 BRICKELL AVENUE, SUITE #2700, MIAMI, FL	SCHOLARSHIPS TO MINORITY AND MENTORING	FLORIDA	501(C)(3)	LINE 12A, I			X

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule R (Form 990) 2021

SEE PART VII FOR CONTINUATIONS

**GREATER MIAMI CONVENTION & VISITORS
BUREAU, INC.**

Schedule R (Form 990) 2021

59-2383735 Page 3

Part V Transactions With Related Organizations. Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

Note: Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
a Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity	1a	X
b Gift, grant, or capital contribution to related organization(s)	1b	X
c Gift, grant, or capital contribution from related organization(s)	1c	X
d Loans or loan guarantees to or for related organization(s)	1d	X
e Loans or loan guarantees by related organization(s)	1e	X
f Dividends from related organization(s)	1f	X
g Sale of assets to related organization(s)	1g	X
h Purchase of assets from related organization(s)	1h	X
i Exchange of assets with related organization(s)	1i	X
j Lease of facilities, equipment, or other assets to related organization(s)	1j	X
k Lease of facilities, equipment, or other assets from related organization(s)	1k	X
l Performance of services or membership or fundraising solicitations for related organization(s)	1l	X
m Performance of services or membership or fundraising solicitations by related organization(s)	1m	X
n Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)	1n	X
o Sharing of paid employees with related organization(s)	1o	X
p Reimbursement paid to related organization(s) for expenses	1p	X
q Reimbursement paid by related organization(s) for expenses	1q	X
r Other transfer of cash or property to related organization(s)	1r	X
s Other transfer of cash or property from related organization(s)	1s	X

2 If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1)			
(2)			
(3)			
(4)			
(5)			
(6)			

Part VII Supplemental Information

Provide additional information for responses to questions on Schedule R. See instructions.

PART II, IDENTIFICATION OF RELATED TAX-EXEMPT ORGANIZATIONS:**NAME, ADDRESS, AND EIN OF RELATED ORGANIZATION:**

VISITOR INDUSTRY HUMAN RESOURCE DEVELOPMENT COUNCIL, INC.

(VIC)

EIN: 65-0329273

701 BRICKELL AVENUE, SUITE #2700

MIAMI, FL 33131

Greater Miami Convention & Visitors Bureau

Compensation Analysis

For fiscal year ended September 30, 2023

Description	Public	Private	Total
Staff Wages, Salaries & Commissions	7,872,837	963,649	8,836,487
Payroll Taxes	500,613	15,477	516,090
Health/Dental/Vision/Life Insurance	1,301,497	189,322	1,490,819
Employee 401-K Retirement Plan	772,768	118,893	891,661
Total Staff Compensation	10,447,715	1,287,341	11,735,057

* GMCVB Board of Directors is all volunteer and receive no compensation or benefits.

Attachment D

Greater Miami Convention & Visitors Bureau

Travel & Entertainment Expenditures

For fiscal year ended September 30, 2023

Description	Total
Sales & Promotional Programs - Travel & Lodging	668,675
Sales & Promotional Programs - Meals & Entertainment	1,228,741
Destination Fam Tours & Site Visits - Travel, Lodging, Meals, etc.	656,541
Total Travel & Entertainment Expenses	<u>2,553,957</u>