

# Multicultural Tourism + Diversity Initiatives

**Increasing Business Opportunities by Elevating and Expanding DEI in Travel & Tourism**







**Connie Kinnard**  
**Vice President, Multicultural Tourism & Development**

## GMCVB's Multicultural Tourism & Development Division

Our mission is to ensure that the diversity of Miami's multicultural communities, attractions and events are promoted by working locally to build consistency and economic sustainability, broadening the scope of initiatives and maximizing marketing opportunities



# A Commitment to Inclusion



## TOPICS:

What is DEI?

GMCVB Commitment

LGBTQ+

Accessibility



## Diversity

The presence of differences. An array of various backgrounds, ideas, life experiences, cultures, life circumstances, race, religion, sex, disabilities etc.

## Inclusion

Embracing Differences and Creating a Culture of Belonging.

## Equity

Making Opportunities Consistent & Fair. Meeting needs based on that specific person, situation or circumstance.



*Artwork by Miami Artist – Marvin Weeks  
Entitled "Goodbread Alley"*



# Considerations – Diverse groups identified

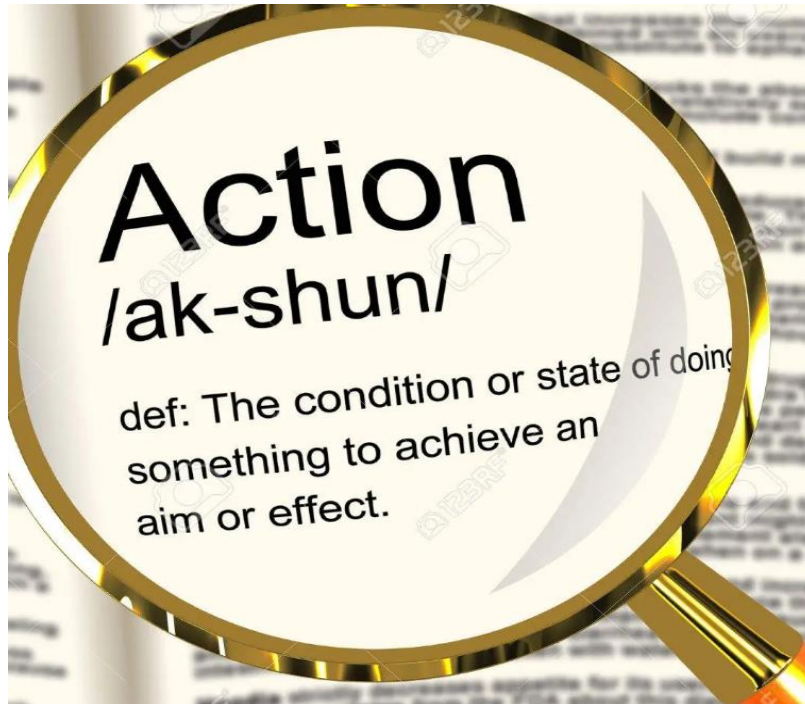
- Racial/ethnic background
- Ability/disability, neurodiversity, body size
- Language
- Socioeconomic status
- Citizenship, land of origin
- Faith, religion, and/or spiritual affiliation
- Gender identity, gender expression
- Sexual orientation
- Age
- Marital status





## *intentional (adj.)*

an action performed with awareness; done deliberately, consciously, on purpose





## GREATER MIAMI CONVENTION & VISITORS BUREAU (GMCVB) RESPONSE TO RACIAL INJUSTICE - GMCVB COMMITMENT

The GMCVB shares in the grief our nation and local community is experiencing following the senseless killings of George Floyd, Breonna Taylor, Ahmaud Arbery, Trayvon Martin, and countless others. We stand with the Black community and will do our part to speak out against the oppression and discrimination faced by Black people.

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

### GMCVB Stands in Support of our Miami Cuban Family & Friends

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

### Candlelight Vigil held in Little Haiti for slain Haitian President

Community members gathered at the Little Haiti Cultural Center for a prayer vigil and memorial for slain Haitian President Jovenel Moïse on July 16th. The Little Haiti Cultural Center's Sounds of Little Haiti, which typically takes place on the 3rd Friday of the month, was turned into a memorial with Miami-Dade Mayor Daniella Levine Cava, City of Miami Commissioner Jeffery Watson and others joined in solidarity with South Florida's Haitian American community. The GMCVB provided program support and flowers as an expression of sympathy.



### GMCVB Response to Asian American Violence

Throughout the United States there have been more reported cases recently of racial related incidents and violence targeting individuals of Asian descent. The Greater Miami Convention & Visitors Bureau condemns discrimination, racism, and violence against our Asian American Pacific Islander (AAPI) colleagues, industry partners, visitors and community members near and far. As an organization we are committed to promoting diversity, equity and inclusion in the tourism and hospitality industry which includes addressing issues that affect our community and working to eradicate discrimination. As a destination that is known for multiculturalism and heritage as a key tourism driver, we stand in support of the Asian American community and the quest to stop Asian Hate. For ways to show support and local resources visit the [Asian American Advisory Board of Miami Dade \(AAAB\)](#) or to report a crime call Miami-Dade State Attorney Office Hate Crimes Hotline (786) 687-2566 or 911.



# A Commitment to Inclusion

## Black CVB Leaders Write an Open Letter to Colleagues

Author: Convene Editors

**This week, Black industry leaders representing destinations around the United States released an open letter to their colleagues and the world reflecting on systemic racism in the travel industry and providing a set of questions for organizations to think deeply about in order to advance equity. Their message is published in full below.**

Recently this country has been experiencing situations and events that have forced us to see everything differently. We have been beseeched by a health pandemic that has taken the lives of hundreds of thousands of our fellow human beings and all but shut down TRAVEL as we have known it. Now the death of George Floyd, the Minneapolis police officers has refocused the world's awareness of another deadly pandemic; the systemic RACISM.

The murder of George Floyd is a painful tragedy, not only for his family and friends, but also for the community of humanity, especially the Black sector. It is symbolic of the degree of marginalism and disenfranchisement that infects every level of society, including the meetings/travel/hospitality industry.

Like every Black person in this country, we well know that at any point in time in any city in America: our lives, could be taken in a moment at the hands of someone who sees themselves and "in control." Nationally, Blacks are denied equal access to job opportunities. In the hospitality industry, specifically destination marketing, our efforts to improve the representation of Blacks continues to

*Black Industry Leaders Pen Open Letter on Systemic Racism ([pcma.org](https://pcma.org))*

Sincerely,  
**Jason Dunn, Group VP, Diversity Sales & Inclusion, Cincinnati USA CVB**

**Elliott Ferguson, President and CEO, Destination DC**

**Robin McClain, SVP, Marketing and Communications, Destination DC**

**Arthur Ayres, Jr., VP of Finance, Discover Philadelphia**

**Gregory DeShields, PHL Diversity, Executive Director, Discover Philadelphia**

**Dan Williams, VP, Convention Sales & Services, Experience Columbus**

**Angela Nelson, VP of Multicultural Business Development, Experience Grand Rapids**

**Michael Gunn, SVP, Convention Sales and Servicing, Greater Birmingham CVB**

**Connie Kinnard, VP, Multicultural Tourism & Development Greater Miami CVB**

**Ernest Wooden, Jr., President and CEO, LA Tourism & Convention Board**

**Darren Green, SVP, Sales, LA Tourism & Convention Board**

**Timothy Bush, President and CEO, Louisiana's Cajun Bayou**

**Cleo Battle, COO, Louisville Tourism**

**Melvin Tennant, President & CEO, Meet Minneapolis**

# Diversity, Equity & Inclusion



## Starts with Commitment from the Top

**GMCVB Board of Directors**  
Diversity Focus

**Destination International**  
CEO Pledge, Destination Masterclass and DEI  
Engagement





# Allyship Letter

The Equity, Diversity and Inclusion (EDI) Committee at Destinations International, the global trade association for convention and visitors bureau, has released an Allyship Letter on behalf of its global membership. The letter states "Like so many aspects of our society, there are long-standing systemic challenges that continue to create impediments to providing communities with equitable access to the same opportunities to identify as being a part of the White community."

## DIVERSITY | EQUITY | INCLUSION

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To Our Friends & Colleagues,

As you know, in June of 2020, a group of destination leaders from the Black/African American community raised their collective voices in a widely circulated letter that challenged all of us to do better – to be better – in **taking action to create a more inclusive travel & tourism industry.**

Two years later, we must ask ourselves **what we have learned** and honestly assess **whether we have put those lessons into meaningful actions** – not just for the Black/African American community, but for all groups and individuals who continue to be disproportionately impacted by the systemic, institutionalized racism, discrimination, and intolerance that have marginalized so many over the past 400 years.

There has been much discussion around these issues over the past year – and it is critically important to actively listen and to continue those conversations. But words must be backed up with action, and we know that the time for systemic change is long overdue. We must objectively assess whether we have transitioned from intent to actual impact. **For “allyship” is not a noun, but a verb – a call to action and a lifelong commitment.**

Simply defined, **“allyship” represents efforts by members of a historically privileged group to advocate for and advance the interests of historically marginalized groups.** We recognize that there are many individuals and organizations in our industry who have embraced this vital work and we applaud the efforts of Destinations International as our trade association, as well as the holistic approach of Tourism Diversity Matters on behalf of our broader travel & tourism community. **But we have only begun to scratch the surface of these complex issues and must continually evaluate our ongoing efforts to create meaningful impact.**

We must intentionally revisit the questions posed by our colleagues in their letter of June 2020.

- Have we engaged our organizations, team members, and stakeholders to foster an environment that advances the cause of those who are marginalized?
- Have we made meaningful progress in ensuring that our boards, committees, and staff represent the full spectrum of our communities – including in leadership positions?
- Have we evolved our purchasing habits to consistently include minority-owned businesses across all aspects of our programming and operations?
- Have we created a truly inclusive environment that welcomes all visitors to our destinations?

Don Welsh  
President & CEO  
Destinations International

Carrie Westergard  
Executive Director  
Boise Convention & Visitors Bureau

Kari Westlund  
President & CEO  
Travel Lane County

David Whitaker  
President & CEO  
Greater Miami Convention & Visitors Bureau

Scott White  
President & CEO  
Visit Greater Palm Springs

Peggy Williams-Smith  
President and CEO  
VISIT Milwaukee

Scott Wilson  
President & CEO  
Visit Temecula Valley

Lance Woodworth

# GMCVB - Ongoing Activities/Programs (DEI and Multicultural Focus):

•**GMCVB-Wide Program Development:** Advertising & Digital Marketing, Research & Business Intelligence, Communications, Content & Creative Services, Convention Sales & Services, Cultural Tourism, LGBTQ+ Marketing, Partnership & Business Development, Sports & Entertainment Tourism, Travel Industry Sales & Marketing, etc.

•**Black Hospitality Initiative (BHI):** Established in 1991 by the GMCVB, the mission of the BHI is to advance economic participation of Black Americans in the Hospitality and Tourism Industry through educational scholarships. **Hospitality Open Golf Tournament (H.O.T. Challenge):** Annual golfing event organized by the GMCVB to raise funds for the Black Hospitality Initiative.

•**Destination Miami Town Halls held In our Heritage Neighborhoods:** During the development of our 5-Year Strategic Plan, we conducted Town Hall Meetings to gather ideas from various communities including Miami Gardens, Historic Overtown, North Miami, and South-Dade. Virtual townhalls continue to take place.

•**Internal Diversity Taskforce:** “Let’s Talk” is a group formed as a foster open dialogue among staff and educate in cultural competency. Internal programs for all staff include workshops, teambuilding, professional led workshops and company action plans.

•**Accessibility:** We are taking steps and devoting resources to further enhance the accessibility links and info on our website however this is an area overall whether it is dealing with marketing and the overall visitors experience that we plan to improve.

•**LGBTQ+ Marketing:** Miami Begins with Me with LGBTQ+ Diversity & Inclusion Customer Service Champion program is a free training program for Miami's hospitality industry which aims to empower hospitality professionals on ways to engage with LGBTQ+ customers.



# Multicultural Tourism & Development Department (MTDD)

Created in 2015 as a new department within the GMCVB, MTDD's mission is to promote the diversity of Miami's multicultural communities, attractions, and events and connect the dots to these entities to tourism opportunities.

**MISSION:** Focus efforts locally to build consistency and economic sustainability while broadening the scope of initiatives and maximizing marketing opportunities to target national and global audiences.

Many of the programs facilitated by this department are directly related and created to support business partnerships, cultural organizations, and tourist attractions in our heritage communities and neighborhoods.

Webpage:

[www.multiculturalmiami.com](http://www.multiculturalmiami.com)



# Multicultural Tourism & Development Department (MTDD)

## Programs of work.

### Leading or collaborating include:

- **Tourism Business Enhancement (TBE)**: Launched in 2016, TBE focuses on creating sustainable businesses in Miami's heritage neighborhoods by providing workshops, consulting, and business resources.
- **Art of Black Miami (AOBM)**: Launched in 2013, AOB Miami is a GMCVB marketing program created to elevate art, artists, and galleries that highlight and celebrate the African Diaspora throughout Miami-Dade.
- **Multicultural Marketing**: Identify and implement promotional opportunities through print and digital that target art/culture seekers and support securing conventions. These year-round, domestic and international marketing campaigns are developed in partnership with our global brand agency.
- **Conventions & Travel Industry**: Support and foster travel/trade relations through convention outreach when needed to support the convention & travel industry departments.
- **Events**: Partner with events of all sizes geared to showcase the diversity of cultures we have in Miami Dade as well as drive room nights.







# TOURISM BUSINESS ENHANCEMENT INITIATIVE

Advocate, support and strengthen the economic sustainability and access of our multicultural communities and heritage related businesses within the Greater Miami & Miami Beach.



Miami Bayside Small Business Graduation



Small Business Workshop



Entrepreneur small business training



Professional business workshop series



GMCVB partnership development and engagement



Educational resource



Advocacy and community outreach

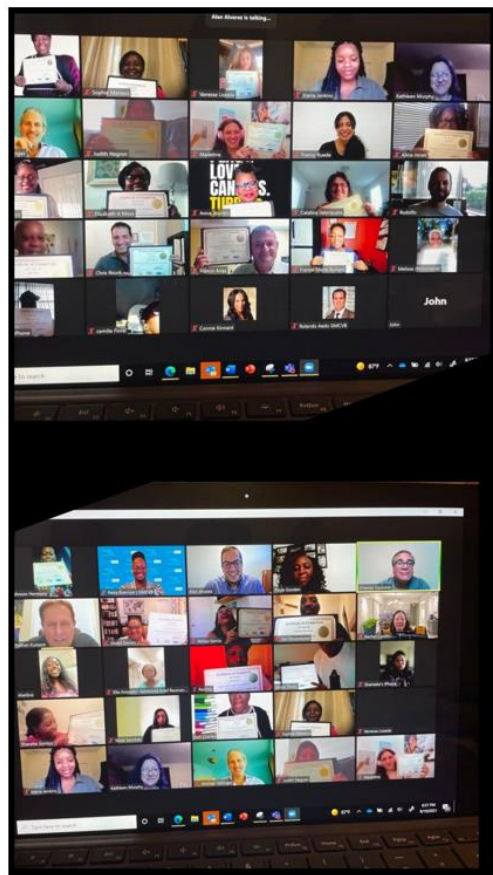




# TOURISM BUSINESS ENHANCEMENT INITIATIVE

## Miami Bayside Small Business Training English & Spanish

## Marketing Workshops



MIAMIBAYSIDEFOUNDATION.ORG

### Apply today for Miami Bayside Foundation's SMALL BUSINESS TRAINING Free to Attend

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

**When**  
14 sessions: October 19, 20, 21, 26, 27, 28, November 2, 3, 4, 9, 10, 11, 16, & 17.  
Graduation: November 18, 2021  
Each session is from 6 - 8 p.m.

**Where**  
ZOOM Platform

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

**Questions**  
Email [Petra@GMCVB.com](mailto:Petra@GMCVB.com) or call 305/539-3126

**Deadline: September 24, 2021**

#### Syllabus

**Session 1:** Mission Statement, Branding and Marketing. **Session 2:** Marketing Strategies and Market Research. **Session 3:** Business Plan and SWOT. **Session 4:** Accounting 101. **Session 5:** Personal & Business Credit and Financing Options. **Session 6:** Financial Statements. **Session 7:** Projections and Digital Marketing Strategy. **Session 8:** Digital Marketing Platforms. **Session 9:** Amazon. **Session 10:** Insurance and Human Resources. **Session 11:** Legal Considerations. **Session 12:** Minority Certification and Procurement. **Session 13:** Information Technology and IP, Copyright, NDA, and Trademarks. **Session 14:** Pitches.

Sponsors



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MIAMIBAYSIDEFOUNDATION.ORG

### Organizado por Miami Bayside Foundation SEMINARIO-TALLER PARA PEQUEÑAS EMPRESAS Participación gratuita

**Cuándo**  
11 SESIONES: 14, 15, 16, 21, 22, 23, 28, 29, 30 de septiembre y 5 y 6 de octubre  
Graduación 7 de octubre de 2021  
Cada sesión es de 6:00 p.m. a 8:00 p.m.

**Dónde**  
Videollamada por ZOOM

**Condiciones**  
Empresas activas y operativas por lo menos 6 meses, mínimo 51% de los accionistas deben pertenecer a minorías y estar ubicadas en el Condado de Miami-Dade. Según los estatutos del Estado de Florida, las minorías incluyen Afroamericanos, Hispanos, Asiáticos, Nativos Americanos y Mujeres.

**Dudas**  
Escriba un email a [Herinda@GMCVB.com](mailto:Herinda@GMCVB.com) o llame al 305-539-3126

**Aplique**  
[mbf.miami/apply-sbt](http://mbf.miami/apply-sbt)  
Inscripciones hasta el 3 de septiembre de 2021

#### Agenda

**Sesión 1:** Misión, "Elevator Pitch" o Discurso de Presentación, Marca y Mercadeo  
**Sesión 2:** Estrategia de mercado e Investigación de Mercados **Sesión 3:** Mercadeo Digital y Análisis SWOT  
**Sesión 4:** Principios de Contabilidad **Sesión 5:** Planes de Negocio y Proyecciones **Sesión 6:** Estados Financieros  
**Sesión 7:** Consideraciones Legales y Crédito Personal y de la Empresa **Sesión 8:** Certificación para Pequeñas Empresas y Minorías **Sesión 9:** Estrategias y Plan de Ventas y Power Point y Presentación de Empresas  
**Sesión 10:** Seguros y Tecnología de la Información **Sesión 11:** Presentación de Empresas

Auspiciadores



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### MASTERING MEDIA COVERAGE

March 15, 2022 ■ 10AM to Noon ■ Zoom Webinar

Media coverage is vital to build awareness, increase credibility and boost ticket sales. To get your organization covered, you need to get their attention. Join us to explore how to think creatively and expansively about your messaging, and how to tell your story. Get tips from the experts on how to build relationships with journalists, create strategies for press placement, fine-tune your message and pitch curated stories to print and non-traditional media. Featured changemakers include leaders, luminaries and experts from the communications ecosystem.



MELINDA SHERWOOD  
Kreps PR & Marketing



MANDAIT DEL BARCO  
Arts Correspondent, NPR



JAWAN STRADER  
Anchor, NBC 6



MICHAEL RADUCK  
Norwegian Cruise Line



DEXTER BRIDGEMAN  
MIA Media



MELINA DE ROSE  
Artburst Miami



MANNY RUIZ  
Brilla Media

REGISTER  
[ArtsBizMiami.org/MAMP](http://ArtsBizMiami.org/MAMP)

TICKETS:  
MAMP LABS: \$35 each

#### PARTNERS:

SESSION HOST:  
Coming Soon...





# American Black Film Festival Community Day and Small Business Showcase





# GMCVB State of the Industry Address



**TSU Annual  
Alumni  
Convention**



# Sampling of Cultural Events

<b>January</b> <ul style="list-style-type: none"> <li>• Dr. Martin Luther King Jr. Day Parade and City Wide Festivities</li> <li>• Miami Jewish Film Festival</li> <li>• South Beach Jazz Festival</li> </ul>	<b>February</b> <ul style="list-style-type: none"> <li>• Coconut Grove Arts Festival</li> <li>• Mustafa Jazz Festival</li> <li>• Black History Community Festivities – City Wide</li> <li>• Chinese New Year Festival</li> <li>• Vegan Soul Food Festival</li> <li>• <del>NoMi</del> Music Festival</li> </ul>	<b>March</b> <ul style="list-style-type: none"> <li>• Carnaval on the Mile</li> <li>• Calle Ocho Festival</li> <li>• Jazz in the Gardens Music Festival</li> <li>• Asian Culture Festival</li> <li>• St. Sophia Greek Festival</li> <li>• <u>Ultra Music</u> Festival</li> <li>• Miami Beach Live</li> </ul>	<b>April</b> <ul style="list-style-type: none"> <li>• Miami Downtown Jazz Festival</li> <li>• Sankofa Jazz Festival</li> <li>• Redland Blues and Barbeque Festival</li> </ul>	<b>May</b> <ul style="list-style-type: none"> <li>• Haitian <del>Compas</del> Festival</li> <li>• Best of the Best Music Festival</li> <li>• Haitian Heritage month Festivities –City Wide Festivities</li> <li>• Sizzle Miami</li> <li>• Lebanese Festival Miami</li> <li>• Sweet Heat Miami</li> <li>• Cuba Nostalgia</li> </ul>	<b>June</b> <ul style="list-style-type: none"> <li>• American Black Film Festival</li> <li>• Juneteenth Festivities</li> <li>• Goombay Festival</li> <li>• Third Horizon Caribbean Film Festival</li> <li>• Gemini Take Over Weekend</li> </ul>
<b>July</b> <ul style="list-style-type: none"> <li>• International Hispanic Theatre Festival</li> <li>• Historic Overtown Music Festival</li> <li>• Miss Nigeria Cultural Pageant</li> <li>• Miami Takeover</li> <li>• Junkanoo Festival</li> <li>• Bahamian Independence Celebration</li> <li>• Rolling Loud Miami</li> <li>• HBCU Picnic</li> </ul>	<b>August</b> <ul style="list-style-type: none"> <li>• Brazilian Film Festival of Miami</li> <li>• International Ballet Festival of Miami</li> <li>• Black Pepper Food &amp; Wine Festival</li> <li>• African Diaspora and Drum Festival of Florida</li> <li>• IFE-ILE Afro Cuban-Dance Festival</li> </ul>	<b>September</b> <ul style="list-style-type: none"> <li>• Hispanic Heritage Month Festivities – City Wide(Sept and Oct)</li> <li>• Brazilian Film Festival</li> <li>• Orange Blossom Classic</li> <li>• Urban Film Festival</li> </ul>	<b>October</b> <ul style="list-style-type: none"> <li>• Miami One Carnival</li> <li>• Celebrate <del>Orgullo</del></li> <li>• Oktoberfest at the Wharf</li> <li>• IGen Film Festival</li> </ul>	<b>November</b> <ul style="list-style-type: none"> <li>• Miami Reggae Festival</li> <li>• Smooth Jazz Festival</li> <li>• Sunny Isles Beach Jazz Festival</li> <li>• Miami Book Fair</li> </ul>	<b>December</b> <ul style="list-style-type: none"> <li>• Art of Black Miami(Art Week) Activations</li> <li>• Art Basel</li> <li>• Miccosukee Indian Arts &amp; Crafts Festival</li> <li>• Art, Blues and BBQ Festival</li> </ul>

# ART OF BLACK MIAMI

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

[ArtofBlackMiami.com](http://ArtofBlackMiami.com)



## ARTS & CULTURE



ECONOMIC  
DRIVER



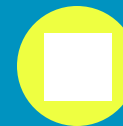
DESTINATION  
DRIVER FOR COMMUNITIE  
S



JOB  
CREATION



PROMOTES  
DIVERSITY

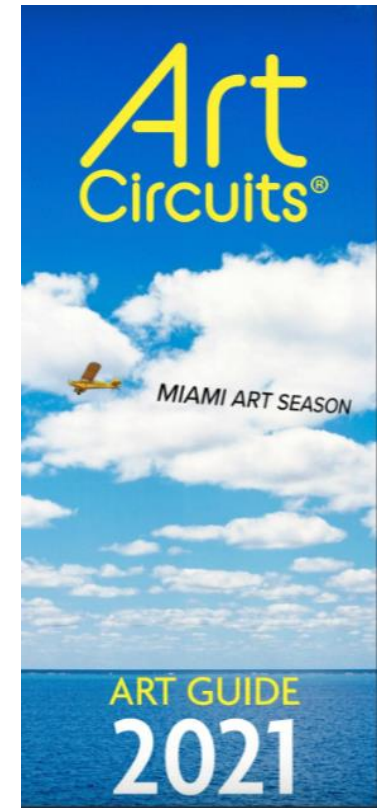
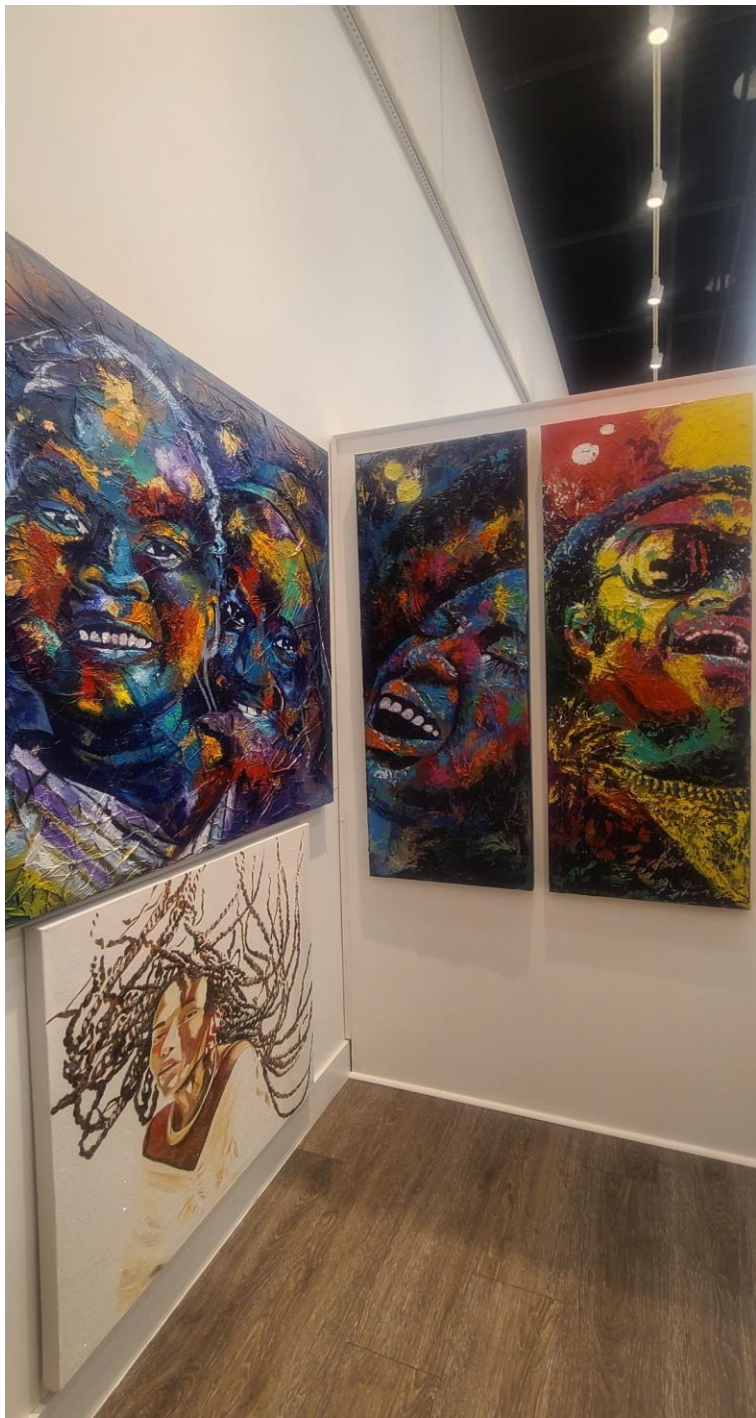


SOCIAL  
CHANGE



DIVERSIFY  
THE TOURIST  
EXPERIENCE







# LGBTQ+ Marketing







**Dan Rios**  
Director, LGBTQ+ Marketing

## GMCVB's LGBTQ Marketing Division

The LGBTQ+ Marketing Division promotes Greater Miami as a premier destination for LGBTQ+ visitors. It provides potential visitors and travel industry professionals with resources for planning, marketing and selling the destination.

- LGBTQ+ Tourism — Global Overview
- LGBTQ+ Marketing Division Overview
- In the works for FY 22-23



# International LGBTQ+ Travel Association (IGLTA)

- Founded in 1983
- World's leading network of LGBTQ+ welcoming tourism businesses
- Provide free travel resources and information while continuously working to promote equality and safety within LGBTQ+ tourism worldwide
- IGLTA's members include LGBTQ+ friendly accommodations, transport, destinations, service providers, travel agents, tour operators, events and travel media located in over 80 countries.

**John Tanzella**  
**President & CEO, IGLTA**



## LGBTQ+ Marketing Strategic Focus

The LGBTQ+ Marketing Division creates and implements programs that are targeted to LGBTQ+ travelers. These are designed to enhance and facilitate the expansion of visitor attendance at hotels, local events, local businesses and attractions.

### ADVISORY COMMITTEE

Works with GMCVB's LGBTQ+ Tourism Advisory Committee to provide guidance, input and support in the planning, development and implementation of a coordinated marketing plan and program of work.

#### CONTENT

Develops targeted marketing collateral and ensures that relevant assets are part of GMCVB's library.

Coordinates photo shoots to highlight all segments of the LGBTQ+ community and the destination.

#### ADVERTISING

Works with global advertising agency to select LGBTQ+ advertising partners and develop advertising plan.

Ensures that all ad messaging incorporates LGBTQ+ segment.

Supports LGBT Visitor Center on Miami Beach Advertising Co-Op

#### MEETINGS

Support the Convention Sales team with identifying leads and help attract LGBTQ-centric meetings and conventions.

Supports the Sports & Entertainment team with securing leads and help attract LGBTQ+ sports, fitness and wellness events.

#### SOCIAL MEDIA

Manages LGBTQ+ social media channels.

Identifies and engages social media influencers with the support of Communication team.

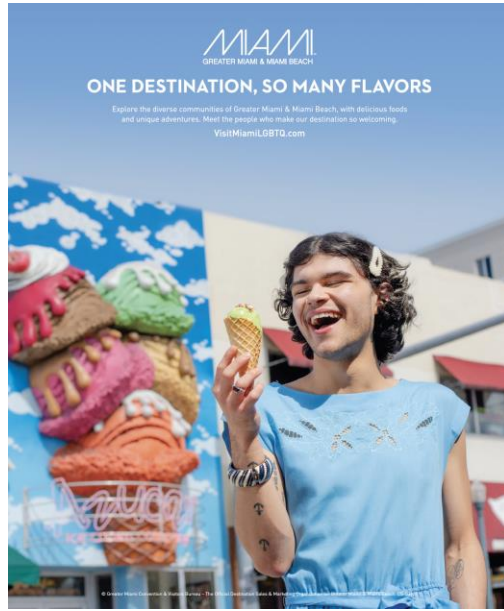
Works with GMCVB partners to cross-promote via social media channels.

#### PARTNERS

Coordinates the roll-out of MBWM LGBTQ+ Diversity & Inclusion Training to hospitality industry professionals.

Support local community organizations in promoting events that attract visitors.

## ADVERTISING



## VISITOR CENTER CO-OP



## MEETINGS



LGBT MEETING  
PROFESSIONALS  
ASSOCIATION

Connect  
SPORTS

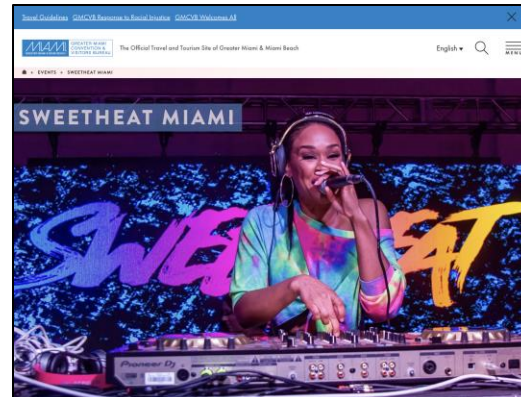
COMPETE  
SPORTS. DIVERSITY.



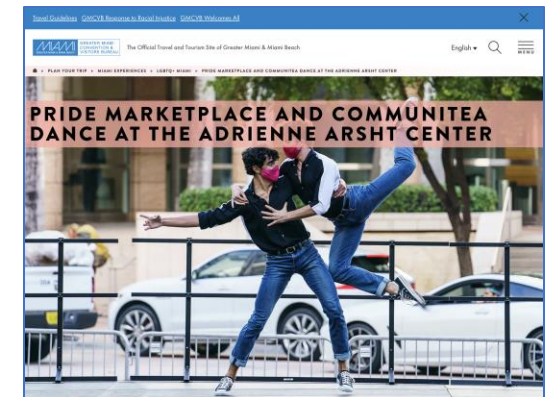
## SOCIAL MEDIA



## PARTNERS



MIAMI  
begins with me.





# Celebrating Pride Month



**Pride Month** – Social Media Campaign across all platforms



## Influencer Visit

Ravi 's 24HR GayOver in Miami



## Wynwood Pride

Kickoff Announcement



Arsht CommuniTea Dance 2022



LGBTQI+ U.S. - Mexico Travel & Tourism Forum – June 22-23

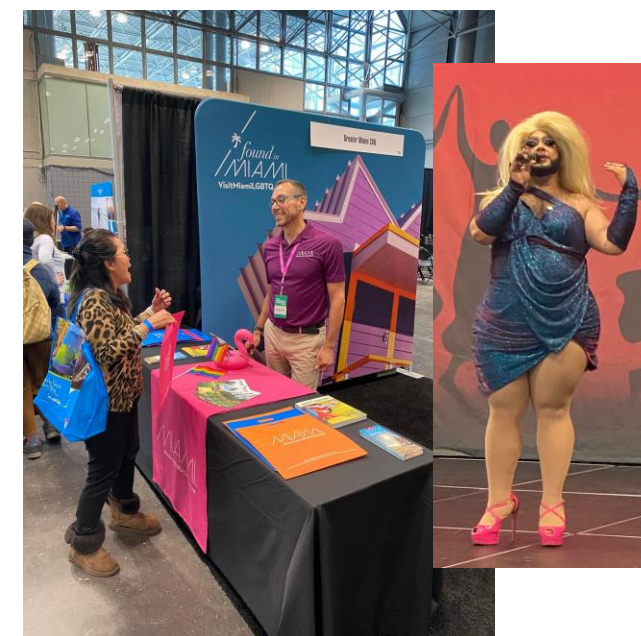




## Miami Beach Pride - April 10



## Attitude UK - May/June

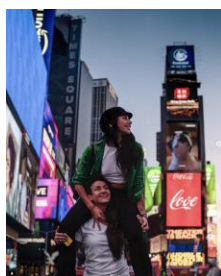


## Travel & Adventure NYC Mar 19-20

### — UPCOMING INFLUENCER MARKETING —



RaviRoundTheWorld: IG 21.1K / TikTok 18.8K



OnAirplaneMode: IG 94.5K / TikTok 379K



June 4-5

### UPCOMING TRADE SHOWS AND EVENTS



June 27-28



Brazil – July 26



July 23-30



# LGBTQ Marketing

## AsianMapleLeaf



Audience: 31K





The Official Travel and Tourism Site of Greater Miami & Miami Beach

English



ABOUT GMCVB GMCVB WELCOMES ALL





# In the Works for FY 22-23

## SOCIAL MEDIA CO-OP

Collaborate with GMCVB Partners to provide experiences for hosted social media influencers in exchange for coverage on various platforms.

- Hotel Partners
- Restaurant Partners
- Attractions Partners
- Art & Culture Partners

## ADVERTISING CO-OP\*

Co-op advertising plan that leverages Oritz Travel As You Are and highlights hotel partners.

- Hotel Partners
- Airline Partners

## TRAVEL TRADE FAM

Highlighting GMCVB Partners on collaborate with airline partners to host travel trade from key regions that is focused on LGBTQ+ market.

- Hotel Partners
- Restaurant Partners
- Attractions Partners
- Art & Culture Partners

## SOCIAL MEDIA COLLABORATIONS

Social media promotions and giveaways that will grow audiences while promoting GMCVB Partners and the destination.

- Hotel Partners
- Restaurant Partners
- Attractions Partners
- Art & Culture Partners

## TRADE SHOW PARTICIPATION\*

Join GMCVB's LGBTQ+ Marketing Division at trade shows that feature LGBTQ+ Pavilions such as ITB Berlin and FITUR.

- Hotel Partners
- Event Partners

\* Paid Opportunity



# ACCESSIBLE TRAVEL







# Best-in-Class Accessible Website

## Content

Authentic storytelling makes MiamiandBeaches.com the top ranked site for “Accessible Miami”

## Search Features

New site will allow users to search hotels and restaurants using detailed accessibility amenities

## Technology

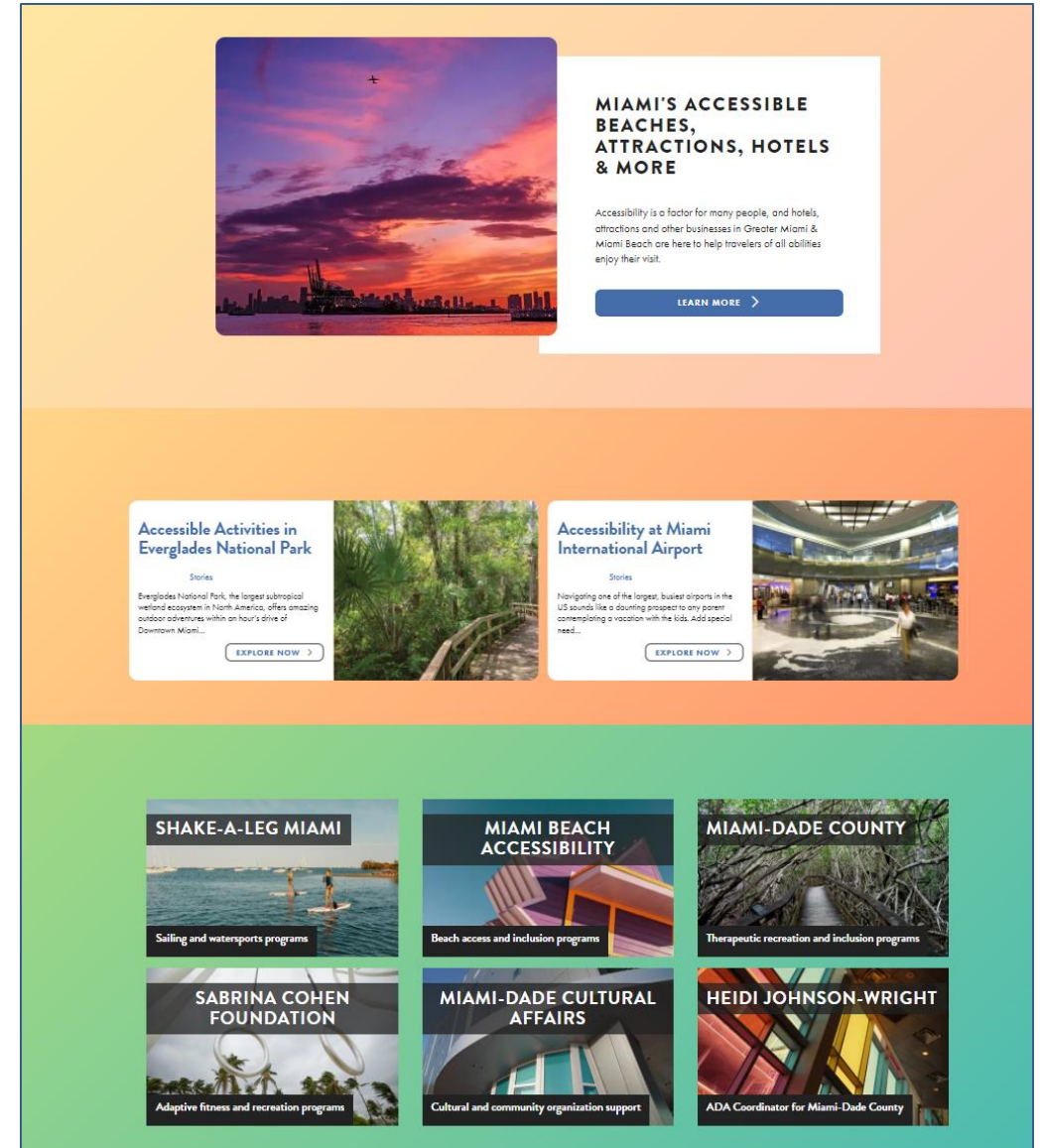
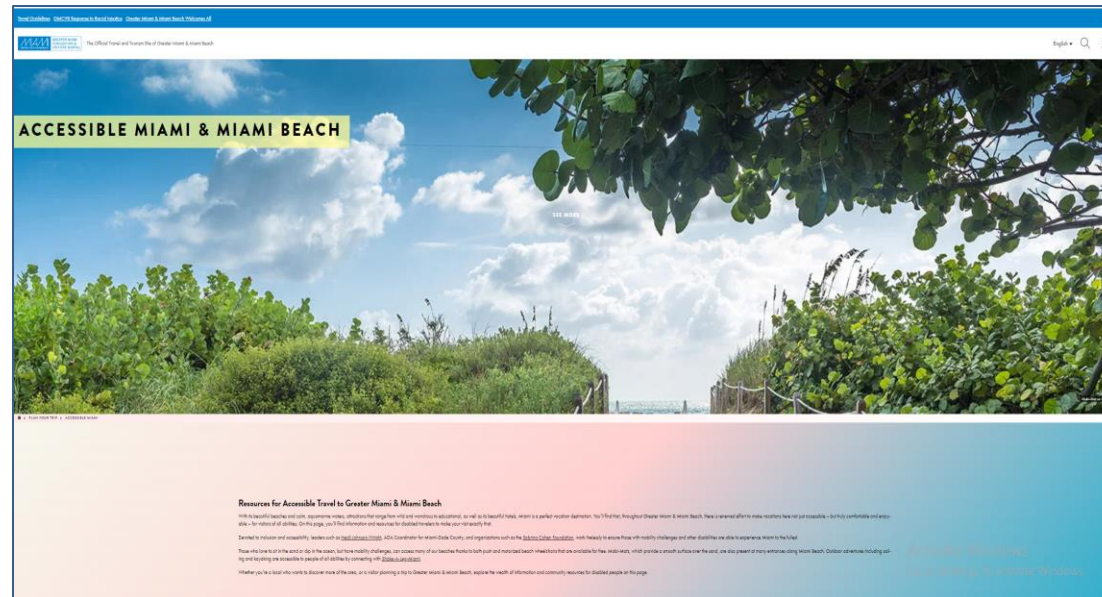
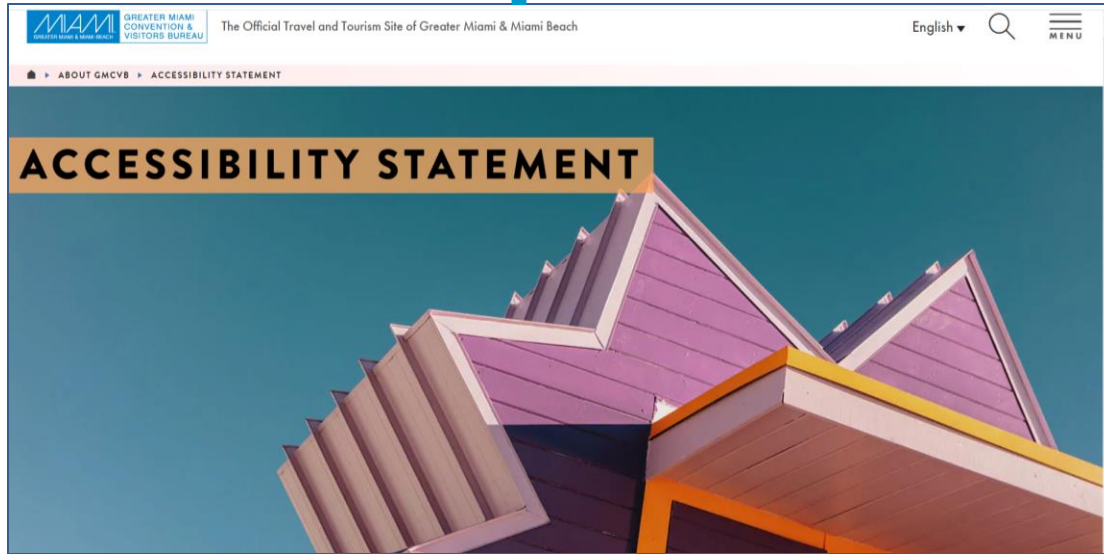
Our new state-of-the-art platform, AXE Monitor, helps make our website more accessible for everyone

## Talent

Investing in training and ongoing monitoring with Deque, a consultant whose experts hold more accessibility certifications than any other company in the world

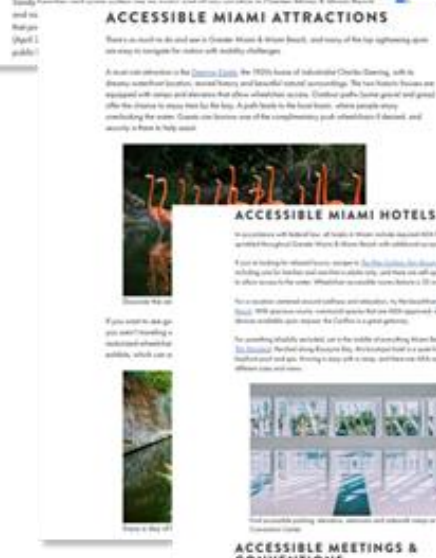
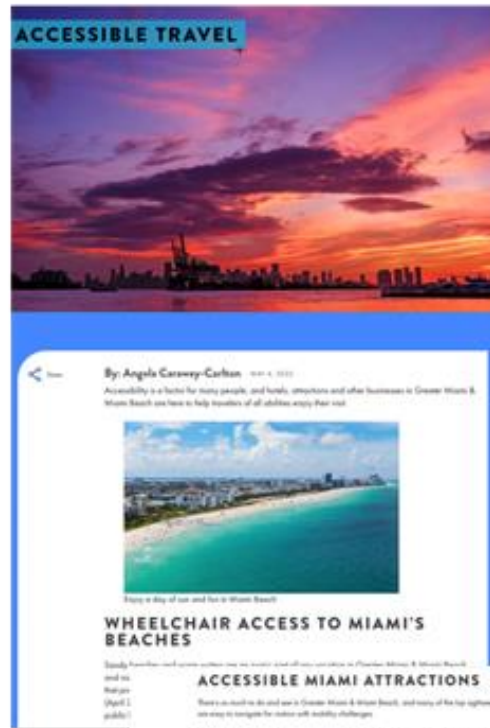


# Expanded Accessibility Resources





# Accessible Experiences Content



**Social Media Influencer  
Wheelchair Travel Expert**

**@CurbFreeCoryLee**





# Social Media Influencer @CurbFreeCoryLee





# WHEELCHAIR ACCESS TO MIAMI'S BEACHES



**By: Angela Caraway-Carlton** JUL 4, 2022

Sandy beaches and warm waters are an iconic part of any vacation in Greater Miami & Miami Beach, and visitors with mobility challenges can access Miami's beautiful beaches via Mobi-Mats (heavy mats that provide a smooth surface over the sand) at select entrances along Miami Beach. As of press time (July 2022), Mobi-Mats or IPE Boardwalks (hard-surface boardwalks) are available at the following public locations in Miami Beach:

- ▶ South Pointe Park Driveover – 110 feet
- ▶ South Pointe Drive (S) – 83 feet
- ▶ South Pointe Drive (N) – 100 feet
- ▶ 3rd Street – 126 feet
- ▶ 4th Street – 90 feet
- ▶ 4.75 Street – 130 feet
- ▶ 6th Street – 295 feet
- ▶ 8th Street – 316 feet
- ▶ 10th Street – 130 feet (IPE boardwalk)
- ▶ 12th Street
- ▶ 14th Street – 233 feet
- ▶ 14th Place – 65 feet (IPE boardwalk)







## Multi-Sensory / Snoezelen Room at Miami Children's Museum

The Multi-Sensory/Snoezelen Room is a multi-sensory experience with incredible visuals presented in a reduced and comfortable lighting setting and is based on and was designed in collaboration with Beit Issie Shapiro, the global leader of research into Snoezelen therapy. Snoezelen Multi-Sensory Environments are relaxing spaces that help reduce agitation and anxiety, but also engage and delight the user, stimulate reactions and encourage communication. This space has been created specifically for children with autism, sensory processing disorders, global developmental delays and other special needs to enjoy with their families.



On the second Saturday of every month, Miami Children's Museum offers a special sensory-friendly experience for children with disabilities and their families. This is a safe and supportive setting with limited admission, as well as lowered volume and lighting. Families can enjoy a variety of sensory activities, meet with providers and learn about community resources available to you. Children can enjoy a friendly stage performance and participate in a variety of sensory activities. Your child will have the opportunity to engage in social interactions, learn about the importance of sensory input to increase their understanding of the environment. You'll also have the opportunity to network with other families. Admission to Sensory Friendly Saturday is **FREE with required** ticket.



MIAMI-DADE COUNTY

## A new way to play: Sensory playground opens for children on autism spectrum

BY BY CHRISTINA MAYO

UPDATED JUNE 03, 2019 3:19 PM



Miami-Dade Parks has just opened its Superhero Autism Playground, the first of its kind in the county. The new playground has an ADA-accessible "Whirl," a "Spinami" motion play spinner, an "Adventure Crawl Tube," a "Cozy Cocoon" play berm, sensory play panels, and engineered wood fiber safety surfacing. **ARMANDO RODRIGUEZ** *Miami-Dade County Parks division*

Home > About Us > Media > Media News

## ZOO MIAMI EARNS CERTIFIED AUTISM CENTER DESIGNATION

Zoo Miami is making a commitment to ensure all visitors, even those with sensory needs or on the autism spectrum, have an amazing experience. As part of this commitment, the Zoo recently earned Board of Credentialing and Continuing Education Standards (IBCCES) to organizations who have completed a training and review process with the goal to better serve individuals with autism and "Zoo Miami aims to provide each guest with an enjoyable visit and is proud to be designated as a certified autism center. Our staff has undergone training to be able to better serve guests with autism. Parents with children on the autism spectrum often find new experiences and traveling to new destinations a challenge due to sensory needs, dietary restrictions and safety concerns. For almost 20 years, healthcare professionals and educators around the globe. IBCCES recognized that many families with children with special needs have limited travel options and created programs specifically for them. "We believe it's important to ensure all guests can experience the world around them in a safe way," said Myron Pincomb, IBCCES Board Chairman. "Our Certified Autism Center designation is an achievement of the highest industry standards, and we're so excited to work with Zoo Miami on this initiative." With this certification, Zoo Miami is working on creating sensory bags for special needs guests that can be used throughout the year. Quiet places will also be identified within the zoo by the first quarter of 2019. In preparation for Autism Awareness Month in April, Zoo Miami will also provide Zoo Sensory Guides to ensure that visitors can have a safe and enjoyable experience. Rather than relying on the growing number of organizations promoting "autism-friendly" options that can vary widely, more parents are now seeking out destinations that have completed research and are offering a free online resource for parents that lists certified destinations and connects families to other resources and each other. Each destination listed on the site has met Certified Autism Center requirements.



ALL KIDS INCLUDED – YOUTH ARTS IN THE PARKS EXHIBITION  
[www.ImagesbyJDA.com](http://www.ImagesbyJDA.com)

### OUR FACILITIES



### USEFUL LINKS

[Top 15 Facts About the Arts in Miami-Dade County](#)

[Coconut Grove Playhouse Updates](#)

[ArtBurst Miami](#)

[Culture Shock Miami](#)

[COVID-19 Updates](#)

### SENSORY-FRIENDLY ACCESS SYMBOL & PROGRAMS



#### Help Us Choose the New Sensory-Inclusive Access Symbol!

All Kids Included (AKI) is developing a new access symbol for Sensory-Inclusive cultural programs to better reflect AKI's inclusive values. Please help us by completing a brief survey and vote for your favorite symbol by April 15, 2022.

[Click here to complete the survey.](#)

When you see the Sensory-Inclusive access symbol, you know that the event or performance is specially designed and adapted for individuals with Sensory Processing and Autism Spectrum Disorders (ASD). Miami-Dade County's Department of Cultural Affairs is delighted to support inclusive arts experiences through its All Kids Included initiative that offer all families the opportunity to attend live cultural events together!

Here's what you can expect at a Sensory- Inclusive event:

- [Going to the Show](#) and [Going to the Museum](#) pre-visit guides
- Modifications to sound and lighting levels
- Accepting and inclusive environment
- Noise-reducing headsets
- "Quiet room"
- Knowledgeable specialists on hand to assist
- Remote viewing of the mainstage performance, and/or other accommodations may be available per venue





## Miami International Airport

- 2021 Airport Accessibility Award
- Wheelchair charging stations
- MIAair Multi-Sensory Room

A portrait of Heidi Johnson-Wright, a woman with short dark hair, wearing a black and white patterned top and red heart-shaped earrings. The background is a blurred outdoor scene with palm trees.

**Heidi Johnson-Wright**

ADA Coordinator

## HEIDI JOHNSON-WRIGHT ADA COORDINATOR, MIAMI DADE COUNTY

- 25 years experience in regulatory compliance and the built environment
- Hundreds of articles published on universal and inclusive design and the built environment
- Tasked with ensuring that every county facility, program, service and activity is accessible to and usable by residents with disabilities



# A Commitment to Inclusion Experience

*United Together*

***Thank You***

