

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

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

Senator Ben Albritton  
Senate President  
Florida Senate  
409 The Capitol  
404 S. Monroe St.  
Tallahassee, FL 32399

The Hon. Daniel Perez  
Speaker of the House  
House of Representatives  
420 The Capitol  
402 S. Monroe St.  
Tallahassee, FL 32399

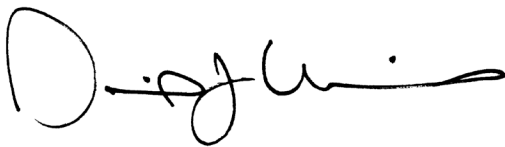
Dear Elected Leadership:

Attached is financial reporting to comply with Florida Statute 288.1226 (12)(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 & 2022 990; 2023 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: 6/01/25 – 5/31/26 \$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 and CEO



# Greater Miami Convention & Visitors Bureau

## Statement of Public & Private Revenue Sources

For fiscal year ended September 30, 2024

Public Sources	
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Miami Dade County Tourist Development Tax	26,690,255
Miami Beach Resort Tax	9,090,504
Miami Dade County Food & Beverage Sur-Tax	10,788,934
Total Public Revenue	<u>46,569,694</u>

Private Sources	
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Partnership Dues	1,589,071
Member Programs	2,231,319
Contributed Services / In-Kind	180,833
Unrealized Gain on Investments	3,210,477
Interest Income	874,762
Total Private Revenue	<u>8,086,462</u>

Total All Revenue	<u>54,656,156</u>
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# 2024/2025 ANNUAL BUDGET & PROGRAM OF WORK









CONTENTS

6	VISION & MISSION	62	LGBTQ+ TOURISM MARKETING
8	MESSAGE TO THE INDUSTRY	68	MEETINGS & CONVENTION SALES & SERVICES
10	DESTINATION VISITOR NUMBERS	76	TRAVEL INDUSTRY SALES
12	OVERVIEW OF TOURIST TAXES	82	CREATIVE SERVICES
14	GMCVB 2024-2025 BUDGET	86	SPORTS & ENTERTAINMENT TOURISM
24	GMCVB LEADERSHIP	92	RESEARCH & BUSINESS INTELLIGENCE
26	GMCVB GLOBAL REPRESENTATION NETWORK	98	PARTNERSHIP, BUSINESS DEVELOPMENT & EVENTS
28	GMCVB SALES & MARKETING PRIORITIES	104	CORPORATE COMMUNICATIONS & EXTERNAL AFFAIRS
32	ADVERTISING	108	FINANCE & ADMINISTRATION
38	DIGITAL MARKETING	112	GMCVB AWARDS & RECOGNITION
42	MARKETING COMMUNICATIONS	114	COMMUNITY IMPACT
50	MULTICULTURAL TOURISM & DEVELOPMENT	116	CORPORATE PARTNERS
56	ARTS & CULTURE TOURISM		





A wide-angle, low-perspective shot taken from underneath a large concrete bridge at night. The bridge's massive, angled support beams frame the top and sides of the image, creating a sense of depth and scale. Below the bridge, the water of a bay or river is visible, reflecting the lights from the bridge and the city in the distance. The city skyline, featuring numerous illuminated skyscrapers and buildings, stretches across the horizon under a dark, cloudy night sky. The overall mood is urban and sophisticated.

# 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 23-24) and the organization's *Business Plan* for the operating year ahead (FY 24-25).

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 our goal of maintaining continuous momentum coming off the prior record year post-pandemic. Once again, our destination finished the year with a top-five ranking in the key categories of occupancy, average daily rate and revenue generated per available room.

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 23-24 and secured 16 new and future major conventions or trade shows with our partners at the Miami Beach Convention Center and dozens of collaborating host hotels. We emphasize "new" as this result doesn't include over 20 major conventions/trade shows that have become annual partners and convene here every year.

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 23-24 set a record with 216 new leads created (future bids and wins). This just speaks volumes to the increased interest in Greater Miami & Miami Beach as a major convention center destination.

In addition, "in-house" hotel meeting leads are significantly up. The sales team produced 679 bookings for our hotel partners, projected to generate 514,236 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, turn up the volume and create more engagement with our destination.

Barometers of success this past year included generating 12.3 million site visits to our destination website, *MiamiandMiamiBeach.com*, which represented a 25% increase over the prior year, and visitors to the site generating 6.3 million engagements with specific partner content (a 40% increase over the prior year).

The marketing communications efforts supporting this generated just under 2,000 specific articles, posts or blogs from media and social influencers that resulted in 28.2 billion impressions with their audiences and followers. This also is a result of hosting 187 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 250 new GMCVB members (an impressive 125% of the annual goal and a record number of partners brought on in one year). In total, this team's efforts on behalf of all our partner

programs and benefits generated just over \$1.6 million in dues revenue (a new post-pandemic record). As we complete the fiscal year, the GMCVB now enjoys the collaboration and support of 1,100+ members.

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 24-25 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
- 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 begin FY 24-25 with five expanded priorities:

- Broader promotion of and engagement in our neighborhoods
- An expanding marketing and content strategy focusing on Luxury/Affluent lifestyles
- Music as a key platform
- Arts & culture
- Convention/event need periods

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.



**Julissa Kepner**  
*Board Chair*

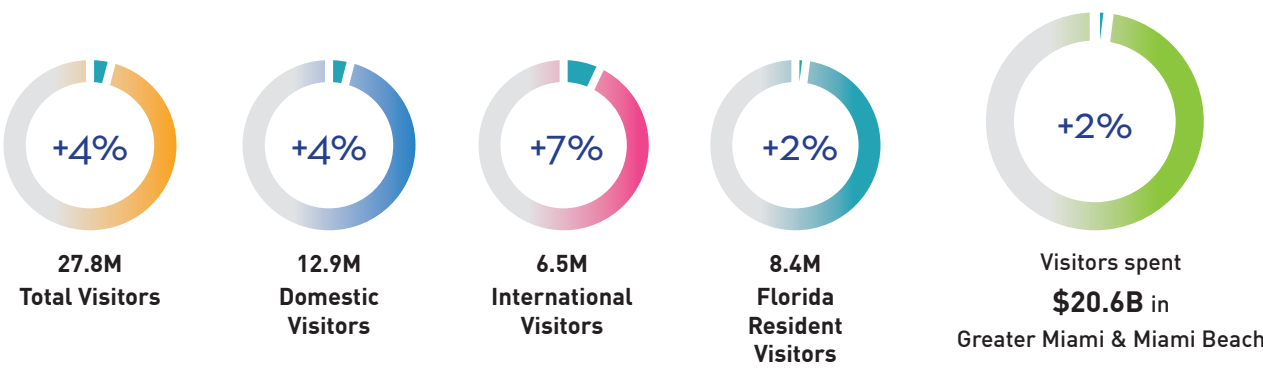


**David Whitaker**  
*President & CEO*



DESTINATION  
VISITOR  
NUMBERS

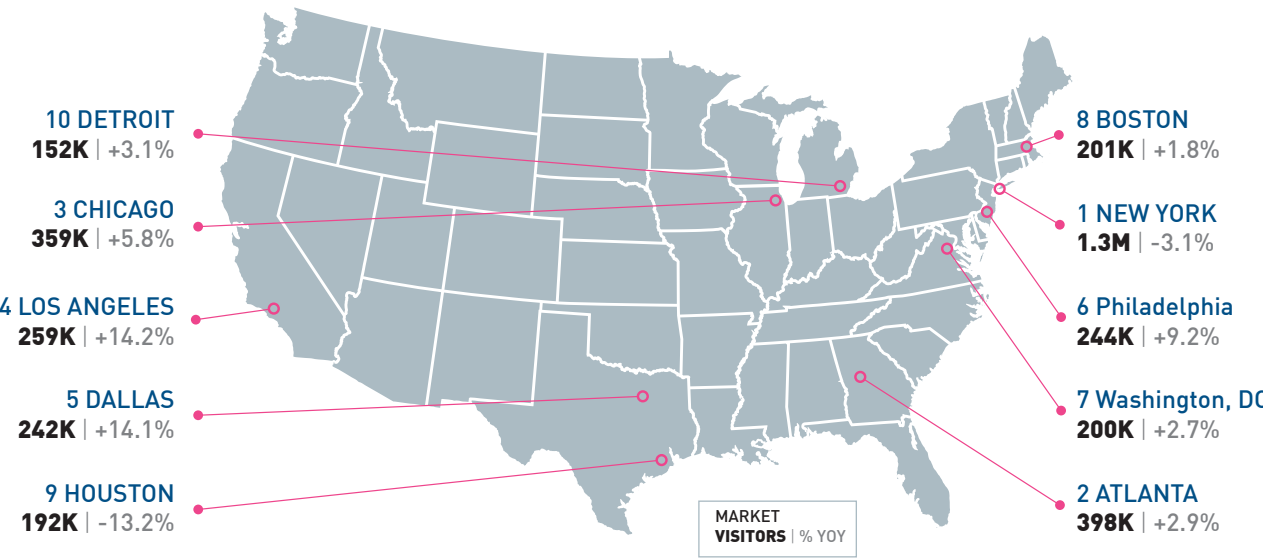
TOTAL VISITORS  
(July 2023-June 2024)



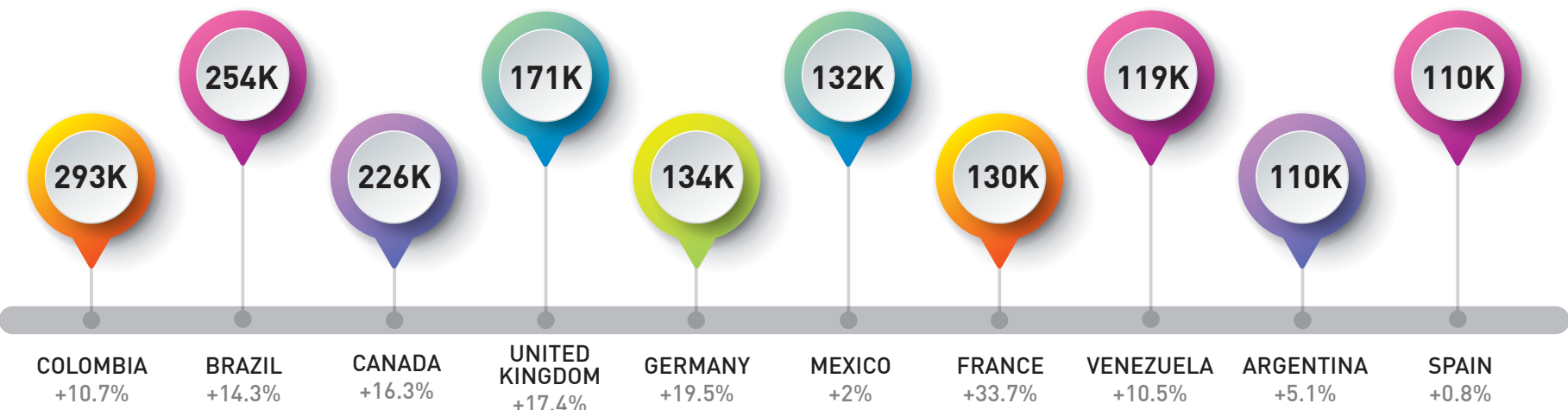
HOTEL PERFORMANCE  
(January-June 2024)



TOP 10 DOMESTIC MARKETS  
(January-June 2024)



TOP 10 INTERNATIONAL MARKETS  
(January-June 2024)





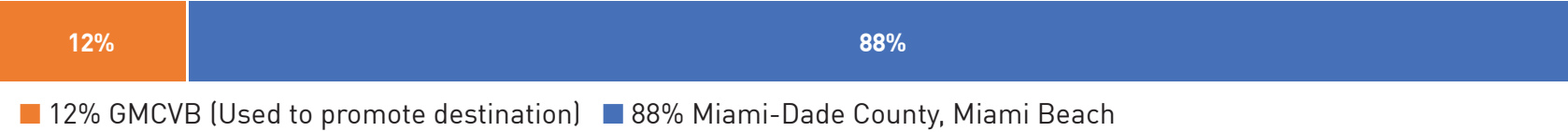
OVERVIEW  
OF TOURIST  
TAXES

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.

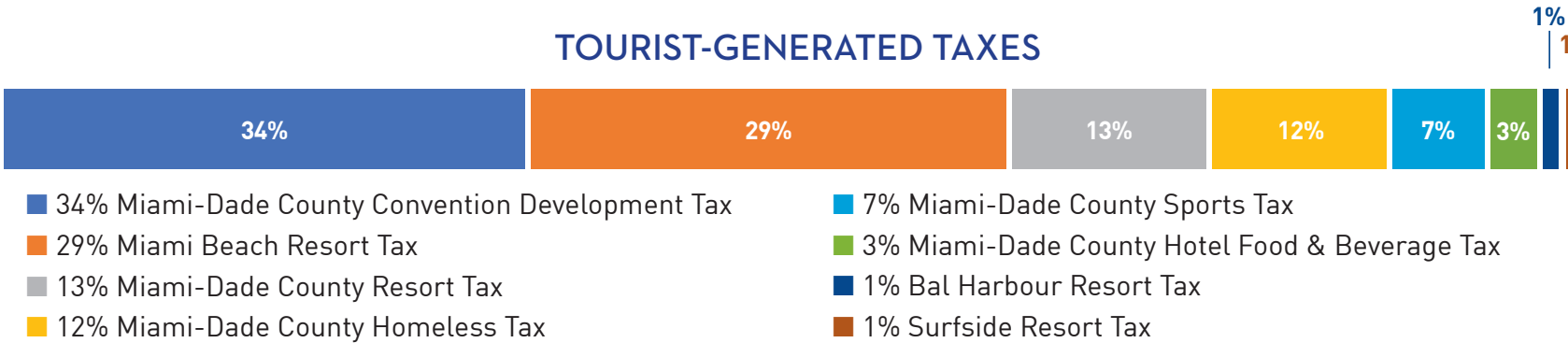
COLLECTING MUNICIPALITY	OCT 2022 – SEP 2023	OCT 2023 – SEP 2024	% CHANGE
Miami-Dade County			
Resort Tax	\$47,735,638	\$49,427,772	3.5%
Convention Development Tax	\$129,200,307	\$128,753,158	-0.3%
Professional Sports Tax	\$23,867,819	\$24,713,886	3.5%
Homeless Tax	\$43,955,127	\$45,455,491	3.4%
Hotel Food & Beverage Tax	\$ 11,333,980	\$11,431,257	0.9%
Miami Beach*			
Resort Tax	\$113,865,787	\$109,533,558	-3.8%
Bal Harbour*			
Resort Tax	\$5,901,424	\$5,895,540	-0.1%
Surfside*			
Resort Tax	\$3,999,018	\$4,047,006	1.2%
Totals	\$379,859,100	\$379,257,668	-0.2%

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

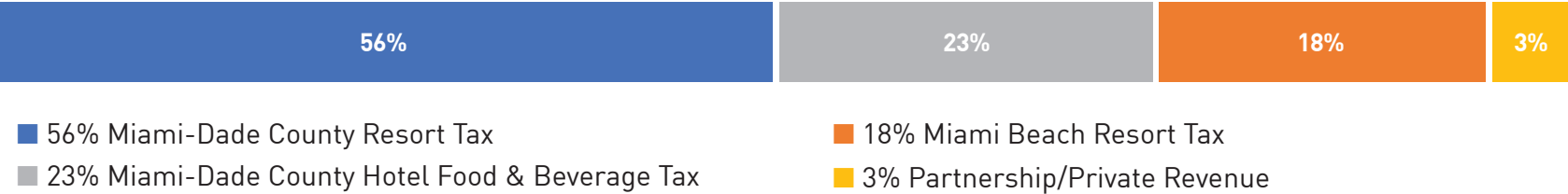
GMCVB SHARE OF TOURIST TAXES USED FOR SALES & MARKETING EFFORTS



TOURIST-GENERATED TAXES



GMCVB FUNDING SOURCES







GREATER MIAMI CONVENTION & VISITORS BUREAU  
Statement of Activities

(In \$1,000's)

	FY 23-24 Forecast vs. Budget & Prior Year							FY 24-25 Budget vs. FY 23-24 Forecast & Budget				
	Fiscal Year 23-24			Forecast vs. Budget Over/(Under)		Forecast vs. Prior Year Over/(Under)		FY 24-25 Budget	Budget vs. Forecast Over/(Under)		Budget vs. Budget Over/(Under)	
	Forecast	Budget	Prior Year	\$	%	\$	%		\$	%	\$	%
NET REVENUE	47,970	46,550	47,203	1,420	3.1%	767	1.6%	48,167	197	0.4%	1,617	3.5%
TOTAL EXPENSES	46,181	46,267	46,065	(85)	-0.2%	117	0.3%	49,365	3,184	6.9%	3,099	6.7%
OPERATING SURPLUS	1,789	283	1,138	1,505		651		(1,198)	(2,987)		(1,481)	
RESERVES FOR PCMA CL '27	(75)	(75)	(75)					0				
RESERVES FOR BOOKING INCENTIVES	0	0	(411)					0				
RESERVES FOR CFP CHAMPIONSHIP (2026)	0	0	(150)					0				
RESERVES FOR WORLD CUP (2026)	595	0	(175)					0				
RESERVES FOR SALES & MKTG PROGRAMS	(1,309)	0	0					0				
USE RESERVES FOR SALES & MKTG PRGMS	0	0	875					1,309				
ADJ OPERATING SURPLUS	1,000	208	1,202					111				



GREATER MIAMI CONVENTION & VISITORS BUREAU

Statement of Activities

(In \$1,000's)

	FY 23-24 Forecast vs. Budget & Prior Year							FY 24-25 Budget vs. FY 23-24 Forecast & Budget				
	Fiscal Year 23-24			Forecast vs. Budget		Forecast vs. Prior Year		FY 24-25 Budget	Budget vs. Forecast		Budget vs. Budget	
	Forecast	Budget	Prior Year	Over/(Under)		Over/(Under)			Over/(Under)		Over/(Under)	
				\$	%	\$	%		\$	%	\$	%
REVENUE												
MIAMI DADE TDT	26,671	26,188	25,696	483	1.8%	975	3.8%	26,822	151	0.6%	634	2.4%
MIAMI DADE 2% F & B TAX	10,850	10,799	10,673	51	0.5%	177	1.7%	10,942	92	0.8%	143	1.3%
TOTAL MIAMI DADE	37,521	36,987	36,369	534	1.4%	1,152	3.2%	37,764	243	0.6%	777	2.1%
CITY OF MIAMI BEACH RESORT TAX	7,051	7,341	7,355	(290)	-4.0%	(304)	-4.1%	7,003	(48)	-0.7%	(338)	-4.6%
CITY OF MIAMI BEACH INCENTIVE	1,800	750	2,000	1,050	140.0%	(200)	-10.0%	1,800	0	0.0%	1,050	140.0%
TOTAL PUBLIC REVENUE	46,372	45,078	45,724	1,294	2.9%	648	1.4%	46,566	194	0.4%	1,489	3.3%
PARTNER DUES	1,590	1,629	1,542	(39)	-2.4%	48	3.1%	1,690	100	6.3%	61	3.7%
LESS ALLOWANCE FOR BAD DEBT	(17)	(57)	10	40	-70.2%	(27)	-271.2%	(59)	(42)	247.9%	(2)	3.7%
NET PARTNER DUES REVENUE	1,573	1,572	1,552	1	0.1%	21	1.3%	1,630	57	3.7%	59	3.7%
MEMBER PROGRAMS & CO-OP ADV	2,000	1,350	1,556	650	48.1%	444	28.6%	1,800	(200)	-10.0%	450	33.3%
CONTRIBUTED SERVICES	120	150	24	(30)	-20.0%	96	402.5%	150	30	25.0%	0	0.0%
TOTAL OTHER PRIVATE REVENUE	2,120	1,500	1,580	620	41.3%	540	34.2%	1,950	(170)	-8.0%	450	30.0%
TOTAL PRIVATE REVENUE	3,693	3,072	3,132	621	20.2%	561	17.9%	3,580	(113)	-3.0%	509	16.6%
INTEREST INCOME	825	700	727	125	17.9%	98	13.5%	770	(55)	-6.6%	70	10.0%
TOTAL ALL REVENUE	50,890	48,850	49,582	2,040	4.2%	1,308	2.6%	50,917	27	0.1%	2,067	4.2%
LESS ADJUSTMENTS TO REVENUES												
INTERLOCAL COMMITMENTS	(800)	(800)	(800)	0	0.0%	0	0.0%	(800)	0	0.0%	0	0.0%
OTHER PRIVATE REVENUE	(2,120)	(1,500)	(1,580)	(620)	41.3%	(540)	34.2%	(1,950)	170	-8.0%	(450)	30.0%
TOTAL ADJUSTMENTS TO REVENUE	(2,920)	(2,300)	(2,380)	(620)	27.0%	(540)	22.7%	(2,750)	170	-5.8%	(450)	19.6%
NET REVENUE	47,970	46,550	47,203	1,420	3.1%	767	1.6%	48,167	197	0.4%	1,617	3.5%

GREATER MIAMI CONVENTION & VISITORS BUREAU | Detail of Expenses (In \$1,000's)

	FY 23-24 Forecast vs. Budget & Prior Year							FY 24-25 Budget vs. FY 23-24 Forecast & Budget				
	Fiscal Year 23-24			Forecast vs. Budget Over/(Under)		Forecast vs. Prior Year Over/(Under)		FY 24-25 Budget	Budget vs. Forecast Over/(Under)		Budget vs. Budget Over/(Under)	
	Forecast	Budget	Prior Year	\$	%	\$	%		\$	%	\$	%
SALES, MARKETING & PROMOTION												
ADVERTISING & MARKETING SERVICES	15,294	15,297	18,064	(4)	0.0%	(2,771)	-15.3%	15,868	574	3.8%	570	3.7%
CONVENTION SALES & SERVICES	2,302	2,852	3,052	(550)	-19.3%	(750)	-24.6%	3,402	1,100	47.8%	550	19.3%
MARKETING COMMUNICATIONS	2,941	3,141	2,103	(200)	-6.4%	838	39.8%	3,561	620	21.1%	420	13.4%
MULTICULTURAL TOURISM DEVELOPMENT	2,273	2,323	2,127	(50)	-2.2%	146	6.9%	2,523	250	11.0%	200	8.6%
CORPORATE COMMUNICATIONS & RESEARCH	1,627	1,618	2,282	9	0.5%	(655)	-28.7%	1,753	126	7.7%	135	8.3%
TRAVEL INDUSTRY SALES	2,207	1,847	1,981	361	19.5%	226	11.4%	1,922	(286)	-12.9%	75	4.1%
LGBTQ+ TOURISM	947	736	570	211	28.7%	377	66.0%	861	(86)	-9.1%	125	17.0%
SPORTS & ENTERTAINMENT TOURISM	551	640	467	(89)	-13.9%	84	18.0%	640	89	16.2%	0	0.0%
EXECUTIVE OFFICE	600	600	520	0	0.0%	80	15.4%	600	0	0.0%	0	0.0%
ARTS & CULTURAL TOURISM	656	593	315	63	10.6%	341	108.5%	673	17	2.6%	80	13.5%
PARTNERSHIP SALES	413	334	552	80	23.8%	(139)	-25.2%	399	(14)	-3.4%	66	19.6%
PERSONNEL COSTS	10,632	10,950	9,721	(318)	-2.9%	910	9.4%	11,655	1,024	9.6%	706	6.4%
TOTAL SALES, MARKETING & PROMO	40,442	40,930	41,755	(488)	-1.2%	(1,313)	-3.1%	43,857	3,414	8.4%	2,926	7.1%
WORLD CUP EXPENSES	595	0	201	595	0.0%	394	196.2%	0	(595)	-100%	0	0.0%
GENERAL & ADMINISTRATIVE												
OFFICE SUPPLIES & POSTAGE	50	63	44	(13)	-20.6%	6	13.7%	63	13	26.0%	0	0.0%
TELEPHONE, EQUIP LEASE/MAINT & OTHR	715	732	573	(17)	-2.3%	142	24.8%	811	96	13.5%	79	10.9%
FINANCE & ADMINISTRATION	205	325	288	(120)	-36.9%	(83)	-28.9%	325	120	58.5%	0	0.0%
PERSONNEL COSTS	2,043	2,052	1,710	(9)	-0.4%	333	19.4%	2,140	97	4.7%	87	4.3%
TOTAL GENERAL & ADMINISTRATIVE	3,013	3,172	2,616	(159)	-5.0%	398	15.2%	3,339	326	10.8%	167	5.3%
OVERHEAD												
OFFICE RENT	1,186	1,014	853	172	17.0%	334	39.1%	1,094	(92)	-7.7%	80	7.9%
LIABILITY INSURANCE & TAXES	158	160	137	(3)	-1.8%	21	15.3%	178	21	13.1%	18	11.1%
DEPRECIATION & AMORTIZATION	262	541	132	(278)	-51.5%	130	98.5%	342	79	30.3%	(199)	-36.8%
TOTAL OVERHEAD	1,606	1,715	1,121	(109)	-6.4%	484	43.2%	1,614	8	0.5%	(101)	-5.9%
OTHER EXPENSES												
PROFESSIONAL SERVICES	210	187	137	23	12.1%	73	53.0%	210	0	0.0%	23	12.1%
OTHER FUNDING COMMITMENTS	225	175	175	50	28.6%	50	28.6%	225	0	0.0%	50	28.6%
MISCELLANEOUS	90	87	59	4	4.0%	31	52.0%	120	30	33.3%	34	38.7%
TOTAL OTHER EXPENSES	525	449	371	76	17.0%	154	41.3%	555	30	5.7%	106	23.6%
TOTAL EXPENSES	46,181	46,267	46,065	(85)	-0.2%	117	0.3%	49,365	3,184	6.9%	3,099	6.7%



GREATER MIAMI CONVENTION & VISITORS BUREAU

Summary of Variance Analysis  
Budget and Forecast  
Fiscal Years 2023-2024 and 2024-2025

Forecast FY 2023-2024	Budget FY 2024-25
Miami-Dade County - 2% Resort Tax	
Gross collections of \$49,400,000 ( 1.8% + Budget ) Net revenue after deductions \$26,671,000 ( 1.8% + Budget ) Avg number of available rooms 43,281 ( - 1.6% Budget) ADR \$178.29 ( .3% + Budget / 1% Below Prior Year) Occupancy 75.2% ( 4.4% + Budget / 2.83% + Prior Year) Room demand is forecast at 2.7% + Budget Homesharing represents approximately 20% of collections.  <b>Note:</b> The first quarter of the fiscal year continued the deceleration we saw in the prior year. ADR's remained under pressure while demand remained steady. As the fiscal year progressed, ADR's mostly stabilized against the prior year, but remained below budget. Demand was sustained and exceeded the budget by 2.7% for the year. The fiscal year is forecast to close with a RevPar growth of 2.4%, mostly driven by higher demand. Homesharing experienced similar market conditions and continued to represent approximately 20% of resort tax collections.	Gross collections of \$49,800,000 ( .8% + Forecast / 2.6% + FY 24 Budget ) Net revenue after deductions \$26,822,000 ( .6% + Forecast / 2.4% + FY 24 Budget) Avg number of available rooms 43,316 ( + .1% Forecast / 486 Rooms + FY 24) ADR \$178.29 ( = Forecast ) Occupancy 75.5% ( .4% + Forecast ) Room Demand projected at .5% + Forecast Homesharing budgeted at approximately 20% of collections.  <b>Note:</b> The hotel room inventory is projected to increase by approximately 486 new rooms, representing 5 new properties. FY 24 was a return to typical market conditions with visitors being more sensitive to pricing under pressures of inflation and higher interest rates while at the same time having a desire to travel. All destinations both domestic and international are competing for a share of these travelers. FY 25 will continue to see these market dynamics. ADR's are budgeted to remain unchanged while a slight increase in demand will yield increased revenues over the prior year budget.

Miami-Dade County - 2% Food & Beverage Tax

Gross collections of \$11,500,000 ( .5% + Budget ) Net revenue after deductions \$10,850,000 ( .5% + Budget )  <b>Note:</b> This revenue source, collected in Food & Beverage facilities within hotels mostly tracked the budget for the year. A key performance indicator, the average F & B sales factor per room, remained consistent to the prior year indicating steady demand. Higher menu prices contributed to the increase in overall collections.	Gross collections of \$11,611,000 ( .8% + Forecast / 1.3% + FY 24 Budget) Net revenue after deductions \$10,942,000 ( .8% + Forecast / 1.3% FY 24 Budget)  <b>Note:</b> The 2% Food & Beverage Tax will grow slightly over the FY 24 forecast, reflective of a slight increase in demand, along with higher menu pricing as a result of continued higher food and labor costs.
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GREATER MIAMI CONVENTION & VISITORS BUREAU

Summary of Variance Analysis  
Budget and Forecast  
Fiscal Years 2023-2024 and 2024-2025

Forecast FY 2023-2024	Budget FY 2024-25
Miami Beach Resort Tax	
Gross collections of \$73,446,000 ( 4% Below Budget ) Net revenue after deductions \$7,051,000 ( 4% Below Budget ) Avg number of available rooms 20,959 ( 6% Below Prior Year ) ADR \$286.48 ( 8% Below Budget ) Occupancy 71.1% ( 3% + Budget ) The F & B portion of the resort tax remained at 52% of tax collections, while hotels were 48%.  The ADR on Miami Beach remained under pressure at the start of the year and normalized at year end. Demand remained strong starting in the second quarter and remained steady through year end.  The performance incentive is forecast at \$1.8 million out of a maximum of \$2 million.	Gross collections of \$72,943,000 ( .7% Below Forecast / 4.6% Below FY 24 Budget) Net revenue after deductions \$7,003,000 ( .7% Below Forecast / 4.6% Below FY 24 Budget) Avg number of available rooms 21,189 ( +1% Forecast / + 612 Rooms FY 24) ADR \$287.05 ( .2% + Forecast ) Occupancy 71% ( .1% Below Forecast ) The F & B portion of the resort tax is budgeted at 55% of tax collections, while hotels is 45%.  The new rooms inventory for Miami Beach will grow by 612 rooms ( 3 hotels). The ADR and occupancy are budgeted mostly flat to FY 24. Competition from other destinations and inflationary forces will continue to be a concern as we enter FY 25.  The FY 25 funding agreement includes an incentive of up to \$2 million. The budget has a provision of \$1.8 million.
Net Partnership Revenue	
Forecast \$1,573,000 ( = Budget)  <b>Note:</b> The Partnership Department closed strong. 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 242 new partners in the fiscal year.	Budget: \$1,630,000 ( 3.7% + Forecast / 3.7% + FY 24 Budget)  <b>Note:</b> As we start FY 25, we are looking to continue to grow our partnership base. There are eight (8) 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.
Program Revenue (Member Programs & Contributed Services)	
Forecast \$2,120,000 ( 41.3% + Budget)  <b>Note:</b> Member participation in Bureau programs and co-ops continues 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 partnerships with the Florida Sports Foundation, etc. will continue to support this pass-through revenue source.  Contributed Services was under budget as inbound FAMs have not resumed to prior levels.	Budget: \$1,950,000 ( 30% + FY 24 Budget )  <b>Note:</b> Member Program participation is mostly assuming continued co-op marketing programing and continued joint travel with our partners. It should be noted that Member Program revenue is an enhancement to planned Bureau programming or pass-through revenue.  Contributed Services are budgeted to reflect an increase in FAMs and client visits during the fiscal year.



GREATER MIAMI CONVENTION & VISITORS BUREAU

Summary of Variance Analysis  
Budget and Forecast  
Fiscal Years 2023-2024 and 2024-2025

Forecast FY 2023-2024	Budget FY 2024-25
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Interest Income

<p>Forecast \$825,000 ( 18% + Budget )</p> <p><b>Note:</b> The GMCVB now has IntraFi-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 investments 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: \$770,000 ( 6.6% Below Forecast / 10% + FY 24 Budget)</p> <p><b>Note:</b> GMCVB will continue participation in the ICS program and will continue to invest in the highest paying US Treasuries and holding to maturity (30, 60, 90-days). T-Bill purchases will be laddered to maximize returns.</p> <p>Slight decline from prior year due to anticipated interest rate reductions.</p>
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Interlocal Commitments

<p>Forecast \$800,000 ( = Budget)</p> <p>Gtr Miami &amp; 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><b>Note:</b> Multi-year funding agreements with major industry partner associations.</p>	<p>Budget \$800,000</p> <p>Gtr Miami &amp; 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><b>Note:</b> 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 2023-2024 and 2024-2025

Forecast FY 2023-2024	Budget FY 2024-25
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Sales, Marketing & Promotion Expenses (Program of Work)

<p>Forecast \$29,811,000 ( .6% Below Budget)</p> <p><b>Note:</b> During FY 24, 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 enhanced our visitors' first impressions when searching for information on our destination. Major sporting events such as Formula 1, NASCAR, the Miami Open, Orange Bowl and the 2026 World Cup were supported by our Sports &amp; Entertainment division. Our Arts &amp; 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 program returned bigger and better with the support of our Multicultural Tourism department. Locally, our annual Temptations Program, including Miami Spice and Miami Spa were great successes.</p>	<p>Budget \$ 32,201,000 ( 8% + Forecast / 7.4% + FY 24 Budget)</p> <p><b>Note:</b> Derived from the departmental Program of Work (POW) process. The overall base program budget is increased by \$2.2 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 POW has been crafted with an approach to maximize flexibility and adaptability in a rapidly changing environment.</p> <p>Our FY 25 Program of Work for Convention Sales will include an increased focus on the International and Conference market segments. 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 drive demand. We will also continue in-market sponsorships. Our Marketing programs will provide funding to elevate our marketing approach by focusing on storytelling efforts and emphasizing engagement. The goal will be to create and add value for our partners and travelers. Our "Brought to you by Tourism" program will be continued to amplify the messaging of the positive economic impact of tourism for our communities. Programing will also support local partnerships, MIA air service route development and sustainability initiatives. Our Multicultural Tourism Development department programing will highlight and celebrate the 10th anniversary of our marquee program, Art of Black; increase program development with our heritage neighborhoods and communities; increase local and national marketing, event support, grassroots community engagement and business capacity building efforts. 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 \$10,632,000 ( 2.9% Below Budget)</p> <p><b>Note:</b> During the fiscal year only one approved position in our Multicultural Tourism Department remained unfilled. Although we experienced turnover in a few positions, all were refilled during the fiscal year.</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 with an increase of 5%. We had provisions of 12.5% in the budget. The forecast also includes provisions for staff incentives and a full contribution to the employee retirement plan.</p>	<p>Budget \$11,655,000 (9.6% + Forecast / 6.4% + FY 24 Budget)</p> <p><b>Note:</b> The budget provides for four (4) new positions in support of our Sales and Sports and Entertainment programs. Three (3) positions are for our Convention Sales department to expand our sales activities in our international and untapped conference markets in Florida and Texas. Additionally, we will be adding an event manager to handle our ever growing FAMS, client events and attending 50 + tradeshow promoting Greater Miami. One position will be added to our Sports &amp; Entertainment department to coordinate program initiatives in this rapidly growing segment of our industry.</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, retirement plan, etc.</p>
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GREATER MIAMI CONVENTION & VISITORS BUREAU

Summary of Variance Analysis  
Budget and Forecast  
Fiscal Years 2023-2024 and 2024-2025

Forecast FY 2023-2024	Budget FY 2024-25
-----------------------	-------------------

General & Administrative Expenses

<p>Forecast \$3,013,000 ( 5% Below Budget )</p> <p><b>Note:</b> Expenses for office supplies, telephone and office equipment maintenance are overall below budget in part due to our transition to a paperless environment and continued staff hybrid work schedule. During the fiscal year, most staff worked four days in office and one 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 continued awareness of the high cyber-risk that is ever present. The infrastructure of our IT environment is now all new.</p> <p>The F &amp; A program will close below 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&amp;A remained unchanged and the on-going vacant “receptionist” position was staffed by contract personnel. The forecast also includes provisions for staff incentives and a contribution to the defined contribution retirement plan.</p>	<p>Budget: \$3,339,000 ( 10.8% + Forecast / 5.3% + FY 24 Budget)</p> <p><b>Note:</b> 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 continued system enhancements. Specifically, provisions for Simpleview maintenance, customizations and license fee (\$190,000), web filters, Microsoft, Adobe, CSPI Technology and Office 365 Cloud Solution. The cloud-based accounting system SAGE and UKG Payroll solution are also funded. Provisions are also provided for a paperless accounts payable system.</p> <p>The budget additionally provides for a cost-of-living increase of 3% plus a 1%-2% performance-based merit pool. The incentive program for all staff as well as 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&amp;A will remain unchanged for FY 25.</p>
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Overhead

<p>Forecast \$1,606,000 ( 6.4% Below Budget )</p> <p><b>Note:</b> Office rent is ahead of budget due to payments of final operating expenses due from 701 Brickell and book entries relating to the adoption of ASC 842 lease capitalization adjustments.</p> <p>General insurance costs for liability and workers compensation closed on budget.</p> <p>Depreciation and Amortization costs are below budget due to the final costs of the new office leasehold improvements and furniture and equipment purchases being below what was projected by 62% (\$900,000).</p>	<p>Budget \$1,614,000 ( .5% + Forecast / 5.9% Below FY 24 Budget)</p> <p><b>Note:</b> Office rent is increasing to reflect the start up of operating expense pass throughs in the last quarter of the fiscal year.</p> <p>General insurance budget provisions include higher workers compensation insurance costs plus modest increases in the general liability, property and cyber-security coverages.</p> <p>Depreciation and Amortization costs are increasing in relation to the forecast due to recognizing a full year of expense on the leasehold and furniture purchases for the new office.</p>
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GREATER MIAMI CONVENTION & VISITORS BUREAU

Summary of Variance Analysis  
Budget and Forecast  
Fiscal Years 2023-2024 and 2024-2025

Forecast FY 2023-2024	Budget FY 2024-25
-----------------------	-------------------

Other Expenses

<p>Forecast \$525,000 ( 17% + Budget )</p> <p><b>Note:</b> Professional fees and Miscellaneous expenses are ahead of budget in part due to increased external auditor costs as a result of fees not changing for over five years. Legal guidance on various corporate matters, governance and trademark matters were also incurred during the fiscal year.</p> <p>Other funding commitments consist of: Support to the Miami-Dade County Economic Development &amp; International Trade and the Miami-Dade County Film Office, which was provided an additional \$50,000 to support increased film and entertainment initiatives.</p>	<p>Budget: \$555,000 ( 5.7% + Forecast / 23.6% + FY 24 Budget )</p> <p><b>Note:</b> 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 \$26,500 and the administrator fees for the employee retirement plans (\$6,000).</p> <p>In addition, other funding commitments consist of: * Miami-Dade County Economic Development &amp; International Trade \$100,000 * Miami-Dade County Film Office \$125,000</p>
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Future Host City Commitments & Fund Balance Transfers

<p>Actual: (\$789,000) Net</p> <p>Provide Fund Balance Reserves for: \$ 75,000 PCMA CL (2027) \$1,309,000 Sales &amp; Marketing Programs in FY 25</p> <p>Use Fund Balance Reserves for: \$595,000 World Cup (2026)</p>	<p>Budget: \$1,309,000</p> <p>Use Fund Balance Reserves for: \$1,309,000 Sales &amp; Marketing Programs in FY 25</p>
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# GMCVB LEADERSHIP 2023/2024

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 2024 and welcome the new Class of 2027.

## 2023/2024 EXECUTIVE COMMITTEE

### CHAIR

**JULISSA KEPNER**  
General Manager  
Marriott Miami Biscayne Bay

### IMMEDIATE PAST CHAIR

**BRUCE OROSZ**  
President & Chief Executive Officer  
Act Productions, Inc

### FINANCE & AUDIT COMMITTEE

**ANTHONY BRUNSON**  
President and Chief Executive Officer  
Anthony Brunson, P.A.

### MARKETING & TOURISM

**COMMITTEE CHAIR**  
**SUZETTE ESPINOSA FUENTES**  
Vice President, Communications  
Adrienne Arsht Center  
for the Performing Arts  
of Miami-Dade County

### MARKETING & TOURISM

**COMMITTEE CHAIR**  
**YVETTE HARRIS**  
President  
Harris Public Relations

### MULTICULTURAL TOURISM &

**DEVELOPMENT COMMITTEE CHAIR**  
**YVETTE HARRIS**  
President  
Harris Public Relations

### CONVENTION SALES

**COMMITTEE CHAIR**  
**MUTLUHAN KUCUK**  
Complex Managing Director  
Loews Miami Beach Hotel

### NOMINATING

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**CHRISTINE VALLS**  
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City Manager  
City of Miami Beach

### FRANCESCA DE QUESADA COVEY\*\*

Chief Innovation & Economic  
Development Officer  
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Commissioner  
City of Miami Beach

### DANIELLA LEVINE CAVA

Mayor  
Miami-Dade County

### STEVEN MEINER

Mayor  
City of Miami Beach

### CHAIR EMERITUS

**GENE PRESCOTT**  
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## 2023/2024 BOARD

**OF DIRECTORS**  
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\*\*Mayor’s Designee

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& Tourism Management  
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Miami Beach Visitor

& Convention Authority

LEE SCHRAGER

Chief Communications Officer

Southern Glazer’s Wine & Spirits

## EX OFFICIO

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President & Chief Executive Officer  
Miami-Dade Gay & Lesbian  
Chamber of Commerce

### RALPH CUTIÉ

Director & Chief Executive Officer  
Miami-Dade Aviation Department

### SEAN FLETCHER

Vice Mayor  
City of Homestead

### JORGE GONZALEZ

Village Manager  
Bal Harbour Village

### WENDY KALLERGIS

President & Chief Executive Officer  
Greater Miami & the Beaches  
Hotel Association

### G. ERIC KNOWLES

President & Chief Executive Officer  
Miami-Dade Chamber of Commerce

### LILIAM LOPEZ

President and Chief Executive Officer  
South Florida Hispanic Chamber  
of Commerce

### IBIS ROMERO

Executive Director  
Sunny Isles Beach Tourism  
and Marketing Council

### ALFRED SANCHEZ

President & Chief Executive Officer  
Greater Miami Chamber  
of Commerce

### MARK TROWBRIDGE

President and Chief Executive Officer  
Coral Gables Chamber of Commerce

HYDI WEBB

Port Director

PortMiami

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### RICHARD FAIN

TONY GOLDMAN<sup>Δ</sup>

### STEVEN HAAS

ADOLFO HENRIQUES

### THOMAS F. HEWITT

DONALD E. LEFTON

### SIDNEY LEVIN<sup>Δ</sup>

STEPHEN D. NOSTRAND<sup>Δ</sup>

### R. DONAHUE PEEBLES

CHRISTOPHER PERKS

### MARIA SASTRE

STEPHEN SONNABEND

### DOROTHY C. WEAVER<sup>Δ</sup>

YAMILA GARAYZAR

Senior Vice President,  
Marketing, Sponsorship & Retail  
Turnberry

PATRICK GODDARD

President  
Brightline

CLAVEL J. LOUIS

General Manager

Embassy Suites by Hilton

Miami International Airport

RICHARD “RICK” SASSO

Chairman

MSC Cruises

JOHN SULLIVAN

General Manager

The Miami Beach EDITION

CLASS OF 2027

EX OFFICIO

KEON HARDEMON

Commissioner

Chair, Tourism Development Council

Miami-Dade County

RODRICK MILLER

President & Chief Executive Officer

Miami-Dade Beacon Council

<sup>Δ</sup>Deceased



# GMCVB 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 43 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
- Japan
- 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





# GMCVB SALES & MARKETING PRIORITIES

This section outlines the north star/guiding principles that inform the sales and marketing priorities of all Greater Miami Convention & Visitors Bureau divisions.

## CONTENT STRATEGY

Enhance our comprehensive storytelling by expanding content to connect with leisure travelers and meeting and event planners while highlighting inclusion and sustainability efforts. To drive engagement, we will broaden content that appeals to a range of audiences (Explorers, Affluent travelers, Families, Rechargers, Art/Culture Seekers, Music & Sports enthusiasts).

## VALUE PROPOSITION

Our work must consistently reflect the promise of an elevated experience, which remains our key differentiator in an increasingly competitive market. To reinforce this commitment, we expanded our marketing brand platform, “Find Your Miami” and “Miami Beach: Find Your Wave,” by further highlighting personalized and elevated experiences tailored to our key customer personas in a unique and memorable way.

## DIGITAL FIRST

The marketing team will keep investing in platforms and partners that are tech-savvy, ensuring the GMCVB stays ahead as a leading destination marketer. Additionally, the team will deepen its integration of Artificial Intelligence (AI) tools and applications to further optimize the GMCVB’s programs and strategies.

## DATA-DRIVEN

Focus on programs that can be optimized, measured, and deliver valuable data, enhancing our ability to attract visitors and offer greater value to our partners.

## FOSTER BRAND LOVE AND CONNECTION

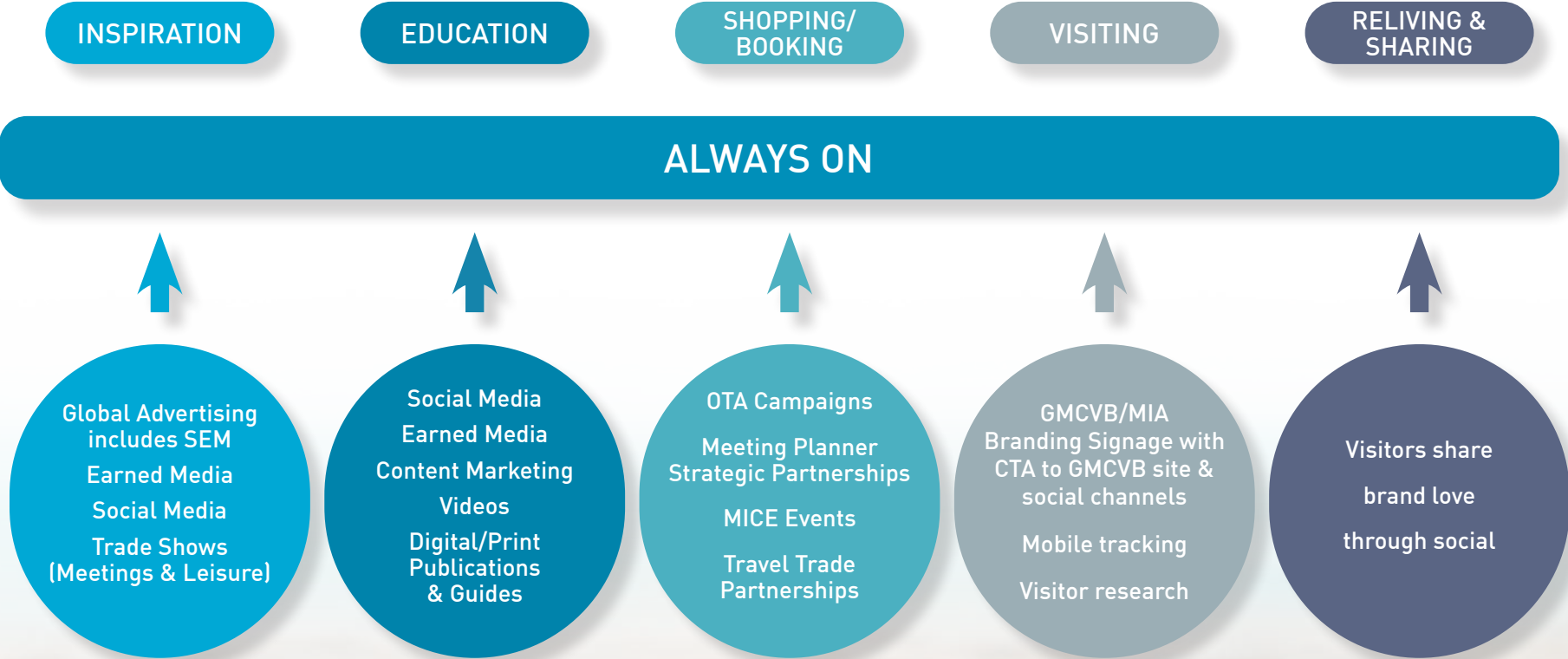
Encourage social engagement throughout the community and utilize user-generated content that aligns with our content strategy, catering to diverse audiences and interests. Harness social conversations to strengthen brand engagement and grow our follower base across key social media platforms.

## BE READY

Maintain flexibility in our approach, understanding that shifting market conditions may necessitate continuous adjustments in both strategy and execution. By staying agile, we can quickly adapt to emerging trends and challenges, ensuring we remain competitive and responsive to the evolving needs of the market. This proactive mindset allows us to pivot swiftly and make data-driven decisions that optimize our efforts for maximum impact.

# GMCVB MARKETING STRATEGY ALIGNING WITH THE TRAVELER JOURNEY

The traveler journey is complex, with numerous touchpoints where consumers interact with content and make decisions. To navigate this, we take an omnichannel approach, inspiring their path to book travel by delivering timely, relevant information across multiple platforms. This ensures we connect meaningfully at every stage, inspiring them to book while enhancing their overall experience.





GMCVB  
SALES &  
MARKETING  
PRIORITIES



THE EXPLORER



THE RECHARGER



THE FAMILY  
TRAVELER



THE INDULGENT  
TRAVELER



THE MEETING  
PLANNER

TARGET AUDIENCE  
PRIMARY CONSUMER GEOGRAPHIC TARGETS

KEY INTERNATIONAL MARKETS

As international travel continues to build momentum, the GMCVB is capitalizing on this surge by intensifying marketing efforts aimed at attracting both consumers and meeting planners in key markets, including:  
Argentina • Brazil • Canada • Colombia • Mexico • Germany • United Kingdom • Spain • Asia/Japan • Select Caribbean markets  
Additional markets may be added, based on consumer behavior data.

KEY DOMESTIC MARKETS

Atlanta • Baltimore • Boston • Charlotte • Chicago • Cleveland • Columbus • Dallas • Detroit • Hartford • Houston • Los Angeles • Minneapolis • Nashville • New York • Norfolk • Philadelphia • Raleigh • Richmond • San Francisco • Washington, DC • New Orleans  
Additional markets may be added, based on consumer behavior data.

FLORIDA DRIVE MARKETS

Orlando • Tampa • West Palm Beach • Southwest Florida  
Additional markets may be added, based on consumer behavior data.

PRIMARY MEETING PLANNER TARGETS

Associations • Corporate (Fin-Tech and Incentive) • Independent • Sports • Specialty Association Management Companies • International • Legal • Pharma • Finance • Tech • Medicine • Education

PRIMARY MARKETING CHANNELS INCLUDE

Owned Channels • TV • Digital Advertising • Online Video • Native • CTV • OOH • Organic Social Media • Print • Paid Social Media and Influencer Collaborations • Search Engine Marketing • Email Marketing • Co-op Advertising Programs • Content Partnerships • Public Relations





# ADVERTISING

The Advertising Division focuses on capturing and promoting unique moments from Greater Miami & Miami Beach to spark interest, drive engagement and encourage consideration through marketing efforts.

Key performance indicators include messaging effectiveness, hotel room bookings, flight reservations, traffic attributed to the campaign, click-through rates, engagement metrics, partner website traffic, total site visits and meeting leads.

To learn more, contact Advertising@GMCVB.com

## 2023/2024 HIGHLIGHTS

### FIND YOUR MIAMI

The inclusive Find Your Miami campaign celebrates the unique experiences that can only be found here, inviting visitors and residents alike to discover a Miami that feels tailor-made for them. By blending diverse communities, cultures and ideas, the campaign showcases how Greater Miami & Miami Beach offers something truly special and encourages everyone to “Find Your Miami.”

### MIAMI BEACH: FIND YOUR WAVE – PARKS AND BUSINESS

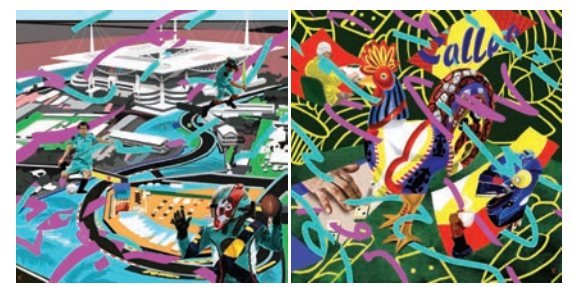
With the success of the original Miami Beach: Find Your Wave ads, the campaign was expanded to create assets specific to the city’s multiple parks and assets to target businesses looking to move to Miami Beach.

### MIAMI BEACH SPRING BREAK AND FIND YOUR MATCH

The Spring Break Breakup campaign shifted focus from party-centric visitors to promote a respectful, enjoyable spring break experience for everyone. Building on its success, the “Find Your Miami Beach Match” campaign was launched, showcasing Miami Beach’s transformation and strengthening the GMCVB’s connection with the community. This campaign highlights Miami Beach’s rich cultural, culinary and recreational offerings, inviting residents and tourists to explore and appreciate its unique attractions year-round.

### FORMULA 1

The team worked with a local artist to create new artwork incorporating cultural elements and Formula 1 visual cues with iconic Miami landmarks to show Formula 1 visitors what makes Miami so special.



### PRIDE 365

The new Pride 365 campaign celebrates the LGBTQ+ community as well as the inclusivity of Greater Miami & Miami Beach. This campaign shows that Miami celebrates pride 365 days a year, not only in June.

### HISPANIC HERITAGE MONTH

The Hispanic Heritage Month campaign celebrates the rich cultural contributions of the Hispanic community by highlighting local businesses, events, art, music and cuisine. It fosters unity and inclusion while encouraging locals and tourists to engage with and support Hispanic heritage, strengthening community ties and positively impacting the destination’s cultural and economic landscape.

### BRAND USA

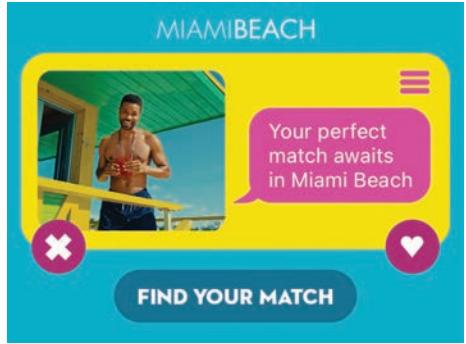
The Brand USA campaign often highlights Miami as a key destination in its efforts to promote U.S. tourism. With its vibrant culture, iconic beaches, and diverse culinary and nightlife scenes, Miami is a gateway to Latin America and a major international travel hub. Miami is featured as a destination that embodies the fusion of American and Caribbean influences, offering visitors a unique blend of art, music, fashion and nature.

### WEATHER TRIGGERED

The “Winter Sunderland” campaign features dynamic ads that are activated based on real-time weather conditions in target markets. The ads display Miami’s sunny and warm climate, enticing potential visitors to escape the cold and plan a trip.

### MIAMI SPICE RESTAURANT MONTHS

The ads emphasize Miami’s reputation as a food destination, showcasing a variety of cuisines and experiences that reflect its cultural diversity. Through digital, print and social media advertising, the campaign encourages food lovers to experience Miami’s vibrant dining scene during Miami Spice Restaurant Months (August-September).





2024/2025 GOALS & STRATEGIC PRIORITIES

DESTINATION CAMPAIGN: FIND YOUR MIAMI AND MIAMI BEACH: FIND YOUR WAVE

Expand and amplify the momentum of the Find Your Miami and Miami Beach: Find Your Wave campaigns by creating new content that targets specific personas and influencing their behaviors to generate impact, awareness and 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.

MEETINGS AND CONVENTIONS

Focused marketing efforts are attracting meeting planners and organizations to bring their events to Greater Miami & Miami Beach. With the upcoming groundbreaking of the MBCC Headquarter Hotel, the division is utilizing innovative strategies to enhance engagement with planners. The team is also expanding its reach in international markets to increase visibility and drive interest. By securing more meetings, the aim is to boost hotel occupancy and solidify the destination’s status as a prime location for both business and leisure events.

DEEPER STORYTELLING ABOUT ALL MUNICIPALITIES IN MIAMI-DADE COUNTY

The GMCVB is dedicated to amplifying Greater Miami & Miami Beach’s diverse communities through focused efforts to highlight all municipalities in Miami-Dade County. The goal is to dive deeper into storytelling about the destination’s hidden gems, highlighting lesser-known neighborhoods and cultural hotspots that often go unnoticed. By showcasing these unique areas, the aim is to offer visitors a richer, more authentic experience, expanding beyond the familiar to uncover the stories and places that make Miami truly special.

HISPANIC, AFRICAN AMERICAN AND LGBTQ+ ENGAGEMENT

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

ARTS, CULTURE AND HERITAGE

The team aims to grow the Arts, Culture and Heritage program by strengthening partnerships to offer

more exclusive deals and promotions. Additionally, the team will expand marketing efforts to key cities and drive markets, building a larger following and increasing engagement. This strategic outreach will reach new audiences and further highlight the vibrant cultural experiences Miami has to offer.

SPORTS AND MUSIC EVENTS

The team is elevating marketing efforts to spotlight exciting concerts and sporting events. By enhancing promotional strategies and engaging with diverse audiences, the aim is to highlight the community as a premier destination for live entertainment and sports, driving excitement and increasing attendance at its dynamic events.

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 drive 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 boost consideration by showcasing the destination’s diverse culture, dining and luxury accommodations. Leveraging Brand USA’s international programs and global partnerships will help attract a wider audience, strengthen international relationships and enhance Miami’s global appeal.





OCTOBER 2024 – SEPTEMBER 2025

- Always On Advertising
- Ad Serving/Attribution Advertising
- Paid Search Advertising
- Meetings & Conventions Advertising (PCMA, IBTM Americas, IMEX Americas, IBTM World, ASAE, IMEX Germany, MPI)
- Meetings & Conventions Tradeshow
- Retargeting Advertising
- Social Media Advertising
- Pride 365
- Annual General Market – includes African American, Hispanic, Accessible, LGBTQ+ audiences
- Brand USA International Campaigns (Markets include: Argentina, Brazil, Canada, Germany, France, Mexico and the UK; other markets may be added based on favorable market conditions)
- Visit Florida Co-Ops: Broadcast TV Video Co-ops in Domestic Markets – Fall/Spring/Summer
- Black Owned Media Alliance (BOMA)
- Year-Round Online Travel Agent Program

FALL/WINTER 2024/2025

- Weather-Triggered Campaign
- Cruise – Extend Your Stay Campaign
- Miami Arts, Culture & Heritage Months
- Carnival Miami
- Miami-Dade Farmers Month
- Art of Black Miami
- Latin GRAMMYs
- Year-Round Online Travel Agent Program

SPRING/SUMMER 2025

- Formula 1
- Rainbow Spring
- Miami Attraction & Museum Months
- Miami Spa Months
- Miami Spice Restaurant Months
- Miami Beach: Find Your Wave
- Miami Beach Spring Break
- Jazz in the Gardens
- Orange Blossom Classic
- GMCVB + Miami Beach Visitor and Convention Authority Co-op
- Summer Co-op Booking Campaigns (Expedia and other OTAs)
- Paid Search Performance Max
- American Black Film Festival
- Year-Round Online Travel Agent Program

**NOTE:** Overview reflects major scheduled activities based on the planning process. Additional activities are considered throughout the year and others are subject to change.





# 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 spending in the destination as well as 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](mailto:DigitalMarketing@GMCVB.com)



## 2023/2024 HIGHLIGHTS

### WEBSITE VISITOR SESSION GROWTH

**12.3M**, up from 9.8M | Increase of **25%**

### EMAIL OPT-INS

**50K** site users opted in to receive emails from the GMCVB



### PARTNER ENGAGEMENTS

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

**6.3M** Partner Engagements, including:

- Article links
- Partner detail pageviews
- Visit website links
- OpenTable links
- Book now links
- Address link clicks

### AVERAGE SITE VISIT DURATION





2024/2025 GOALS & STRATEGIC PRIORITIES

VISITOR SESSIONS

Increase the number of visits to MiamiandMiamiBeach.com by 20%, from 12.3M to 14.7M.

AVERAGE ENGAGEMENT TIME PER SESSION

Increase users’ average engagement time on MiamiandMiamiBeach.com by 15%, from 1:21 minutes to 1:33 minutes.

PARTNER ENGAGEMENT

Increase the number of visitor engagements with GMCVB partners on MiamiandMiamiBeach.com by 15%, from 6.3M to 7.3M.

OPTIMIZE USER EXPERIENCE

The division will continue rigorous testing and targeting across the site and email channels to further optimize the user experience.

ARTIFICIAL INTELLIGENCE CHATBOT

In 2024, the team launched a best-in-class platform (SATISFI) 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 a pop-up to encourage engagement. The chatbot will also assist the GMCVB in developing content based on questions from users. The team will continue to develop and enhance the visitor experience on MiamiandMiamiBeach.com.

PERSONALIZED WEBSITE EXPERIENCE

Develop a new custom, personalized experience to help visitors down the booking funnel. 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 paths. Conduct A/B testing to optimize the performance of the content and measure user engagement, time on site and partner referrals.

EMAIL AUTOMATION

Continue to 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. Enhance the newsletter registration form to include diverse newsletter interest opt-in for LGBTQ+, Multicultural, Meeting Planner and Travel Trade. Expand the newsletter form to include more fields to reinforce personalization efforts.

VIRTUAL TOURS

Highlight municipalities with a fun, interactive virtual tour experience encouraging visitation to all cities and neighborhoods within Greater Miami & Miami Beach by highlighting hotels, restaurants and things to do.

STORYTELLING

Continue partnerships with Apple Map Guides to allow for deeper storytelling on all digital channels.

OVERVIEW OF ACTIVITIES

ONGOING ACTIVITIES

- Manage ongoing website enhancements and optimization
- Content planning and implementation in collaboration with the GMCVB’s Creative Services team
- eCRM – Consumer email program management
- Event entry management
- Web usability research
- Technical, on-page and off-page Search Engine Optimization
- AI Assistant enhancements and optimization
- Virtual tours of municipalities
- Continuing enhancement and optimization of the personalized website experience

**NOTE:** Overview reflects major scheduled activities based on the planning process. Additional activities are considered throughout the year and others are subject to change.



# MARKETING COMMUNICATIONS

The Marketing Communications Division is charged with overseeing public relations, social media and website content – storytelling that inspires travel is at the heart of the team’s daily work.

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  
MarComm@GMCVB.com

## 2023/2024 HIGHLIGHTS



1. MICE Press Trip  
2. Pan-European Sports FAM  
3. Ecofriendly Latam Fam  
4. Find Your Miami Xmarket Fam  
5. Colombia Anato & Miami VF Events  
6. Florida Huddle  
7. Pan-European FAM Tour at Curtiss Mansion  
8. US-CAN Sports FAM

## CONTENT & INFLUENCER PARTNERSHIPS

Launched successful digital experiential campaign in partnership with Sony Music Latin, garnering industry recognition and resulting in:

- 79% increase in social media profile visits
- 12% growth in social media followers

Influencer campaigns saw significant expansion:

- 72% increase in influencer partnerships, further amplifying brand awareness and driving measurable results

## KEY PERFORMANCE INDICATORS

### SOCIAL MEDIA KPIs

- 10.2% combined growth across all social media platforms
- 32.9% Instagram channel growth
- 10.1% LinkedIn channel growth
- 5.4% Engagement rate growth across social media channels



### TRADITIONAL MEDIA KPIs

- 1.9K Placements
- 28.2B Media Impressions
- \$157.7M Advertising Equivalency
- Hosted 187 journalists

### WEB CONTENT KPIs

Experienced significant growth across web content metrics, underscoring critical role of web content in driving traffic to the site

High-quality, strategically developed content is key to engaging audience and ensuring online visibility

Website attracted 8.3M users, +15.5% over last year

Surge in traffic generated 29.8M pageviews, +43.3% over last year

Focus on SEO also delivered strong results, highlighting effectiveness of content strategy in enhancing online visibility and driving meaningful engagement with audience:

18.5% increase in users and a 24.3% rise in sessions from organic search channels

## UNIFIED STORYTELLING

Successfully implemented integrated storytelling and content strategy across media relations, social media and website to ensure consistent dissemination of priority messaging across all platforms, reinforcing brand alignment and increasing audience engagement.

## STRATEGIC MESSAGING

Focused efforts on sports-related narratives and responsible tourism topics, in alignment with GMCVB key priorities.

Strategic approach resulted in impactful, targeted messaging that significantly increased visibility in key media outlets, solidifying Greater Miami & Miami Beach’s reputation as a leader in these focus areas.





2024/2025 GOALS & STRATEGIC PRIORITIES

LEVERAGE DIGITAL TRANSFORMATION

Ensure cohesive storytelling and content alignment by seamlessly integrating media relations, social media channels and website content. This approach delivers priority messaging with consistency and impact, fostering a unified and resonant narrative across all platforms.

UTILIZE DATA AND INSIGHTS

Enhance website, SEO and AI-driven content strategies to boost social media growth, engagement and website traffic – leveraging data-driven insights for optimized performance.

CONTENT ALIGNMENT

Elevate the newly established GMCVB Creator Collective by building a collaborative content community of writers, photographers and video creators. This collective will work together to amplify shared messages and drive greater impact.

MUNICIPAL & COMMUNITY ENGAGEMENT

Advance neighborhood and community engagement initiatives by deepening collaboration with municipal and community partners. Use web and social media content to support these objectives and strengthen outreach efforts.

RESPONSIBLE TOURISM FOCUS

Contribute to the development of Responsible Tourism content that educates visitors about the destination’s commitment to sustainable tourism, accessibility and inclusivity.

CRISIS COMMUNICATIONS & ISSUE MANAGEMENT

Implement a two-pronged crisis communication strategy. Build brand resilience through proactive programs and deploy real-time crisis management tactics when needed. Strengthening the brand in non-crisis times ensures a stronger, quicker recovery during crises.

MARKETING COMMUNICATIONS  
(SOCIAL MEDIA-OWNED CHANNELS) GOALS

2024/2025 FOLLOWER GROWTH GOALS

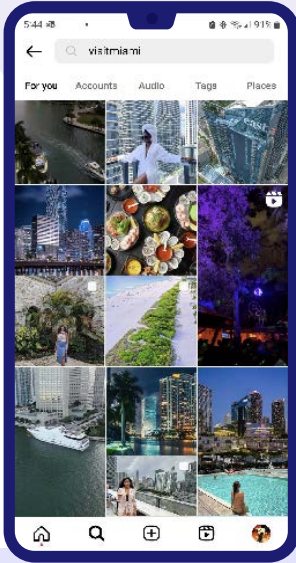
INSTAGRAM  
20%



FACEBOOK  
5%



TOTAL  
8%



LINKEDIN  
10%



PINTEREST  
5%





MARKETING COMMUNICATIONS  
(EARNED TRADITIONAL MEDIA) GOALS - QUANTITATIVE APPROACH

KPI	GOAL 23/24	ACTUAL 23/24	% OF GOAL	24/25 PROPOSED GOAL	% GROWTH OF GOAL
FREQUENCY	1.4K	1.8K	129%	1.5K	7%
IMPRESSIONS	15B	28.2B	188%	16.1B	7%
AD VALUE	\$160M	\$157.7M	99%	\$160M	0%
MEDIA / INFLUENCERS HOSTED	195	187	96%	195	0%
QUALITATIVE SCORE AVERAGE	69	74	MET	70	1%





OVERVIEW OF ACTIVITIES

MONTHLY

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

OCTOBER 2024

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

9/30–10/4	Visit Florida Canada Media Mission / Toronto & Montreal, Canada
10/1–14	Celebrate Orgullo Social Media Engagement and Content / Greater Miami & Miami Beach
10/7–11	Visit Florida Domestic Media Mission / Chicago, IL & Boston, MA
10/8–10	IMEX America / Las Vegas, NV
10/10	Wavelength Media Marketplace @ Black Travel Summit / Fort Lauderdale, FL
10/10–13	Black Travel Summit / Fort Lauderdale, FL
10/11–13	Miami Carnival Media Visits / Miami, FL
10/13–15	Post Black Travel Summit Press Tour / Greater Miami & Miami Beach
10/16–20	Arts & Culture Cross-Market Press Tour / Greater Miami & Miami Beach
10/17	James Beard Foundation's Taste America / Miami, FL
10/18–20	Taylor Swift: The Eras Tour at Hard Rock Stadium Media Support / Miami Gardens, FL
10/21–23	Content Marketing World / San Diego, CA
10/21–24	Brand USA Travel Week U.K. & Europe 2024 / London, UK
10/21–25	Colombia Media Mission / Bogotá, Medellín & Barranquilla
10/27	Straight Talk Wireless 400 NASCAR Cup Series / Homestead, FL
10/29	GMCVB Annual Meeting / Tourism Numbers and Strategic Plan Announcement
10/30–11/3	Miami Film Festival GEMS Social Media Content / Miami, FL
NOVEMBER 2024	
10/30–11/3	Miami Film Festival GEMS Social Media Content / Miami, FL

11/2	Miami HEAT vs. Washington Wizards / Mexico City, Mexico
11/5–7	World Travel Market London (WTM) / London, UK
11/12–16	Latin GRAMMY Press Tour / Greater Miami & Miami Beach
11/13	Latin GRAMMY Media Brunch / Miami, FL
11/14	25th Annual Latin GRAMMY Awards / Miami, FL
11/14–19	Society of American Travel Writers (SATW) AGM & Conference / Istanbul, Turkey
11/17–24	Miami Book Fair Media Support / Miami, FL
11/19–21	IBTM World / Barcelona, Spain

DECEMBER 2024

12/2–6	Miami Art Week Media Support / Miami, FL
12/6–8	Art Basel Miami Beach Media Support and Social Media Content / Miami Beach, FL
12/10–13	Find Your Match Miami Beach Domestic Press Tour / Miami Beach, FL
TBA	10th Anniversary - Art of Black Miami/ Multicultural Media Visits / Miami, FL
TBA	Holiday Lights Social Media Content

JANUARY 2025

What's New in Miami and Miami Beach Quarterly News Release Winter	
1/9–12	South Beach Jazz Festival Media Support / Miami Beach, FL
1/10–12	Art Deco Weekend Media Support / Miami Beach, FL
1/12–15	PCMA Convening Leaders / Houston, TX
1/19–24	Brand USA India Sales and Media Mission / Hyderabad
1/22–23	TRAVMEDIA North American Media Marketplace & Summit (IMM) / New York, NY
1/22–26	FITUR / Madrid, Spain
1/24–26	Homestead Rodeo Media Support / Homestead, FL
1/28	National Plan Your Vacation Day Social Media Partnership with US Travel
TBA	LATAM Family Travel Press Tour / Greater Miami & Miami Beach

FEBRUARY 2025

2/1–28	Black History Month Social Media Content
2/2	Lifetime Miami Marathon & Half Marathon Media Support / Miami, FL
2/3–5	Florida Huddle / Ocala, FL
2/12–16	Discover Boating Miami International Boat Show Media Support / Miami, FL
2/14	Valentine's Day Social Media Content
2/15–17	Coconut Grove Arts Festival Weekend Media Support / Miami, FL
2/16	Gay8 Festival Media Support / Miami, FL
2/19–20	TravMedia International Media Marketplace (IMM) / London, UK
2/20–23	South Beach Wine & Food Festival Media Visits / Greater Miami & Miami Beach
2/20–23	FoodieCon Sponsorship and Social Media Influencer Collaborations / Miami, FL
2/26–28	Vitrina Turístico ANATO / Bogotá, Colombia
2/28–3/2	Open House Miami Media Support / Miami, FL
2/28–3/2	Montreux Jazz Miami / Miami, FL

MARCH 2025

What's New in Miami and Miami Beach Quarterly News Release Spring	
2/28–3/2	Open House Miami Media Support / Miami, FL
2/28–3/2	Montreux Jazz Miami / Miami, FL
3/4–6	ITB BERLIN Pink Pavilion / Berlin, Germany
3/5	305 Day Social Media Content
3/8–9	Jazz in the Gardens Media Visits / Miami Gardens, FL
3/12	IMM France 2025 / Paris, France
3/16–30	Miami Open Media Support / Miami Gardens, FL
3/17–21	Visit Florida Mexico Media Mission / Mexico City, Mexico
3/21–27	National Agricultural Week Media Support
3/27–28	eMerge Americas Media Support / Miami Beach, FL
3/28–30	ULTRA Music Festival Media Support / Miami, FL
TBA	Norse Airlines Germany Press Tour / Miami, FL

APRIL 2025

4/1–30	O, Miami Poetry Festival Media Support / Greater Miami & Miami Beach
4/1–30	Autism Acceptance Month Media Support
4/3	Global Meetings Industry Day Media Support
4/3–7	Cross-Market LGBTQ+ Press Tour / Greater Miami & Miami Beach
4/5–6	Miami Beach Pride Festival and Parade Media Support / Miami Beach, FL
4/4–13	Miami Film Festival Media Support / Miami, FL
4/14–16	World Travel Market (WTM) Brazil / Sao Paulo, Brazil
4/22	Earth Day Social Media Content

MAY 2025

5/2–4	F1 Miami Grand Prix Media Support / Miami Gardens, FL
5/11	Mother's Day Social Media Content
5/18	International Museum Day Social Media Content
5/19–22	LE Miami / Miami Beach, FL
5/28–6/2	Miami Swim Week Media Support / Miami, FL
TBA	National Tourism Month and GMCVB State of the Industry Announcement
TBA	Visit Florida Germany Media Mission
TBA	Miami Fashion Week Media Visits / Miami, FL

JUNE 2025

What's New in Miami and Miami Beach Quarterly News Release Summer	
6/1–30	Black Music Month
5/28–6/2	Miami Swim Week Media Support / Miami, FL
6/2–5	PRSA 2025 Travel & Tourism Conference / Tampa, FL
6/4–8	Pan-European Bling on a Budget Press Tour / Greater Miami & Miami Beach
6/4–8	Travel Media Association of Canada (TMAC) AGM & Conference / Saskatoon, Canada
6/8	International Oceans Day Social Media Content
6/12–16	American Black Film Festival (ABFF) Media Support / Greater Miami & Miami Beach

6/14–18	IPW 2025 / Chicago, IL
TBA	IPW Activation / Chicago, IL
6/15	Father's Day Social Media Content
6/16–19	TBEX North America / Quebec City, Canada
6/19	Juneteenth Media Support
TBA	Visit Florida U.K./Ireland Media Mission 2025 / London & Dublin
TBA	Cross-Market Responsible Tourism Press Tour / Greater Miami & Miami Beach

JULY 2025

7/4	Independence Day Social Media Content
7/9–11	Destinations International / Chicago, IL
TBA	Miami Spa Months and Miami Spice Press Trip / Greater Miami & Miami Beach

AUGUST 2025

8/1–31	National Black Business Month Influencer Media Visits / Greater Miami & Miami Beach
TBA	Black Pepper Festival Media Support / Greater Miami & Miami Beach
TBA	Miami International Auto Show Media Support / Greater Miami & Miami Beach
TBA	Argentina Media Mission / Buenos Aires

SEPTEMBER 2025

9/10	Hialeah's 100th Anniversary Media Support
9/15–10/15	National Hispanic Heritage Month Media Support
TBA	New York Media Mission / New York, NY
TBA	Canada Media Mission / TBA
TBA	Pan-European Off the Beaten Path Press Tour / Greater Miami & Miami Beach
TBA	Florida Governor's Conference

MONTHS TBA

TBA	In-Market Media Activation
TBA	Find Your Voice Miami Beach Season 2
TBA	Society of American Travel Writers (SATW) Eastern Chapter Meeting

NOTE: Overview reflects major scheduled activities based on the planning process. Additional activities are considered throughout the year and others are subject to change.



# 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

## 2023/2024 HIGHLIGHTS



1. Hispanic Heritage Month Walking Tour  
2. Art of Black Miami Cover Competition  
3. Asian American Community Tour  
4. Guayabera Day, Calle Ocho News

5. Black History Month AOHT Student Tour  
6. MBF Small Business Training Graduation  
7. NABHOOD Student Tour  
8. Black Hospitality Initiative Scholarship Interviews

## TOURISM BUSINESS ENHANCEMENT PROGRAM: SMALL BUSINESS OUTREACH AND CAPACITY BUILDING

Miami Bayside Partnership and GMCVB Lead Planning Workshops collectively reached **149** Businesses



Marketed and promoted **59** art events that showcased multiple affiliated artists during Art Basel season (November/December)

Hosted **15** GMCVB-sponsored events



Awarded **22** BHI scholarships for Fall 2024–Winter 2025

St. Thomas University: **1** Award / Florida International University: 1 Award + 4 Renewals = **5**

Florida Memorial University: 1 Award + 1 Renewal = **2** / Miami Dade College: 9 Awards + 5 Renewals = **14**

There were **9** BHI graduates from FIU and MDC combined in 2023

Raised a record **\$230K** for BHI scholarships at the H.O.T. Challenge golf tournament 2024



## 2024/2025 GOALS & STRATEGIC PRIORITIES

### MULTICULTURAL CONNECTION

Expand the multicultural connection of tourism to the diasporas and cultural gems that make up Miami-Dade County through grassroot connections, cultivation and collaborative tourist-focused programming.

### INCREASE THE 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 as a result of the Tourism Businesses Enhancement Program.

### ELEVATE THE MUSIC OF MIAMI

Establish music as a key platform throughout multicultural marketing efforts.

### EXPAND THE BLACK HOSPITALITY INITIATIVE (BHI)

Continue investing in students through scholarships with a goal of maintaining 20 tourism and hospitality scholarship recipients annually while increasing the number of hands-on experiences.

### ART OF BLACK MIAMI

Build awareness locally and nationally, and continue to support local artists in developing their businesses as we celebrate the 10-Year Anniversary of the Art of Black Miami program.

### 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.





OVERVIEW OF ACTIVITIES

ONGOING ACTIVITIES

The MTDD implements marketing strategies to incorporate Multicultural Miami into the GMCVB’s Deals 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.

- 1/20 Martin Luther King Jr. Scholarship Breakfast – 5000 Role Models
- 1/28–3/6 Tourism Business Enhancement Program begins, in collaboration with the Miami Bayside Foundation Spanish Program
- 1/29 Lunar New Year
- TBA BHI School and Community Outreach and Engagement

OCTOBER 2024

- 9/15–10/15 Hispanic Heritage Month
- 10/1–31 Italian American Heritage Month
- 10/1–10/13 Miami Carnival
- 10/23 Multicultural Tourism & Development Committee Meeting
- TBA Hispanic Heritage Month Community Tour
- TBA BHI Scholarship Committee Convening (Interviews and Selections)

NOVEMBER 2024

- 11/1–30 Native American Heritage Month
- 11/13–16 National Coalition of Black Meeting Planners (NCBMP) / Birmingham, AL
- 11/14 Latin GRAMMYs
- TBA MTDD Community Day Project

DECEMBER 2024

- 12/1–15 Art of Black Miami/Art Season
- 12/3 Multicultural Tourism & Development Committee / Season Update via Zoom
- 12/18 BHI Board of Directors Meeting
- 12/26–29 Miccosukee Indian Arts & Crafts Festival

JANUARY 2025

- 1/9–23 Miami Jewish Film Festival

FEBRUARY 2025

- 1/28–3/6 Tourism Business Enhancement Program begins, in collaboration with the Miami Bayside Foundation Spanish Program
- 2/1–28 Black History Month
- 2/20–23 South Beach Wine & Food Festival
- TBA Melton Mustafa Jazz Festival Weekend
- TBA Art of Black Miami Noche de Arte Partnership
- TBA Black History Month Heritage Community Tour and/or Experiences
- TBA GMCVB Tourism Business Enhancement Development Workshop
- TBA Homestead Blues & Jazz Fest
- TBA BHI Board of Directors Quarterly Meeting

MARCH 2025

- 1/28–3/6 Tourism Business Enhancement Program begins, in collaboration with the Miami Bayside Foundation Spanish Program
- 3/1–2 Carnaval on the Mile
- 3/8–9 Jazz in the Gardens
- 3/9 Calle Ocho Music Festival
- TBA Annual Asian Cultural Festival
- TBA BHI Scholars Attend Professional Development Workshop (Miami Begins with Me)
- TBA Multicultural Tourism & Development Committee – Quarterly Meeting

APRIL 2025

- 4/1–30 Diversity Awareness Month
- 4/1–5/8 Tourism Business Enhancement Program begins, in collaboration with the Miami Bayside Foundation Spring Program
- 4/21 Art of Black Miami Monthly Podcast Series 5 Launch
- TBA Asian Community Tour

MAY 2025

- 4/1–5/8 Tourism Business Enhancement Program begins, in collaboration with the Miami Bayside Foundation Spring Program
- 5/1–31 Jewish American Heritage Month
- 5/1–31 Haitian Heritage Month
- 5/1–31 Asian American, Native Hawaiian and Pacific Islander Heritage Month
- 5/9 H.O.T. Challenge Golf Tournament Fundraiser
- 5/17 Haitian Compas Festival (Haitian Flag Day Festival)
- 5/19 Art of Black Miami Monthly Podcast Series 5
- 5/25 Best of the Best Reggae Festival
- TBA Sounds of Little Haiti/Haitian Heritage Month Celebration
- TBA Taste of Haiti
- TBA GMCVB Tourism Business Enhancement Workshop
- TBA BHI Scholarship Committee Convening / Interviews and Selections
- TBA BHI Board of Director Quarterly Meeting

JUNE 2025

- 6/1–30 Caribbean Heritage Month
- 6/11–15 American Black Film Festival (ABFF)
- 6/14–18 IPW Conference / Chicago, IL
- 6/16 Art of Black Miami Monthly Podcast Series 5
- 6/19 Juneteenth Celebrations

- TBA Multicultural Tourism & Development Committee – Quarterly Meeting
- TBA Black Music Month Programming
- TBA Goombay Festival

JULY 2025

- 7/9–11 Destinations International Convention / Chicago, IL
- 7/21 Art of Black Miami Monthly Podcast Series 5
- TBA International Hispanic Theater Festival
- TBA National Association of Black Hotel Owners, Operators & Developers (NABHOOD) International Multicultural Summit
- TBA BHI Board of Directors Quarterly Meeting
- TBA Miami Take Over
- TBA Tourism Business Enhancement Program begins, in collaboration with the Miami Bayside Foundation Summer Program

AUGUST 2025

- 8/18 Art of Black Miami Monthly Podcast Series 5
- TBA Urban Film Festival
- TBA GMCVB Partner Expo + Black Owned Business Celebration
- TBA Brownsville Music and Arts Festival (formerly known as Overtown Music and Arts)
- TBA Orange Blossom Classic Welcome Reception & Kickoff Luncheon
- TBA Brazilian Film Festival of Miami
- TBA Multicultural Tourism & Development Committee – Quarterly Meeting
- TBA Tourism Business Enhancement Program begins, in collaboration with the Miami Bayside Foundation Summer Program

SEPTEMBER 2025

- 9/14–10/15 Hispanic Heritage Month
- 9/15 Art of Black Miami Monthly Podcast Series 5
- TBA Orange Blossom Classic Weekend
- TBA GMCVB Tourism Business Enhancement Development Workshop
- TBA BHI Scholarship Committee Convening / Interviews and Selections
- TBA BHI Scholarship Alumni and Partnership Reception
- TBA AOHT Annual Retreat
- TBA Tourism Business Enhancement Program begins, in collaboration with the Miami Bayside Foundation Summer Program



NOTE: Overview reflects major scheduled activities based on the planning process. Additional activities are considered throughout the year and others are subject to change.



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, festivals and attractions have access to opportunities that attract visitor audiences and ensure long-term cultural vibrancy for the destination.

To learn more, contact CulturalTourism@GMCVB.com

2023/2024 HIGHLIGHTS



1. Art Basel Hong Kong  
2. Art Basel Miami Beach  
3. LEVEL Airlines Launch Event with Quake  
4 & 6. International Children's Art Tour, The Bass, Miami Beach  
5. Doral Contemporary Art Museum Business of Art Panel  
7. Serving the Arts Awards, Miami-Dade County Auditorium

ATTRACTIONS, EXPERIENCES & MUSEUMS CO-OP PROGRAM

15 organizations participated | Impressions: 6.2M | 109K total click throughs | \$86K invested

MIAMI ARTS, CULTURE & HERITAGE MONTHS

2M advertising impressions | 15 editorial placements | 30M PR impressions | 210.6K annual website views

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

MIAMI ARTS MARKETING PROJECT

900+ participants | 50 expert thought leaders | 16 virtual labs and coaching sessions

MIAMI ART WEEK

16 satellite fairs/festivals throughout Greater Miami & Miami Beach | 79K+ attended Art Basel Miami Beach at the Miami Beach Convention Center

277 galleries across 5 sectors from 38 countries and territories participated | Art patrons and private collectors from 92 countries and territories visited the fair, including representatives from 200+ cultural institutions and foundations

No Vacancy Miami Beach: 4th edition featured 12 artists in 12 hotels over three weeks

MIAMI ATTRACTION & MUSEUM MONTHS

9.7M advertising impressions | 1.5K offers redeemed | 59 participating organizations | 6.5M PR impressions



2024/2025 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 continue its strategic campaign to highlight and promote these properties within a “collection” of art-centric hotels. This effort includes dedicated web story content, social media inclusions and hotel offers within the arts-related Miami Deals programs.

DRIVE ENGAGEMENT ON ARTS & CULTURE WEBSITE PAGES

Work closely with the GMCVB’s Digital Marketing, Creative Services and Marketing Communications teams to ensure that MiamiandMiamiBeach.com has updated information, enticing new content and compelling storytelling articles. The Arts & Culture landing page had 36.5K unique visits in Fiscal Year 2023/2024, 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 2024/2025.

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 and special opportunities, like the Museums, Attractions & Experiences Digital Marketing Co-Op Program.

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 recently established events, such as the Doral International Art Fair, 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.

ARTS & CULTURE INSIDER PUBLICATION

Increase distribution/circulation/downloads and views of the Arts & Culture Insider publication, in English and Chinese, by 15% (from 9.8K to 11.2K).



UNBEATABLE DEALS PROGRAMS

The team will manage the Miami Arts, Culture & Heritage Months program in December/January and the Miami Attraction & Museum Months program in April/May.





OVERVIEW OF ACTIVITIES

OCTOBER 2024

- 10/9 Pérez Art Museum Miami Corporate Luncheon / Miami, FL
- 10/16–20 Paris+ Art Fair / Paris, France
- 10/18–19 iii Points Music Festival / Miami, FL
- 10/28–30 PastForward Preservation Conference / New Orleans, LA
- 10/30–11/3 Miami Film Festival GEMS / Miami, FL

NOVEMBER 2024

- 10/30–11/3 Miami Film Festival GEMS / Miami, FL
- 11/7–10 Doral International Art Fair / Doral, FL
- 11/14–12/12 No Vacancy: Miami Beach / Miami Beach, FL
- 11/15 Breakfast with the Arts & Hospitality Industry / Miami, FL
- 11/18–24 Miami Book Fair / Miami, FL
- 11/21 Give Miami Day / Miami, FL

DECEMBER 2024

- 12/1–1/31 Miami Arts, Culture & Heritage Months
- 11/14–12/12 No Vacancy: Miami Beach / Miami Beach, FL
- 12/2–8 Miami Art Week / Greater Miami & Miami Beach
- 12/4–8 Art Basel Miami Beach / Miami Beach, FL

JANUARY 2025

- 12/1–1/31 Miami Arts, Culture & Heritage Months
- 1/9–12 South Beach Jazz Festival / Miami Beach, FL
- 1/18–20 Art Deco Weekend / Miami Beach, FL

FEBRUARY 2025

- 2/1–2 GroundUP Music Festival / Miami Beach, FL
- 2/14–17 Art Wynwood / Miami, FL
- 2/15–17 Coconut Grove Arts Festival / Miami, FL
- 2/28–3/2 Open House Miami / Greater Miami & Miami Beach
- 2/28–3/2 Montreux Jazz Miami / Miami, FL

MARCH 2025

- 2/28–3/2 Open House Miami / Greater Miami & Miami Beach
- 2/28–3/2 Montreux Jazz Miami / Miami, FL
- 3/12 Florida Arts & Culture Day / Tallahassee, FL
- 3/28–30 Art Basel Hong Kong / Hong Kong, China

APRIL 2025

- 4/1–5/31 Miami Attraction & Museum Months
- 4/4–13 Miami Film Festival / Miami, FL
- 4/21 Serving the Arts Awards / Miami, FL
- TBA Music Tourism Convention / Xichang, China

MAY 2025

- 4/1–5/31 Miami Attraction & Museum Months
- 5/7–11 Frieze New York / New York, NY
- TBA Greater Miami Festivals & Events Annual Conference / Miami, FL

JUNE 2025

- 6/8–11 Florida Attractions Association Annual Conference / Ponte Verda, FL
- 6/11–14 Americans for the Arts 2025 Convention / Cincinnati, OH
- 6/14–18 IPW / Chicago, IL
- 6/19–22 Art Basel / Basel, Switzerland

JULY 2025

- 7/1–16 Montreux Jazz Festival / Montreux, Switzerland
- 7/9–11 Destinations International / Chicago, IL

AUGUST 2025

- 8/17–19 U.S. Travel ESTO 2025 / Phoenix, AZ
- TBA Florida Festivals & Events Association

SEPTEMBER 2025

- 9/15–18 Music Tourism Convention / Fayetteville, AR

NOTE: Overview reflects major scheduled activities based on the planning process. Additional activities are considered throughout the year and others are subject to change.





# LGBTQ+ TOURISM MARKETING

The LGBTQ+ Tourism Marketing Division showcases Greater Miami & Miami Beach as a top destination for LGBTQ+ travelers. Through targeted initiatives, promotional activities and content creation, the division keeps potential visitors, travel professionals and media updated on the latest offerings, including hotels, events, attractions, airlines and cruise options.

The division seeks to empower individuals in the Greater Miami & Miami Beach tourism industry to effectively connect with LGBTQ+ customers through the rollout of the Miami Begins with Me LGBTQ+ Diversity & Inclusion Training program.

To learn more, contact [LGBTQ@GMCVB.com](mailto:LGBTQ@GMCVB.com)

## 2023/2024 HIGHLIGHTS



1. IGLTA Global Partner Summit

2. GNetwork360 Madrid

3. AVIAREps Roadshow

4. Brazil Sales Mission

5. Florida Out Coast Convention (FLOCC)

6. GNetwork360 BUE

7. IGLTA Global Convention

8. PROUD Experiences

## MARKETING ACTIVITIES

(CONFERENCES, CONVENTIONS, TRADE SHOWS, CAMPAIGNS, EVENTS AND MISSIONS/VISITS)

16 International | 20 Local | 9 Domestic

45 Total Activations (+21.5% increase over 2022/2023)



### RAINBOW SPRING

Expedia Booking Campaign

4.4M Impressions

27.8K Total Room Nights  
(+3.3% over 2023)

\$17.2M Gross Bookings  
(+18.6% over 2023)

### ACTIVATION HIGHLIGHTS

- Inaugural Miami Beach Pride Concert
- Development of Find Your Miami LGBTQ+ Campaign
  - Hosted two LGBTQ+ meeting groups:
    - May: IGLTA Global Partner Summit
    - August: Florida Out Coast Convention
- Hosted LGBTQ+ Travel Industry Fam Trip from Brazil in collaboration with Orinter and PANROTAS
- Drove engagement and increased visits to LGBTQ+ pages on MiamiandMiamiBeach.com by 19.6%, from 75K to 98.7K



- Led diversity and inclusion training program for members of the hospitality industry





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

2024/2025 GOALS & STRATEGIC PRIORITIES

TOP LGBTQ+ DESTINATION

Highlight Greater Miami & Miami Beach as a thriving and welcoming destination for LGBTQ+ travelers and the local LGBTQ+ community.

RAINBOW SPRING

Build on the success of the Rainbow Spring program by amplifying social media campaigns to drive traffic to its dedicated landing page featuring partner offers, community events and local experiences. Strengthen the partnerships with Online Travel Agencies to expand international reach and increase bookings.

ENGAGE WITH KEY MARKETS

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

5-YEAR ROADMAP

Begin to engage local LGBTQ+ organizations and the hospitality industry to develop a 5-year plan that drives community engagement and aims to ensure that Greater Miami & Miami Beach remains a premier destination for LGBTQ+ visitors.

FAMILIARIZATION TRIPS

Introduce familiarization trips for the North American travel industry.

LGBTQ+ PRESENCE ON GMCVB WEBSITE

Work closely with the GMCVB’s global advertising agency and Digital Marketing Division to drive engagement and increase visits to LGBTQ+ pages on MiamiandMiamiBeach.com by 5%, from 89.7K to 94.2K.

THE PINK PALM LGBTQ+ TRAVEL INSIDER

Leverage QR technology to increase distribution of The Pink Palm LGBTQ+ Travel Insider by 20% (from 7K to 8.4K).





OVERVIEW OF ACTIVITIES

OCTOBER 2024

10/1–15	Celebrate ORGULLO / Miami Beach, FL
10/19	National LGBTQ Task Force Gala / Miami Beach, FL
10/22	IGLTA Global Convention Welcome Reception / Osaka, Japan
10/23–26	IGLTA Global Convention / Osaka, Japan
10/25–27	OUTshine Film Festival Fall Edition / Miami, FL

NOVEMBER 2024

11/7–10	Festuris Gramado 2024 / Gramado, Brazil
11/17–24	Miami Book Fair / Miami, FL
11/29–12/3	URGE Miami Festival / Miami Beach, FL

DECEMBER 2024

11/29–12/3	URGE Miami Festival / Miami Beach, FL
12/3–8	Fridge Art Fair / Miami Beach, FL
12/5–7	Art Gaysel / Miami Beach, FL
12/17	GMCVB LGBTQ+ Tourism Advisory Task Force Meeting – Virtual / Miami, FL

JANUARY 2025

1/21	Travel Bulletin LGBT+ Showcase / Bristol, England
1/22–26	FITUR / Madrid, Spain
TBA	TransArt / Miami, FL

FEBRUARY 2025

2/18	Gay8 Festival / Little Havana, FL
2/20–23	South Beach Wine & Food Festival / Miami Beach, FL
2/26–3/4	Winter Party Festival / Miami Beach, FL
2/27	IGLTA India Travel Symposium / New Delhi, India
2/28	LGBTQ+ Travel Industry Meetings / New Delhi, India

MARCH 2025

3/1–6/30	Rainbow Spring
2/26–3/4	Winter Party Festival / Miami Beach, FL
3/4–6	ITB Berlin / Berlin, Germany
3/25	GMCVB LGBTQ+ Tourism Advisory Task Force Meeting – Virtual / Miami, FL
3/27–4/6	Miami Beach Pride Week / Miami Beach, FL
3/29–30	Travel & Adventure Show / Washington, DC
TBA	Miami Beach Pride Angel's Dinner / Miami Beach, FL

APRIL 2025

3/1–6/30	Rainbow Spring
3/27–4/6	Miami Beach Pride Week / Miami Beach, FL
4/3–6	LGBTQ+ Cross-Market Press Trip / Greater Miami & Miami Beach
4/8–9	GNetwork360 SCL / Santiago, Chile
TBA	OUTshine Film Festival Spring Edition / Miami, FL
TBA	Miami Beach Pride Angel's Dinner / Miami Beach, FL

MAY 2025

3/1–6/30	Rainbow Spring
5/13–19	SweetHeat Miami / Miami Beach, FL
5/31–6/1	Miami Beach Pride Concert / Miami Beach, FL
TBA	Miami Beach Pride Angel's Dinner / Miami Beach, FL

JUNE 2025

3/1–6/30	Rainbow Spring
5/31–6/1	Miami Beach Pride Concert / Miami Beach, FL
6/2–4	PROUD Experiences / Los Angeles, CA
6/14–18	IPW / Los Angeles, CA
6/24	GMCVB LGBTQ+ Tourism Advisory Task Force Meeting – Virtual / Miami, FL

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	LGBTQ+ Travel Industry Trade Familiarization Trip / Greater Miami & Miami Beach

JULY 2025

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

AUGUST 2025

TBA	GNetwork360 BUE / Buenos Aires, Argentina
TBA	NGLCC International Business & Leadership Conference / TBA

SEPTEMBER 2025

9/24	GMCVB LGBTQ+ Tourism Advisory Task Force Meeting – Virtual / Miami, FL
TBA	LGBTQ+ Travel Industry Trade Familiarization Trip / Greater Miami & Miami Beach



**NOTE:** Overview reflects major scheduled activities based on the planning process. Additional activities are considered throughout the year and others are subject to change.



# MEETINGS & CONVENTION SALES & SERVICES

The Meetings & Convention Sales & Services Department is dedicated to attracting a diverse range of meetings and conventions, generating local economic impact that supports the entire destination.

The team is committed to boosting new hotel bookings and expanding business at the Miami Beach Convention Center.

In addition to securing events, the team lays the foundation for future opportunities while supporting clients in planning and executing experiential, sustainable meetings.

To learn more, contact [Sales@GMCVB.com](mailto:Sales@GMCVB.com) or visit [MiamiMeetings.com](http://MiamiMeetings.com)

## 2023/2024 HIGHLIGHTS



1. CONNECT  
2. Florida Encounter  
3. IBTM Americas

4. M&I Americas  
5. Business Event Week DC  
6. Canadian Meetings

## LEADS, BOOKINGS & SITE INSPECTIONS

Produced **3.1K** Leads | Produced **679** New Bookings

Total Room Nights Booked: **514.2K**

Booked **16** New Citywides impacting the next three years  
**216** new citywide leads for the MBCC

## STRATEGIC PARTNERSHIPS

Partnered with leading industry organizations:

PCMA | ASAE | MPI | Maritz Global Events | Trade Show Executive  
American Express | Conference Direct | AMC Institute | SITE Global | Connect Meetings

These partnerships helped the team secure prominent events, such as:

PCMA CL 2027 | AMCI Annual Meeting 2027 | Maritz Design WOW Site Training

SITE CLASSIC | Florida Encounter | Smart Meetings

m&i Forum | Connect Marketplace 2025

The team will continue leveraging these alliances to create new business opportunities and drive growth.

## PROMOTIONS

Destination-wide promotion launched last year to bolster summer business and capture urgent business leads has been very successful and will continue

To date, this program has garnered **44K** room nights for 2024 and **35K** for 2025

## TRADE SHOWS

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

Created a “Miami Experience” at important global shows, such as:

IMEX | ASAE | PCMA | IBTM | SITE Classic | SITE Europe  
American Express | FIEXPO | Florida Encounter | The London Show | Connect | FICP





COMMUNICATION

- Launched digital and print marketing campaigns to support sales strategies
- Launched new sales collateral showcasing Greater Miami & Miami Beach neighborhoods
  - Created and launched a new meetings and conventions video
- Created and launched a new quarterly meeting planner e-newsletter
  - Enhanced the monthly partner e-newsletter
- Continued website enhancement and optimization efforts

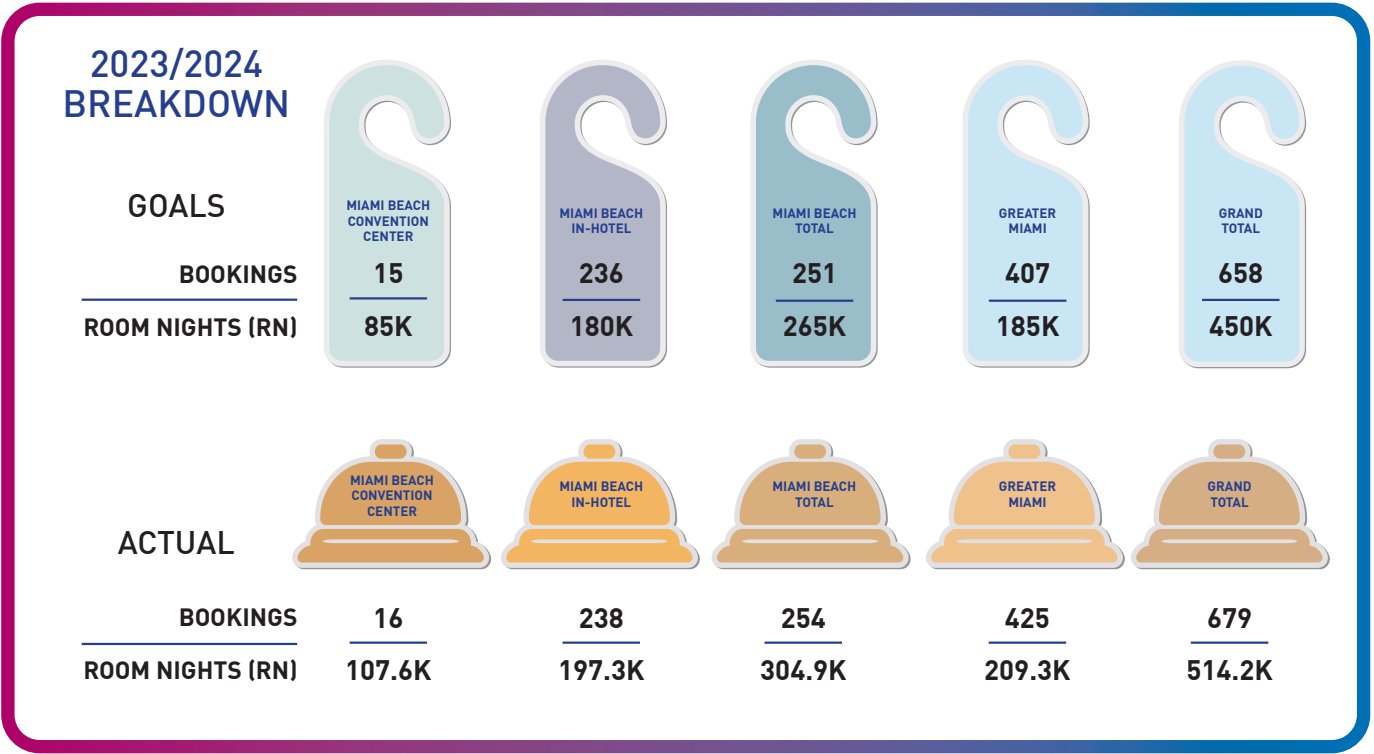
CONVENTION SERVICES

- Created a new corporate social responsibility concept to customize client give-back programs
  - Launched the GMCVB sustainability initiative
- Updated the Convention Services section of the GMCVB website
- Provided comprehensive support for tradeshow booth development to ensure a seamless client experience
- Drove referrals to member partners, helping them secure valuable business connections and opportunities
- Conducted pre-planning site visits to create a smooth and welcoming experience for customers

SALES STRATEGIES

- Increased citywide conversions with joint team strategic collaboration
- Enhanced marketing collateral to increase neighborhood visibility
- Created ongoing communication with customers and partners
- Optimized website capabilities to capture more online RFPs

CONVENTION SALES TOTALS





## 2024/2025 GOALS & STRATEGIC PRIORITIES

### **CITYWIDE COMMITMENTS AND HEADQUARTER HOTEL**

The team will target, solicit and secure new citywide commitments for the Miami Beach Convention Center and the new Grand Hyatt headquarter hotel. The team will also support and amplify sales and marketing plans for the headquarter hotel.

### **IN-HOTEL MEETINGS**

Target, solicit and secure in-hotel meetings for partner hotels, especially over needs months.

### **CUSTOMER SERVICE PROGRAMS**

Design, tailor and implement customer service programs for key clients in Greater Miami & Miami Beach.

### **KEY INDUSTRY ASSOCIATIONS**

Invest with key industry associations and business alliances, such as PCMA, ASAE, Tradeshow Executive, MPI, ICCA, SITE, Maritz, ConferenceDirect, American Express and Cvent.

### **EXPAND BUSINESS OPPORTUNITIES**

Expand and grow summer and shoulder business opportunities.

### **INTERNATIONAL AND INCENTIVE MARKETS**

Continue advancing and expanding international and incentive markets.

### **SUSTAINABILITY EVENT GUIDE**

Create a Sustainability Event Guide for planners to help them produce more sustainable events and reduce the carbon footprint their meetings and events have on the destination.





OVERVIEW OF ACTIVITIES

OCTOBER 2024

10/7–9	IMEX Americas / Las Vegas, NV
10/14–17	Meetings Made Easy / Denver, CO
10/21–24	Retreats Resources / Atlanta, Raleigh, Charlotte & Greenville
10/27	Destination Reps Chicago / Chicago, IL

NOVEMBER 2024

11/1	Client Activation / Mexico City, Mexico
11/2	MPI Southern CA State of the Industry / Southern California
11/6–8	Connect / Los Angeles, CA
11/10–13	FICP Annual / Denver, CO
11/12	CREW Destination Celebration / San Francisco, CA
11/13	PCMA – Greater Midwest Chapter / Chicago, IL
11/13–16	ConferenceDirect Forum / Orlando, FL
11/13–16	National Coalition of Black Meeting Professionals / Birmingham, AL
11/14	Coral Gables/Coconut Grove Task Force / Miami, FL
11/18–21	Retreats Resources SoCal Roadshow / Los Angeles, Orange County & San Diego
11/19–21	IBTM World / Barcelona, Spain
11/20–22	Connect / Washington, DC
11/26	MPI Signature Luncheon / Chicago, IL

DECEMBER 2024

12/3	SITE – Chicago Holly Trolley / Chicago, IL
12/4	NE CVB Reps Holiday Event / New York, NY
12/4–5	Association Forum Holiday Showcase / Chicago, IL
12/11	CVB Reps Holiday Party / Washington, DC
12/16–19	IAEE – Expo Expo / Los Angeles, CA

TBA	Destination Reps Chicago Client Holiday / Chicago, IL
TBA	Customer Activation / Miami, FL

JANUARY 2025

1/8–10	Legal Summit / Philadelphia, PA
1/12–15	PCMA Convening Leaders / Houston, TX
1/31–2/2	ESPA Annual Conference / Louisville, KY

FEBRUARY 2025

1/31–2/2	ESPA Annual Conference / Louisville, KY
2/3–5	Visit Florida Florida Encounter / Ocala, FL
2/24–25	LACTE Brazil / Sao Paulo, Brazil
2/26	NE CVB Reps Client Lunch / New York, NY
2/27	NYSAE Meet NY / New York, NY
TBA	American Heart Assn Fundraiser w/Freeman / Alexandria, VA
TBA	Retreat Resources / Atlanta, Nashville & Louisville

MARCH 2025

3/3–5	MPI Northern CA Chapter ACE / Monterey, CA
3/3–6	SITE – World / Tulum, Mexico
3/5	Miami Beach Task Force Meeting / Miami Beach, FL
3/12	Downtown Miami Task Force Meeting / Miami, FL
3/16–20	ConferenceDirect Annual Partner Meeting / Philadelphia, PA
3/25–26	MIC Colorado Conference & Tradeshow / Denver, CO
TBA	PCMA GMC Awards and Education Event / Chicago, IL
TBA	Southeast Customer Event

APRIL 2025

4/2–4	MPI Southern CA Chapter WeCon / Southern California
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4/6–9	SimpleView Summit / San Francisco, CA
4/14–18	Prestige Annual Partner Conference / Phoenix, AZ
4/16	Customer Activation / New York, NY
4/22–24	Connect Marketplace Spring / TBA
4/25–5/1	Cvent – CONNECT / San Antonio, TX
TBA	Miami Airport Task Force / Miami, FL
TBA	Destinations International Sales and Services Summit / TBA
TBA	PCMA Visionary Awards / Washington, DC
TBA	Retreat Resources Event / Dallas, Austin & Houston, TX
TBA	Industry Xchange (MPI CAC, PCMA GMC, SITE Chicago) / Chicago, IL

MAY 2025

4/25–5/1	Cvent – CONNECT / San Antonio, TX
5/1–2	IAEE Women’s Leadership Forum / MGM National Harbor
5/4–6	PCMA LATAM / Bogotá, Colombia
5/6–8	SGMP – Society of Government Meeting Professionals / St. Louis, MO
5/7	Coral Gables/Coconut Grove Task Force / Miami, FL
5/19–20	TEAMS Europe / London, United Kingdom
5/20–22	IMEX / Frankfurt, Germany
5/20–23	ConferenceDirect Diversity Conference / Minneapolis, MN
TBA	DMV Concert / Washington, DC
TBA	Chicago Sales Mission / Chicago, IL

JUNE 2025

6/11–12	Fiexpo Latin America / San Jose, Costa Rica
6/12–15	PCMA Educon / Houston, TX
6/17–19	MPI WEC – Meeting Professionals International / St. Louis, MO
6/18	Association Forum Honors Gala / Chicago, IL
6/23–25	Travel and Tourism Research Assn / Galway, Ireland
6/23–26	Maritz Elevate / Chula Vista, CA
6/24–28	M&i Event / Miami, FL
6/24–26	Miami Marlins vs. San Francisco Giants / San Francisco, CA
6/25–26	The Meeting Show London / London, United Kingdom
6/28–30	HelmsBriscoe Annual Business Conference / Toronto, Canada

JULY 2025

7/8–10	FSAE / Orlando, FL
7/9–11	Destinations International Annual Convention / Chicago, IL
7/21–22	AMCI Engage / TBA
7/27–29	CEMA Summit / Austin, TX
TBA	MPI Business Exchange / TBA
TBA	Midwest Sales Mission / Minnesota
TBA	Smart Meetings Inclusive Experience / Miami, FL
TBA	NE CVB Rep / New York, NY

AUGUST 2025

8/6	Miami Beach Task Force Meeting / Miami Beach, FL
8/6	CVB Reps Annual Summer Client Event / Alexandria, VA
8/9–12	ASAE Annual / Los Angeles, CA
8/12–13	CMEE – Canada / Toronto, Canada
8/12	Downtown Miami Task Force Meeting / Miami, FL
8/20–21	IBTM / Mexico City, Mexico
8/25–27	Maritz-Activate / TBA
8/25–27	CONNECT – Marketplace / Miami, FL
8/28	MPI DFW Chapter Experience / Texas
TBA	Hotel Data Conference / Nashville, TN
TBA	Northstar – Luxury/Wellness / Florida
TBA	Northstar – Destination Southeast / TBA

SEPTEMBER 2025

9/9–12	American Express – Interaction Conference / TBA
TBA	Destination Reps / Indianapolis, Milwaukee & Columbus
TBA	SITE Classic 2025 / TBA
TBA	Gold 100 / TBA
TBA	PCMA EMEA / TBA

NOTE: Overview reflects major scheduled activities based on the planning process. Additional activities are considered throughout the year and others are subject to change.



# 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

## 2023/2024 HIGHLIGHTS



1. Brand USA Japan Sales Mission
2. AVIAREps Roadshow
3. IPW

4. Anato
5. CLIA Cruise360 Conference
6. Mexico Sales Mission

### WEBINARS

Conducted webinars with approximately **1.6K** advisor attendees from travel trade organizations, including Travel Weekly, SIGNATURE Travel Network, ASTA, ACTA, Oasis Travel Network, Outside Agents and Cruise Planners

### TRADE SHOWS

Attended **152** trade shows in **15** countries

### SALES MISSIONS

Conducted **11** sales missions in **10** countries

### GREATER MIAMI & MIAMI BEACH TRAVEL SPECIALIST PROGRAM

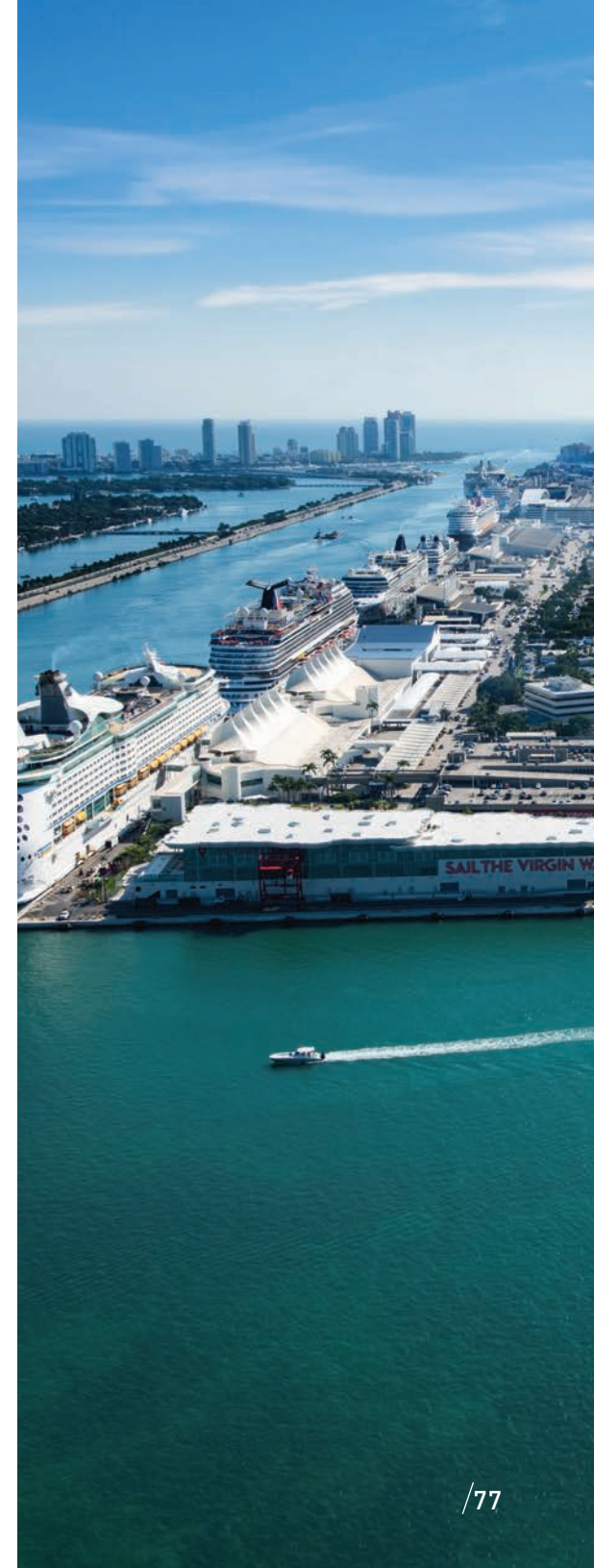
**723** enrolled travel advisors

**625** Greater Miami & Miami Beach Travel Specialist graduates

**26K** travel advisors engaged/trained across multiple distribution channels (trade shows, sales missions, roadshows, sales calls, webinars and in-market rep trainings)

### FAM GROUPS

Hosted **14** FAM groups from the U.S., Canada, Argentina, Australia & New Zealand, Belgium, Brazil, Colombia, Ecuador, Ireland, Mexico, Peru and the UK





2024/2025 GOALS & STRATEGIC PRIORITIES

LUXURY TRAVEL ADVISORS

Engage with new luxury divisions at TMCs and Consortia to increase the number of trained luxury travel advisors by 125%, from 450 to 563.

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, including sample itineraries, “can’t-miss” activities, hidden gems 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 30%, from 535 to 696.

INTERNATIONAL MARKET GROWTH

Develop relationships with tour operators, influential global product managers, receptive operators and travel agents in key international markets. 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.

AWARENESS AND INTEREST

Increase awareness of and interest in the destination, with an emphasis on luxury experiences, family offerings, accessibility and sustainability. Develop and promote itinerary ideas promoting lesser-known areas and experiences to help extend the stay of future visitors.

OVERVIEW OF ACTIVITIES

ONGOING ANNUAL SALES ACTIVITIES

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

OCTOBER 2024

- |          |  |
|----------|--|
| 10/1–2   | ASTA Rocky Mountain / Denver, CO   |
| 10/1–3   | SIGNATURE Travel Network Destination Immersion FAM / Greater Miami & Miami Beach |
| 10/6     | Tour America Red Cow 2024 Sales Day / Dublin, Ireland                            |
| 10/7–10  | Cruise Planners CPCON / Fort Lauderdale, FL                                      |
| 10/7–11  | Colombia Sales Mission / Bogotá, Cali & Medellín                                 |
| 10/7–11  | Intermex Luxury Mexico Fam   |
| 10/9     | ASTA Raleigh / Raleigh, NC   |
| 10/11    | OPULENCE (Outside Agents Luxury) Event / New York, NY                            |
| 10/11–13 | Carnival Cruise Lines Event / Miami, FL  |
| 10/15    | Discover America / Stockholm, Sweden   |
| 10/16    | ASTA Maine / Portland, ME  |
| 10/17    | ASTA New England Event / New England   |
| 10/17    | Travel Leaders Regional Event / Toronto, Canada                                  |
| 10/17    | Discover America / Oslo, Norway  |
| 10/21    | ASTA Alabama / Birmingham, AL  |
| 10/21–23 | World Travel Expo / Miami, FL  |
| 10/21–24 | Brand USA Travel Week UK and Europe 2024 / London, England                       |
| 10/21–25 | Visit Florida Colombia Sales Mission / Bogotá, Pereira & Barranquilla            |
| 10/22    | ASTA Memphis / Memphis, TN   |
| 10/22–25 | ALG Vacations ASCEND / Riviera Maya, Mexico                                      |
| 10/23    | ASTA Chattanooga / Chattanooga, TN   |

- |            |  |
|------------|--|
| 10/23      | ASTA New Jersey / Totowa, NJ                   |
| 10/24      | ASTA Greater Atlanta Event / Atlanta, GA       |
| 10/27–30   | TFEST / Cancun, Mexico                         |
| 10/28      | AWTA Event / Westchester, NY                   |
| 10/28–11/1 | PTANA Annual Convention / Antigua              |
| 10/30      | ASTA SoCal Luxury Showcase / Beverly Hills, CA |

NOVEMBER 2024

- |            |   |
|------------|---|
| 10/28–11/1 | PTANA Annual Convention / Antigua                             |
| 11/1–3     | Visit FL Canada FAM / Greater Miami & Miami Beach             |
| 11/1–4     | SITV Show / Montreal, Canada                                  |
| 11/2       | Miami HEAT vs. Washington Wizards / Mexico City, Mexico       |
| 11/4–6     | Visit Florida Cancun Sales Mission                            |
| 11/4–7     | Interep Luxury Brazil Fam                                     |
| 11/5–7     | WTM London (World Travel Market) / London, England            |
| 11/6–8     | CruiseWorld / Fort Lauderdale, FL                             |
| 11/7       | TRAVVYs / Fort Lauderdale, FL                                 |
| 11/8       | Visit USA Austria Workshop / Vienna, Austria                  |
| 11/8–10    | Post-CruiseWorld FAM / Greater Miami & Miami Beach            |
| 11/9       | Travel News Market / Stockholm, Sweden                        |
| 11/11–13   | SIGNATURE Travel Network Conference / Las Vegas, NV           |
| 11/13      | Discover America Event / Gothenburg, Sweden                   |
| 11/13–15   | SET (Specialists in Entertainment Travel) / New Orleans, LA   |
| 11/13–15   | AAA Threads Conference / Providence, RI                       |
| 11/18–21   | Travel Agency Owners Forum / Bridgetown, Barbados             |
| 11/19      | Visit USA Committee France Workshop / Strasbourg, France      |
| 11/19–23   | Glamour Tour Operator Italy FAM / Greater Miami & Miami Beach |
| 11/22–24   | Travel Counsellors Conference 2024 / Manchester, England      |
| 11/26      | Visit USA Committee France Workshop / Toulouse, France        |
| TBA        | Boutique Hotels Quarterly Meeting / Miami Beach, FL           |



TRAVEL  
INDUSTRY  
SALES

**NOTE:** Overview reflects major scheduled activities based on the planning process. Additional activities are considered throughout the year and others are subject to change.

DECEMBER 2024

12/2	Travel News Market / Stockholm, Sweden
12/2-5	ILTM Cannes 2024 / Cannes, France
12/3-7	Key to the World Travel Conference / Orlando, FL
12/9-13	BA Holidays FAM / Greater Miami & Miami Beach
12/17-18	Visit Florida Winter Village / Toronto, Canada

JANUARY 2025

1/11	Vincent Vacations Annual Award Gala / Oklahoma City, OK
1/13-17	Brand USA Mexico Sales Mission / Mexico City & Guadalajara
1/19	Arizona Travel Expo / Scottsdale, AZ
1/19-24	Brand USA India Sales Mission / Hyderabad, India
1/22-24	New York Sales Blitz / New York, NY
1/24-25	UTAH Travel Expo / Salt Lake City, UT
1/25-26	Travel & Adventure Show / New York, NY
1/29-31	Chicago Sales Blitz / Chicago, IL
1/29-2/2	Brand USA Mexico Sales Mission
1/30-2/1	OTM (Outbound Travel Mart) / Mumbai, India
TBA	Florida Road Show

FEBRUARY 2025

1/29-2/2	Brand USA Mexico Sales Mission
1/30-2/1	OTM (Outbound Travel Mart) / Mumbai, India
2/1-2	Travel & Adventure Show / Chicago, IL
2/3-5	Florida Huddle / Ocala, FL
2/4	Polka Dot N Wishes Travel Conference / Orlando, FL
2/7-9	Post Florida Huddle FAM
2/8	AAA Marketplace / Foxboro, MA
2/10-14	Brand USA Australia & New Zealand Expos & B2B Day / Auckland, Wellington & Sydney
2/10-15	Western Canada Sales Mission / Vancouver & Calgary

2/17-20	Visit USA Roadshow 2024 / Sydney, Brisbane & Melbourne
2/18	ASTA Houston / Houston, TX
2/26-28	ANATO Tradeshow / Bogotá, Colombia
2/27	Discover America / Copenhagen, Denmark
TBA	Florida Road Show
TBA	Aer Lingus Taste of America Roadshow

MARCH 2025

3/1	Swanson USA / Malmo, Sweden
3/17-21	Brand USA Latin America Sales Mission / Brazil & Colombia
3/18	Peninsula Show / Greenville, SC
3/18	ASTA NY SBN / New York, NY
3/19	Peninsula Show / Charlotte, NC
3/21-23	Tour Connection LA / Palos Verdes, CA
3/24-25	Montreal Outdoor Adventure Show / Montreal, Canada
3/24-28	Germany/Switzerland Sales Mission
3/29-30	Travel & Adventure Show / Washington, DC
3/30-4/2	Travel Agent Forum / Las Vegas, NV
3/30-4/4	Brand USA The Great USA Road Trip Europe / Netherlands, France, Ireland & UK
TBA	UNITE 2025 / London, England
TBA	Italy and Spain Mission

APRIL 2025

3/30-4/2	Travel Agent Forum / Las Vegas, NV
3/30-4/4	Brand USA The Great USA Road Trip Europe / Netherlands, France, Ireland & UK
4/1-2	Travel Agent Forum / Las Vegas, NV
4/7-10	Seatrade / Miami, FL
4/7-11	Brazil Sales Mission / Sao Paulo, Porto Alegre & Rio de Janeiro
4/14-16	WTM Latin America / Sao Paulo, Brazil
4/21	Peninsula Show / Baltimore, MD
4/21-25	France Sales Mission

4/22	Peninsula Show / Lancaster, PA
4/22-25	CLIA Cruise360 / Fort Lauderdale, FL
4/28	Peninsula Show / Boston, MA
4/28-5/2	Brand USA Canada Connect
4/29	Peninsula Show / Providence, RI
TBA	EXPO Mayorista / Guadalajara, Mexico
TBA	TTG Luxpo / London, England

MAY 2025

4/28-5/2	Brand USA Canada Connect
5/2	Travel Advisor Appreciation Day
5/2-3	Tour Connection NY / New York, NY
5/7	LITAA Event / Long Island, NY
5/7-10	ILTM Latin America / Sao Paulo, Brazil
5/8	CCRA PowerSolutions / Boston, MA
5/19	PATH Symposium / Salt Lake City, UT
5/19-22	LE Miami / Miami Beach, FL
5/20-23	ASTA Global Conference / Salt Lake City, UT
TBA	Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL

JUNE 2025

6/4-7	Romance Travel Forum / Cancun, Mexico
6/9-12	Travel Leaders EDGE / Las Vegas, NV
6/13	Discover America Summer Reception / Helsinki, Finland
6/14-18	IPW / Chicago, IL
6/17-20	GTM West / La Quinta, CA
6/23-27	Visit FL Canada Sales Mission / Toronto & Ottawa
6/23-27	Mexico Sales Mission / Mexico City, Guadalajara & Cancun
6/25-26	ASTA New Orleans / New Orleans, LA
6/27-29	TAMS Conference / Murfreesboro, TN
TBA	ANTOR on the Road

TBA	Dominican Republic Sales Calls
TBA	US Leisure Sales FAMs
TBA	Canada Leisure Sales FAMs

JULY 2025

7/7-11	UK & Ireland Sales Mission 2025 / London, Manchester & Dublin
7/10-12	GTM Flagship / Fort Lauderdale, FL
7/22-25	GBTA / Denver, CO
TBA	Bahamas Sales Calls
TBA	US Leisure Sales FAMs
TBA	Brand USA Japan Sales Mission

AUGUST 2025

8/21-24	ABTP Summit / Miami, FL
8/26-29	Argentina Sales Mission / Buenos Aires, Mendoza & Rosario
8/26-30	Vincent Vacations Retreat / Vancouver, Canada
TBA	Encuentro Profesional de Turismo (EPTUR) / Mexico City, Mexico
TBA	Boutique & Lifestyle Hotels Quarterly Meeting / Miami Beach, FL
TBA	Jamaica Sales Calls

SEPTEMBER 2025

9/13-14	Delta Vacations University / Atlanta, GA
9/16-18	TMR Marketplace / Calgary, Canada
9/21-24	Future Leaders in Travel Retreat / Anchorage, AK
9/25-29	Marvelous Mouse Travels Conference / Orlando, FL
TBA	Grupo GEA Argentina (Grupo de Gestion de Agencias de Turismo) Tradeshow / Buenos Aires, Argentina
TBA	Canada Leisure Sales FAM
TBA	Brand USA China Sales Mission





# CREATIVE SERVICES

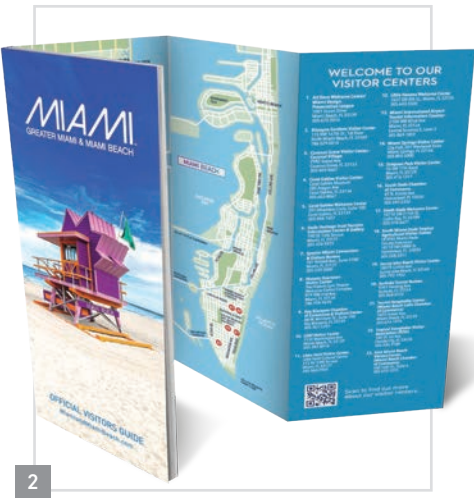
The Creative Services department is the GMCVB's in-house marketing agency, responsible for producing the destination's official publications, including the Official Visitors Guide, Arts & Culture Insider guide and Meeting Planner guides. The team creates ads and sales materials for consumers, media, travel trade and convention delegates.

It also curates content and promotes the brand at visitor centers, Miami International Airport and PortMiami, developing engaging video content that highlights the destination's diverse appeal.

Through innovative design, strategic branding and a commitment to editorial excellence, this division enhances the destination's assets as a top global destination.

To learn more, contact [Content@GMCVB.com](mailto:Content@GMCVB.com)

## 2023/2024 HIGHLIGHTS



1. MIA Activation Formula 1 photo display
2. Greater Miami & Miami Beach Visitors Guide
3. Greater Miami & Miami Beach Destination Guides & Maps
4. Welcome to Miami Display at MIA for SITE Classic
5. Annual Report & Business Plan

## 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

The Miami Temptations programs produced high numbers of impressions and pageviews, generating millions of dollars in publicity value.



## WEBSITE ARTICLES

Managed production and updates on **305** articles on [MiamiandMiamiBeach.com](http://MiamiandMiamiBeach.com)



## CREATIVE SERVICES

Managed **1.3K+** 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): **182K**

## MIAMI INTERNATIONAL AIRPORT REBRANDING

Started a new phase of decoration and rebranding at the baggage claim area with more than **30** signs



2024/2025 GOALS & STRATEGIC PRIORITIES

CREATIVE EXCELLENCE

Represent the destination’s cultural diversity, hospitality, neighborhoods and municipalities in best-in-class ads and collateral materials.

STORYTELLING

Emphasize deeper storytelling in print publications around authentic experiences, culinary, wellness, family travel, luxury, sustainability and DEI by leveraging new technologies.

PHOTO LIBRARY

Capture destination images in all municipalities in Miami-Dade County and catalog them in the Digital Asset Management tool for use in print publications, advertising materials and MiamiandMiamiBeach.com.

VIDEO CONTENT

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

CREATIVE PRODUCTION

Produce in-house ads, signage and digital campaigns for all GMCVB divisions.

HIGHLIGHT ALL MUNICIPALITIES IN MIAMI-DADE COUNTY

Ensure that all municipalities and neighborhoods in Miami-Dade County receive ample coverage in print publications.

EXPAND REACH OF PRINT GUIDES

Expand the reach of Greater Miami & Miami Beach content and increase circulation of GMCVB print guides.

**NOTE:** Overview reflects major scheduled activities based on the planning process. Additional activities are considered throughout the year and others are subject to change.

OVERVIEW OF ACTIVITIES

GMCVB PRINT GUIDES

The Creative Services team designs, writes and edits the following publications:

- Greater Miami & Miami Beach Visitors Guide
- Greater Miami & Miami Beach Multicultural Guide
- Greater Miami & Miami Beach Destination Guide & Map (printed in English, Spanish, Portuguese, French, German and Italian)
- Arts & Culture Insider (printed in English and Chinese)
- Miami Art Week Guide & Map
- The Pink Palm LGBTQ+ Travel Insider (in English, with digital version in Japanese, Spanish and Portuguese)
- South Dade: More to Explore brochure
- Explore Miami’s National Parks brochure
- Meeting Planner neighborhood brochures
- Miami Beach Convention Center Meeting Planner Toolkit
- Sports & Entertainment Venues Guide
- Greater Miami & Miami Beach Cruise Guide
- Miami Beach Architectural Guide
- Visitor Maps of Miami-Dade County Municipalities
- Annual Report & Business Plan
- Chauffeur Handbook (in English, Spanish and Haitian Creole)

Digital versions of these publications are also available on MiamiandMiamiBeach.com. 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.

ADS AND SALES COLLATERAL MATERIALS

The Creative Services team creates ads and sales collateral for all GMCVB divisions. It also produces 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

## 2023/2024 HIGHLIGHTS



1. Life Time Miami Marathon  
2. Serie del Caribe  
3. "Bad Boys" Premiere Event

4. Latin GRAMMYs Announcement  
5. NASCAR Cup Series  
6. FIFA 2026

### 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)

Miami will host **7** matches: 4 group stage, round of 32, quarterfinal and bronze final  
Coral Gables chosen as FIFA North American Headquarters

### LATIN GRAMMYS RETURN TO MIAMI FOR 25TH ANNIVERSARY

Will be held at Kaseya Center on November 14, 2024  
Returns to Miami-Dade County for the first time since 2003 (third time overall)  
Expected to reach over **20M** viewers across multiple platforms

### SERIE DEL CARIBE (CARIBBEAN SERIES)

**230K** total spectators over **25** baseball games at loanDepot park in February 2024  
**44%** of attendees from outside the tri-county area  
Estimated room nights generated in Miami-Dade County: **56K**

### WORLD BASEBALL CLASSIC

Will return to Miami March 6-17, 2026  
Teams starting in Miami: Dominican Republic, Venezuela, Netherlands, Israel  
loanDepot park will host contests in all three rounds, including championship

### MIAMI-DADE COUNTY CREATES HIGH-IMPACT FILM FUND

**\$10M** – Annual incentive available to eligible productions filming in Miami-Dade County  
Creates up to **1,500** high-wage jobs across Miami-Dade County

Miami-Dade County named a top 10 destination to live and work as a movie maker in 2024 by MovieMaker Magazine

Notable Projects recently filmed in Miami-Dade County:  
"Bad Monkey," "Bad Boys Ride or Die," "Pulse," "Dexter: Resurrection"





2024/2025 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  
Promotion of Film and Filming Initiatives in Miami-Dade

OCTOBER 2024

10/5–6 United Flag Football Weekend Warriors / Hialeah, FL  
10/12 Savannah Bananas / Miami, FL  
10/26 Miami Dragon Boat Festival / Miami, FL  
10/26–27 Straight Talk Wireless NASCAR Cup Series 400 / Homestead, FL  
10/30–11/3 Miami Film Festival GEMS / Miami, FL

NOVEMBER 2024

10/30–11/3 Miami Film Festival GEMS / Miami, FL  
11/2 Miami HEAT vs. Washington Wizards / Mexico City, Mexico  
11/5–10 C-USA Women’s Soccer Championship / Miami, FL  
11/8–10 Choque De Gigantes / Miami, FL  
11/8–10 Miami Short Film Festival / Miami Beach, FL  
11/12–14 Sports ETA 4S Summit / Chattanooga, TN  
11/14 Latin GRAMMYs / Miami, FL

DECEMBER 2024

12/3–5 Host City Conference / Scottish Event Campus, Glasgow  
12/5–10 David Ensignia Tennis Tournament / Miami, FL  
12/10–11 Focus London / London, England

12/10–11 World Strategic Forum / Coral Gables, FL  
12/10–1/7 Junior Orange Bowl Festival / Miami, FL  
12/11–14 FHSAA Football State Championships / Miami, FL  
12/15 CSCAA Open Water Championships / Miami, FL

JANUARY 2025

12/10–1/7 Junior Orange Bowl Festival / Miami, FL  
1/9 Capital One Orange Bowl Championship Semifinals / Miami Gardens, FL  
1/9–23 Miami Jewish Film Festival / Miami Beach, FL  
1/11–12 Nitrocross / Miami, FL  
1/27–31 Sports Express / San Juan, PR  
1/30–2/1 Large Market Sports Commission Meetings / New Orleans, LA  
1/31–2/2 Miami Grit Classic / Miami Beach, FL  
1/31–2/2 Toronto Golf Show / Toronto, Canada

FEBRUARY 2025

1/30–2/1 Large Market Sports Commission Meetings / New Orleans, LA  
1/31–2/2 Miami Grit Classic / Miami Beach, FL  
1/31–2/2 Toronto Golf Show / Toronto, Canada  
2/1–2 Life Time Miami Marathon & Half Marathon / Miami, FL  
2/3–7 NATPE Global and ReelScreen Summit / Miami, FL  
TBA Sunshine Sports Council Innovation Think Tank / TBA

MARCH 2025

3/2 Gravel Miami / Homestead, FL  
3/4–23 Houston Livestock Show and Rodeo / Houston, TX  
3/16–30 Miami Open Tennis Tournament / Miami Gardens, FL  
3/19–20 TEAMS Europe / Tottenham Hotspur Stadium, England  
3/28–30 CLASH Miami / Homestead, FL

APRIL 2025

4/2–4 Sports ETA Women’s Summit / Tampa, FL  
4/5–14 Miami Film Festival / Miami, FL  
4/12 Formula E / Homestead, FL  
4/14–17 Sports ETA Symposium / Tulsa, OK  
TBA Longines Global Champions Tour / Miami Beach, FL  
TBA Miami-Dade Country Fest / Miami, FL  
TBA Lexus Corporate Run / Miami, FL

MAY 2025

5/3–5 Formula 1 Miami Grand Prix / Miami Gardens, FL  
5/24–25 Hyundai Air & Sea Show / Miami, FL  
TBA Florida Sports Foundation Summit / Vero Beach, FL

JUNE 2025

6/14–18 IPW / Chicago, IL  
6/16–18 Host & Federations Summit / Olympic Stadium, Lausanne, Switzerland  
TBA International Association of Golf Tour Operators NAC / TBD  
TBA American Black Film Festival / Miami Beach, FL

JULY 2025

TBA Optimist International Junior Golf Championship / Doral, FL

AUGUST 2025

8/25–27 Connect Sports Marketplace / Miami, FL

SEPTEMBER 2025

TBA King of the Court / Miami Beach, FL  
TBA AVP Volleyball / Miami Gardens, FL  
TBA Orange Blossom Classic / Miami Gardens, FL  
TBA Miami Media and Film Market / Coral Gables, FL  
TBA Urban Film Festival / Historic Overtown

NOTE: Overview reflects major scheduled activities based on the planning process. Additional activities are considered throughout the year and others are subject to change.





# RESEARCH & BUSINESS INTELLIGENCE

The Research & Business Intelligence Division supports the GMCVB's various marketing programs by collecting data 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

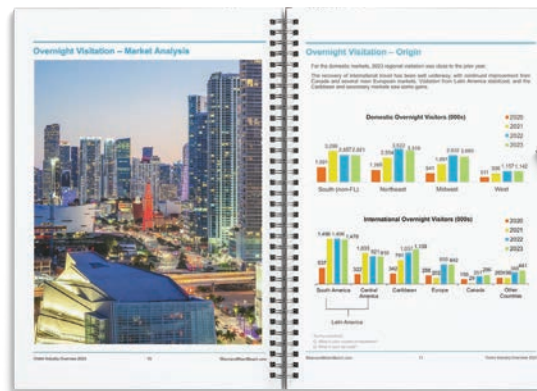
## 2023/2024 HIGHLIGHTS



1



2



3



4

1. GMCVB Research Services

2-4. Greater Miami & Miami Beach Visitor Industry Overview

## RESEARCH

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

New events for 2024 included:

- Miami Beach Alliance Basketball
- Caribbean Series Baseball
- SOBE Wine & Food Festival
- Queen & King of the Court
- Orange Blossom Classic

## MIAMI-DADE RESIDENT SENTIMENT

Conducted research of Miami-Dade County residents to understand their attitudes about tourism

## MIAMI BEACH CONVENTION CENTER

Worked with MBCC to develop dashboard reporting

## LINCOLN ROAD RESEARCH

In-person interviewing on Lincoln Road

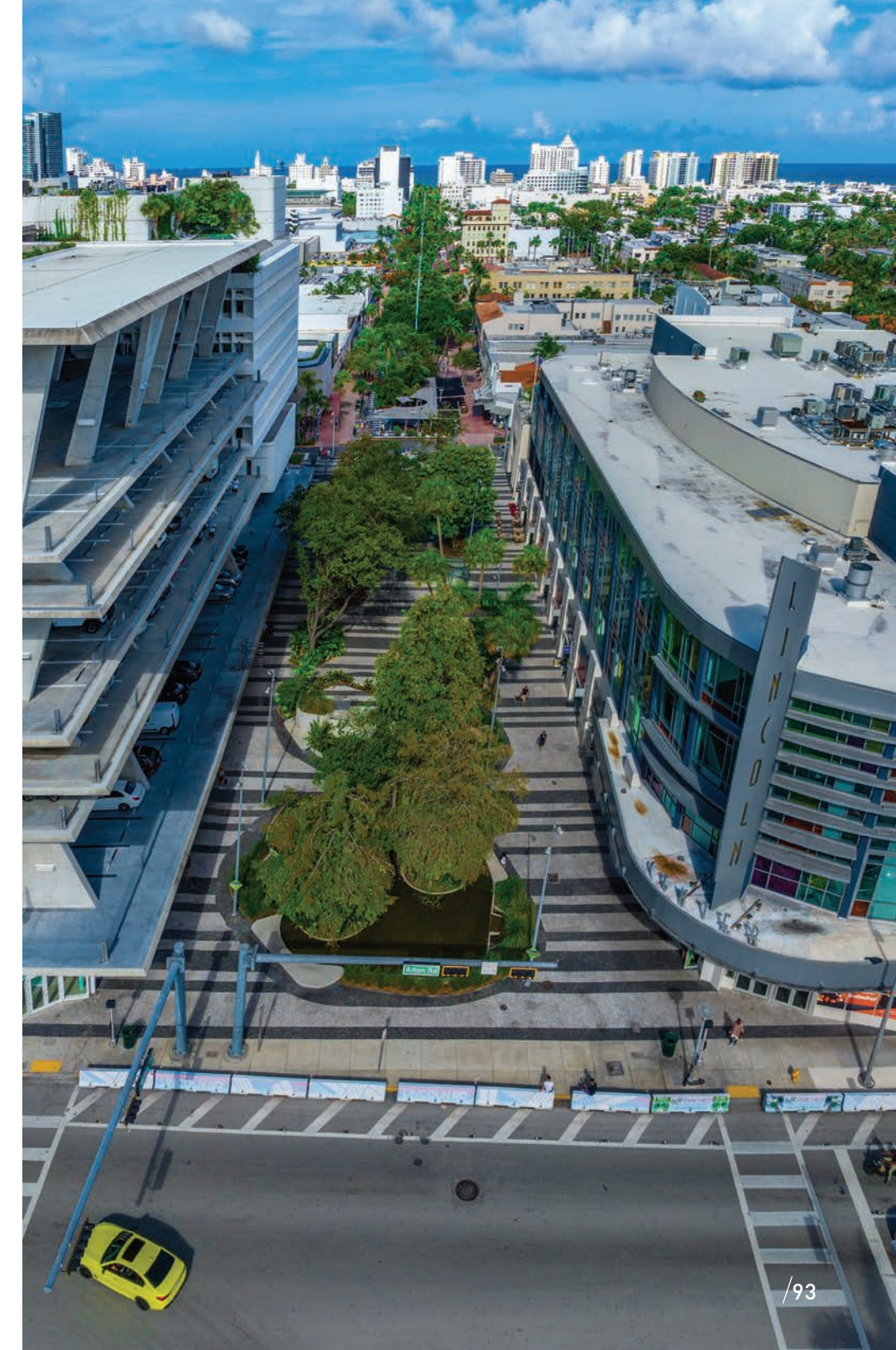
## INDUSTRY RELATIONS

HSMIA Tri-County Luncheon – panelist for the state of tourism in Miami-Dade County

Miami-Dade Beacon Council – panelist for University of Florida

Collaboration with University of Palermo on standardizing international DMO research

South Florida Concierge Association – monthly presentation of tourism industry research





2024/2025 GOALS & STRATEGIC PRIORITIES

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.





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 2024 • Release First Quarter Outlook Survey Results

February 2025 • Release Second Quarter Outlook Survey Results

May 2025 • Release Third Quarter Outlook Survey Results

August 2025 • 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 2024 • Top 10 Domestic and International Markets 9-Month Visitor Count

June 2025 • Top 25 Domestic and International Markets 12-Month Visitor Count

September 2025 • 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 2024 • Release Q3 visitors

March 2025 • Release Q4 visitors

June 2025 • Release Q1 visitors

September 2025 • Release Q2 visitors

December 2025 • 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.

**NOTE:** Overview reflects major scheduled activities based on the planning process. Additional activities are considered throughout the year and others are subject to change.





# 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 in-house advertising sales. It also oversees the Miami Begins with Me customer service excellence program and Official Visitor Center partnerships.

To learn more, contact [Partnership@GMCVB.com](mailto:Partnership@GMCVB.com)

## 2023/2024 HIGHLIGHTS



1. Annual Planning Workshop  
2. GMCVB Annual Meeting  
3-4. State of the Industry  
5. New Partner Welcome Guide  
6. GMCVB Annual Expo Partners

### PARTNERS & REVENUE

New Partners: **250** (a new record)

Combined New and Renewal Partner Revenue  
(PRIVATE REVENUE): **\$1.6M**

Strategic Partnerships + Digital/Print Revenue  
(PRIVATE REVENUE): **\$95K**

### PARTNER EVENTS

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

- GMCVB Annual Meeting at the Miami Beach Convention Center
- GMCVB State of the Travel + Tourism Industry Meeting at the NCL Terminal at PortMiami
- GMCVB Annual Partner Planning Workshop at the Loews Miami Beach Hotel
- Annual Partner Expo at Jungle Island (celebrated and supported Black-Owned Business Month)

### ONGOING/UPDATED PROGRAMS



Miami Begins with Me (MBWM) customer service excellence program



Expanded LGBTQ+ Sensitivity & Awareness workshops



Managed relationships with Official Visitor Center locations



Developed Digital New Partner Toolkit



2024/2025 GOALS & STRATEGIC PRIORITIES

REVENUE

Generate \$1.65M in combined new and renewal partner revenue.

PARTNERSHIP BASE

Increase net partnership base by 50 new members to a total of 1,150 with a targeted focus on enhanced onboarding programs and new partner recruitment efforts.

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 2024/2025.

PARTNER RETENTION

Ensure a partner retention rate of 90%+ by enhancing account representative contact and showcasing the new Partner Digital Tool Kit to further empower partners. Additional staffing support will further enhance the onboarding process and increase regular touchpoints with partners.

TRAINING PROGRAMS

Continue to expand 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. A focused front-line training program with all Miami-Dade Aviation Employees will roll out in October 2024 at Miami International Airport.

NEW VISITOR CENTERS

Enhance visitor access to official destination information and guides with additional strategically placed visitor centers, including South Dade, Coconut Grove and Wynwood.

SMALL-BUSINESS PARTNER INITIATIVES

Work closely with the Multicultural Tourism & Development Department to further support new small GMCVB business partners to ensure they take full advantage of member benefits and are regularly engaged.

MARQUIS DEALS PROGRAMS

Work in tandem with the Digital Marketing team to oversee execution of and participation in the Miami Spice Restaurant Months and Miami Spa Months programs. The Partnership team will also take over responsibility for participation fee collection for these programs while continuing to sell program sponsorships.

PROMOTE EVENTS THROUGH SOCIAL MEDIA

Work closely with the Corporate Communications team to ensure there is content integration from the 45+ locally hosted GMCVB industry events, supporting partners on the new Instagram channel to further amplify awareness and participation of our many events to GMCVB partners, the community and stakeholders.

ADVERTISING & SPONSORSHIP REVENUE

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





OVERVIEW OF ACTIVITIES

OCTOBER 2024

- 10/1 New Partner Orientation (Virtual)
- 10/2 GMCVB Partner Networking Reception / Dream Hotel Miami Beach
- 10/9 GMCVB Partner Networking Luncheon / Toku Aventura
- 10/16 GMCVB Partner Networking Luncheon / Miami Marriott Dadeland
- 10/29 GMCVB Annual Meeting / Hilton Miami Downtown

NOVEMBER 2024

- 11/6 Partner Networking Luncheon in Celebration of Miami-Dade Farmers Month / Patch of Heaven Sanctuary
- 11/13 Partner Networking Reception / Sonesta Miami Airport
- 11/27 Partner Networking Reception / Pinstripes Aventura
- 11/28 Miami Begins with Me Training / TBA

DECEMBER 2024

- 12/4 GMCVB Networking Breakfast / Fairfield Inn & Suites Miami Airport South
- 12/11 Networking Luncheon Event / Tinez Farms
- 12/17 GMCVB + GMBHA + FRLA Holiday Networking Reception / Miami Design District
- 12/17 New Partner Orientation

JANUARY 2025

- 1/15 GMCVB Networking Reception / Level 6
- 1/22 GMCVB Networking Breakfast / Wynwood Walls
- 1/23 Miami Begins with Me Training / TBA
- 1/29 GMCVB Networking Luncheon / Vivo! Dolphin Mall

FEBRUARY 2025

- 2/12 GMCVB Black History Month Breakfast Networker / TBA
- 2/19 GMCVB Networking Luncheon / LPM Restaurant & Bar
- 2/26 GMCVB Networking Reception / Bar Tulio's

MARCH 2025

- 3/5 GMCVB Networking Event / TBA
- 3/12 GMCVB Networking Event / TBA
- 3/19 GMCVB Networking Event / TBA
- 3/20 Miami Begins with Me Training / TBA

APRIL 2025

- 4/2 New Partner Orientation (Virtual)
- 4/9 GMCVB Networking Luncheon / Fogo de Chao Miami Beach
- 4/16 GMCVB Networking Breakfast / The Balfour Hotel Miami Beach
- 4/23 GMCVB Networking Breakfast / The Betsy - South Beach
- 4/24 Miami Begins with Me Training / TBA

MAY 2025

- 5/7 GMCVB Networking Event / TBA
- 5/14 GMCVB Networking Event / TBA
- TBA GMCVB Annual State of the Industry Presentation / TBA

JUNE 2025

- 6/4 GMCVB Networking Event / TBA
- 6/10 Miami Begins with Me Training / TBA
- 6/25 GMCVB Networking Event / TBA

JULY 2025

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

AUGUST 2025

- 8/7 GMCVB Networking Event / TBA
- 8/13 GMCVB Networking Event / TBA
- 8/19 Miami Begins with Me Training / TBA
- 8/26 Annual Partner Expo + Black Business Month Celebration / TBA

SEPTEMBER 2025

- 9/10 GMCVB Networking Event / TBA
- 9/17 GMCVB Networking Event / TBA
- 9/23 Miami Begins with Me Training / TBA
- 9/24 GMCVB Networking Event / TBA
- TBA White Glove Concierge Awards Luncheon / TBA

NOTE: Overview reflects major scheduled activities based on the planning process. Additional activities are considered throughout the year and others are subject to change.





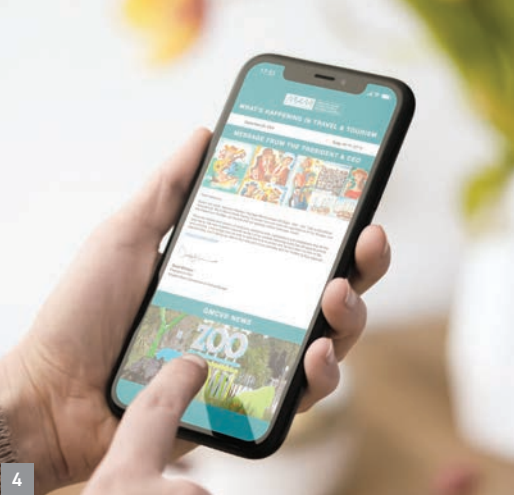
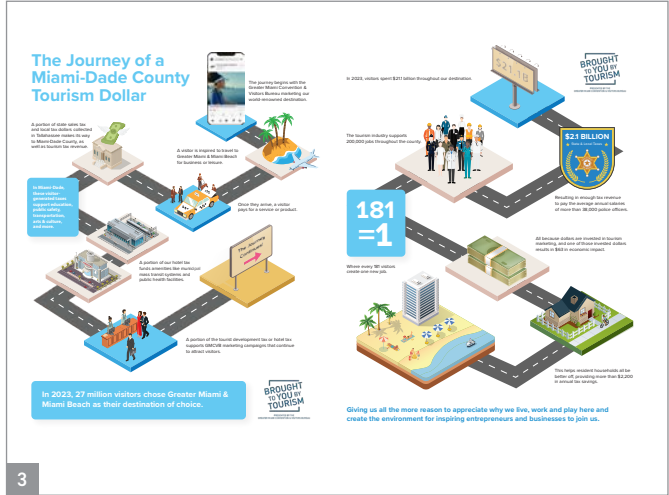
# CORPORATE COMMUNICATIONS & EXTERNAL AFFAIRS

The Corporate Communications & External Affairs Department’s efforts enhance the destination marketing brand of the GMCVB as an economic facilitator, so audiences can understand how a robust tourism industry makes Miami-Dade County 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

## 2023/2024 HIGHLIGHTS



1. Brought to You by Tourism  
2. Seatrade Cruise Global

3. Tourism Matters in Miami-Dade County  
4. “What’s Happening” e-newsletter

## COMMUNICATIONS AND EXTERNAL AFFAIRS

Secured targeted goal of South Florida media coverage of Miami Beach  
Developed a cadence of outreach engaging with elected officials and travel industry partners to secure information to help with growth of initiatives

### BROUGHT TO YOU BY TOURISM CAMPAIGN

Secured Brought to You by Tourism campaign public service announcements in print, broadcast and out-of-home media outlets, generating thousands of media impressions



### TOURISM RESIDENT SENTIMENT SURVEY

Conducted two tourism resident sentiment surveys

### WHAT’S HAPPENING E-NEWSLETTER

Edited and published the “What’s Happening” e-newsletter  
Increased average list size by **11%**, from 7.2K to **8K**

### SOCIAL MEDIA VIDEO CONTENT

Expanded social media video content and increased followers on LinkedIn and X platforms  
LinkedIn: Strong growth of **12%**, from 14.4K followers in Sept. 2023 to **16.2K** in Sept. 2024  
X: Increased **5%**, going from 1.5K in Sept. 2023 to **1.58K** in Sept. 2024  
Instagram: Gained **500+** new followers between July 2024 channel launch and Sept. 2024

### BLACK HOSPITALITY INITIATIVE H.O.T. CHALLENGE

Publicized and supported the Black Hospitality Initiative’s H.O.T. Challenge fundraising goals  
Improved on best-ever fundraising effort in organization history: **\$230K**





2024/2025 GOALS & STRATEGIC PRIORITIES

BROUGHT TO YOU BY TOURISM CAMPAIGN

Expand on hyperlocal resident connections as part of the campaign’s focus on Miami-Dade County’s distinct communities to further humanize and localize the positive benefits of tourism for stakeholders and residents.

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 BEACON COUNCIL PARTNERSHIP

Formalize partnership with the Miami-Dade Beacon Council to secure GMCVB representation on the Beacon Council Board of Directors, optimize a “relocation kit,” and leverage lead generation opportunities for attracting business meetings and conventions, global events and leisure travelers.

PARTNER WITH EDUCATIONAL INSTITUTIONS

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

MUNICIPAL PLAN INITIATIVES

Roll out municipal plan and identify opportunities for enhancing economic development, tourism education and other related tourism tool kit items.

WHAT’S HAPPENING E-NEWSLETTER ENHANCEMENTS

Build subscriber growth for the biweekly “What’s Happening” e-newsletter.

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 2024

- 10/9–11 Destinations Florida Annual Meeting / Tampa, FL
- 10/22–24 Destinations International Advocacy Summit / Rio Grande, Puerto Rico
- 10/29 Greater Miami Convention & Visitors Bureau Annual Meeting / Miami, FL

MARCH 2025

- 3/26 Florida Tourism Days

APRIL 2025

- TBA Miami-Dade County Days / Tallahassee, FL

MAY 2025

- 5/14–16 Destinations Florida Destination Marketing Summit / TBA

NOTE: Overview reflects major scheduled activities based on the planning process. Additional activities are considered throughout the year and others are subject to change.





## 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](mailto:FinanceAdministration@GMCVB.com)

## 2023/2024 HIGHLIGHTS



1-2. 31st Annual H.O.T. Challenge golf tournament  
3. GMCVB team building event  
4. GMCVB Giving Back day

## FINANCE & ACCOUNTING

Completed 33rd consecutive clean audit with no management letters

## HUMAN RESOURCES

Continued ongoing staff training and development initiatives

Utilized in-house technical training, specialized and targeted courses in sales and marketing and other specialized subjects

## INFORMATION TECHNOLOGY

Supported all IT-related services before and after the office relocation

Initialized and got up and running on the new technology platform at the new office (including all cloud-based applications, security systems and latest audio/video tools)

## GMCVB EXTRANET

Managed this self-service account management and lead portal that is accessible to GMCVB partners

Provided **100** ongoing live virtual training classes via Zoom and maintained a library featuring **13** pre-recorded tutorials

Extranet Resources web page has been viewed over **2.9K** times

## BLACK HOSPITALITY INITIATIVE (BHI)

Hosted the 31st Annual H.O.T. Challenge golf tournament

Raised a record **\$230K** at the H.O.T. Challenge

**250** players and guests came out to support the event





## 2024/2025 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 32nd annual H.O.T. Challenge golf event, with a goal of turning out another record-breaking year at the JW Marriott Miami Turnberry Resort & Spa.





# GMCVB AWARDS & RECOGNITION

Greater Miami Convention & Visitors Bureau teams and employees received numerous awards and accolades this year for their dedication to promoting the destination.

## MULTICULTURAL, ARTS & LGBTQ+

### Connie Kinnard – Sr. Vice President, Multicultural Tourism & Development

- National Association of Black County Officials Trailblazer Award for leadership and impact
- Miami-Dade Chamber of Commerce Board Member of the Year
- Women’s Chamber of Commerce Honoree at the Thelma Gibson Awards Gala
  - Inducted into the Congressional Register by Congresswoman Frederica Wilson/5000 Role Models of Excellence

### Dr. Graylyn Swilley Woods – Director, Black Hospitality Initiative

- South Florida Business Journal 2024 Diversity & Inclusion Award

### Petra Brennan – Sr. Director of Tourism Business Enhancement

- Black Meetings & Tourism magazine APEX Award for Distinguished Service

### Herlinda Lombardi – Program Manager, Multicultural Tourism & Development

- Featured on the front page of Calle Ocho News, highlighting her programming work in heritage neighborhoods

### Art of Black Miami

- Arts & Business Council Serving the Arts Cultural Tourism Award

### John Copeland – Director, Arts & Culture Tourism

- Arts & Business Council Serving the Arts Shining Star Award

### Dan Rios – Director, LGBTQ+ Tourism Marketing

- Recognized in OUTSFL’s 2024 Out & Proud List
- Miami-Dade Chapter of the Unity Coalition (Coalition Unida) “Legends Honors” award

### Best of GayCities 2023 – Silver Awards

- New Kid on the Block: Nathan’s Beach Club
- Photos that Make Us Proud: Miami Beach Pride

## ADVERTISING, MARKETING COMMUNICATIONS & EVENTS

### American Advertising Awards

- Gold – F1 Campaign – Special Event Material
  - Gold – F1 Campaign – Social Media
- Best of Category – Local and District level

### World Media Festival

- Won – Websites, Microsites, Mobile Sites – Tourism Board

### Flagler Award

- Silver – F1 – Special Events

### Magellan Award

- Gold – Website
- Silver – Destination Marketing Campaign (Miami Beach: Find your Wave)

### Muse Award

- Gold – Find your Wave

### U.S. Travel ESTO Award

- 1st Place – Best Digital & Social Media Campaign for the “Find Your Voice Sony Latin Music Campaign”
- Visit Florida Bronze Henry Flagler Award – “Find Your Voice Sony Latin Music Campaign”

### Florida Sports Foundation

- Large Market event of the year awarded to Serie Del Caribe at loanDepot park

## TRAVEL TRADE

### Travel Weekly

- Readers Choice Award Finalist – Best U.S. City

### TRAVVYs

- Greater Miami & Miami Beach – Best City Destination (Domestic) – GOLD
- Greater Miami & Miami Beach – Best Culinary Destination U.S. – SILVER

### Greater Miami Convention & Visitors Bureau

- Best Tourism Board U.S. – GOLD

### Greater Miami & Miami Beach Travel Specialist Program

- Best Travel Agent Academy Program – Finalist

## MEETINGS & CONVENTIONS

### Cvent

- Top Meeting Destination

### Miami Beach Convention Center

- Best Convention Center U.S. – Skift Meetings
- Smart Stars 2024 Award – Smart Meetings Magazine
- Centers of Excellence Award – Exhibitor Magazine
  - Prime Site Award – Facilities & Destinations
  - Distinctive Achievement Award – Associations, Facilities and Destinations
- Silver Stella Award – Northstar Meetings Group





# COMMUNITY IMPACT

Tourism is Miami-Dade County’s number one economic engine. Spending by visitors supports jobs for local residents and generates tax revenue that supports services for locals.

In addition to attracting visitors and conventions to bolster this revenue, the GMCVB is committed to working with local community groups to make Greater Miami & Miami Beach an even better place to work, live and play.

The GMCVB’s commitment to community is tied to embracing strong pillars of support for organizations involved in everything from small business development, arts and culture, and youth sports to social service organizations, educational institutions and more.

## TOURISM’S ECONOMIC IMPACT

The most recent available full-year visitor numbers are from 2023...

- More than **27M** individuals visited Miami-Dade County in 2023. The vast majority stayed overnight (71%) and were visiting for leisure purposes.
- Almost half (47%) of all visitors were from other U.S. states (domestic), followed by Florida residents (30%) and international (23%).
- Tourism played a significant role in Miami-Dade County’s 2023 economy with visitor spending on lodging, food and beverage, retail, transportation and entertainment contributing **\$21B** in revenue.
- Direct spending was approximately 2% above 2022 and 18% over 2019.
- Tourism accounted for approximately **\$30B** in overall economic output and over **\$19B** in Gross Domestic Product (GDP), representing 9% of Miami-Dade County’s total GDP.
- Direct impacts account for two-thirds of the industry’s impact on Miami-Dade County GDP.
- Tourism accounted for **200K** jobs in 2023 (10% of all Miami-Dade County jobs). Tourism drove **\$11B** in wages.
- Tourism generated **\$4.9B** in combined annual tax revenues for county, state and federal coffers.
- Miami-Dade County and state of Florida annual tax revenues accounted for **\$2.1B** of the combined annual tax revenue, resulting in tax savings of more than **\$2.2K** per household (or **\$800** per person living in the county).

*Integrated Insight – Source: IMPLAN 2022 Data / 2023 Spending for model region Miami-Dade County.*

## AUTISM CERTIFICATION



The GMCVB became a Certified Autism Center™ (CAC), a designation granted by the International Board of Credentialing and Continuing Education Standards (IBCCES).

## EXPEDIA MONTH OF CARING



In September 2024, the GMCVB collaborated with Expedia Group for its 13th Annual Month of Caring program. The focus was on sustainability and community support through our strengthened partnership. GMCVB employees and partners volunteered with Feeding South Florida, Miami Rescue Mission and the Miami Learning Experience School.

## SUSTAINABILITY

As part of our commitment to sustainable tourism, the GMCVB is actively engaging tourism industry partners to pursue Green Key Global certification for hotels.

The program highlights our partners’ commitment to sustainability, attracts eco-conscious guests, expands meeting opportunities and can lead to cost savings. This all puts us on a path to nurturing a more sustainable destination.

## WHEEL THE WORLD

The GMCVB is committed to making Greater Miami & Miami Beach a place that is accessible to all. We are partnering with Wheel the World, an international organization that helps travelers with disabilities get around and find lodging, to bolster accessibility throughout the destination.





# CORPORATE PARTNERS

The Greater Miami Convention & Visitors Bureau thanks the following organizations for their continued corporate-level partnership.

To learn about becoming a corporate partner, contact [Partnership@GMCVB.com](mailto:Partnership@GMCVB.com)

Adrienne Arsht Center for the Performing Arts of Miami-Dade County  
[arshtcenter.org](http://arshtcenter.org)

American Airlines  
[aa.com](http://aa.com)

Azamara Club Cruises  
[azamara.com](http://azamara.com)

Bank of America  
[bankofamerica.com](http://bankofamerica.com)

Baptist Health South Florida  
[baptisthealth.net](http://baptisthealth.net)

Berkshire Hathaway HomeServices EWM Realty  
[ewm.com](http://ewm.com)

Brickell City Centre  
[brickellcitycentre.com](http://brickellcitycentre.com)

Carnival Cruise Line  
[carnival.com](http://carnival.com)

Celebrity Cruises  
[celebritycruises.com](http://celebritycruises.com)

Clear Channel Outdoor  
[clearchanneloutdoor.com](http://clearchanneloutdoor.com)

Estiatorio Milos  
[estiatoriomilos.com](http://estiatoriomilos.com)

Faena District  
[faena.com](http://faena.com)

First Horizon Bank  
[firsthorizon.com](http://firsthorizon.com)

Florida Power & Light Co.  
[fpl.com](http://fpl.com)

Greater Miami & the Beaches Hotel Association  
[gmbha.com](http://gmbha.com)

Greater Miami Chamber of Commerce  
[miamichamber.com](http://miamichamber.com)

Greenberg Traurig PA  
[gtlaw.com](http://gtlaw.com)

Grove Bay Hospitality Group  
[grovebaygroup.com](http://grovebaygroup.com)

Hard Rock Stadium  
[hardrockstadium.com](http://hardrockstadium.com)

Homestead Miami Speedway  
[homesteadmiamispeedway.com](http://homesteadmiamispeedway.com)

Major Food Group  
[majorfood.com](http://majorfood.com)

Miami Design District  
[miamidesigndistrict.net](http://miamidesigndistrict.net)

Miami Herald Media Co. / El Nuevo Herald  
[miamiherald.com](http://miamiherald.com)

Miami International Airport  
[miami-airport.com](http://miami-airport.com)

Miami Marlins  
[mlb.com/marlins](http://mlb.com/marlins)

Miami New Times  
[miaminewtimes.com](http://miaminewtimes.com)

The Miami-Dade Beacon Council  
[beaconcouncil.com](http://beaconcouncil.com)

Miami's Community Newspapers  
[communitynewspapers.com](http://communitynewspapers.com)

Miccosukee Tribe of Indians of Florida  
[miccosukee.com](http://miccosukee.com)

MSC Cruises  
[msccruisesusa.com](http://msccruisesusa.com)

Norwegian Cruise Line  
[ncl.com](http://ncl.com)

Oceania Cruises, Inc.  
[oceaniacruises.com](http://oceaniacruises.com)

OpenTable  
[opentable.com](http://opentable.com)

Outfront Media  
[outfrontmedia.com](http://outfrontmedia.com)

Phillip and Patricia Frost Museum of Science  
[frostsscience.org](http://frostsscience.org)

PortMiami  
[miamidade.gov/portmiami](http://miamidade.gov/portmiami)

RBB Communications  
[rbbscommunications.com](http://rbbscommunications.com)

Regent Seven Seas Cruises  
[rssc.com](http://rssc.com)

Royal Caribbean Group  
[royalcaribbean.com](http://royalcaribbean.com)

RSMUS  
[rsmus.com](http://rsmus.com)

Vida & Estilo Hospitality Group  
[vehospitality.com](http://vehospitality.com)

Virgin Voyages  
[virginvoyages.com](http://virginvoyages.com)

VMLY&R  
[vmlyr.com](http://vmlyr.com)





**MiamiandMiamiBeach.com**

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THE OFFICIAL DESTINATION SALES & MARKETING ORGANIZATION FOR GREATER MIAMI & MIAMI BEACH. CS-04860



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](http://www.irs.gov/Form990) for instructions and the latest information.

OMB No. 1545-0047

**2022**

Open to Public  
Inspection

**A** For the **2022** calendar year, or tax year beginning **OCT 1, 2022** and ending **SEP 30, 2023**

<b>B</b> Check if applicable:  <input checked="" type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	<b>C</b> 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 201 SOUTH BISCAYNE BLVD 2200 City or town, state or province, country, and ZIP or foreign postal code MIAMI, FL 33131-2851 <b>F</b> Name and address of principal officer: DAVID WHITAKER SAME AS C ABOVE	<b>D</b> Employer identification number 59-2383735 <b>E</b> Telephone number (305) 539-3032 <b>G</b> Gross receipts \$ 54,508,618. <b>H(a)</b> Is this a group return for subordinates? ..... Yes <input checked="" type="checkbox"/> No <b>H(b)</b> Are all subordinates included? Yes No If "No," attach a list. See instructions <b>H(c)</b> Group exemption number
<b>I</b> Tax-exempt status: 501(c)(3) <input checked="" type="checkbox"/> 501(c) ( 6 ) (insert no.) 4947(a)(1) or 527		
<b>J</b> Website: WWW.MIAMIANDBEACHES.COM		
<b>K</b> Form of organization: <input checked="" type="checkbox"/> Corporation Trust Association Other		
<b>L</b> Year of formation: 1983		<b>M</b> State of legal domicile: FL

**Part I Summary**

<b>1</b>	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.		
<b>2</b>	Check this box if the organization discontinued its operations or disposed of more than 25% of its net assets.		
<b>3</b>	Number of voting members of the governing body (Part VI, line 1a)	<b>3</b>	49
<b>4</b>	Number of independent voting members of the governing body (Part VI, line 1b)	<b>4</b>	49
<b>5</b>	Total number of individuals employed in calendar year 2022 (Part V, line 2a)	<b>5</b>	70
<b>6</b>	Total number of volunteers (estimate if necessary)	<b>6</b>	49
<b>7a</b>	Total unrelated business revenue from Part VIII, column (C), line 12	<b>7a</b>	0.
<b>7b</b>	Net unrelated business taxable income from Form 990-T, Part I, line 11	<b>7b</b>	0.
<b>8</b>	Contributions and grants (Part VIII, line 1h)	<b>8</b>	43,794,093.
<b>9</b>	Program service revenue (Part VIII, line 2g)	<b>9</b>	45,723,680.
<b>10</b>	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	<b>10</b>	2,549,710.
<b>11</b>	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	<b>11</b>	1,681,863.
<b>12</b>	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	<b>12</b>	0.
<b>13</b>	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	<b>13</b>	48,025,666.
<b>14</b>	Benefits paid to or for members (Part IX, column (A), line 4)	<b>14</b>	50,321,618.
<b>15</b>	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	<b>15</b>	0.
<b>16a</b>	Professional fundraising fees (Part IX, column (A), line 11e)	<b>16a</b>	0.
<b>16b</b>	Total fundraising expenses (Part IX, column (D), line 25)	<b>16b</b>	0.
<b>17</b>	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	<b>17</b>	26,426,786.
<b>18</b>	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	<b>18</b>	34,817,859.
<b>19</b>	Revenue less expenses. Subtract line 18 from line 12	<b>19</b>	36,285,789.
<b>20</b>	Total assets (Part X, line 16)	<b>20</b>	11,739,877.
<b>21</b>	Total liabilities (Part X, line 26)	<b>21</b>	3,932,844.
<b>22</b>	Net assets or fund balances. Subtract line 21 from line 20	<b>22</b>	41,421,226.

**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.

<b>Sign Here</b>	Signature of officer DAVID WHITAKER, PRESIDENT, CEO Type or print name and title	Date			
<b>Paid Preparer Use Only</b>	Print/Type preparer's name KRISTEN BARNETT	Preparer's signature <i>Kristen Barnett</i>	Date 08/12/24	Check if self-employed <input type="checkbox"/>	PTIN P01234578
	Firm's name RSM US LLP	Firm's EIN 42-0714325	Phone no. 813-316-2300		
	Firm's address 1001 WATER ST. STE. 500 TAMPA, FL 33602				

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



**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



**Part IV Checklist of Required Schedules**

	Yes	No
<b>1</b> 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
<b>2</b> Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ? See instructions	X	
<b>3</b> 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
<b>4</b> <b>Section 501(c)(3) organizations.</b> 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>		
<b>5</b> 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
<b>6</b> 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
<b>7</b> 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
<b>8</b> 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
<b>9</b> 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
<b>10</b> 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
<b>11</b> 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.		
<b>a</b> 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>b</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
<b>c</b> 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
<b>d</b> 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	
<b>e</b> Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>	X	
<b>f</b> 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	
<b>12a</b> 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>b</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
<b>13</b> Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		X
<b>14a</b> Did the organization maintain an office, employees, or agents outside of the United States?		X
<b>b</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	
<b>15</b> 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
<b>16</b> 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
<b>17</b> 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
<b>18</b> 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
<b>19</b> 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
<b>20a</b> Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		X
<b>b</b> If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
<b>21</b> 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



**Part IV Checklist of Required Schedules** (continued)

	Yes	No
<b>22</b> 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> .....	<b>22</b>	X
<b>23</b> 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> .....	<b>23</b>	X
<b>24a</b> 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> .....	<b>24a</b>	X
<b>b</b> Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception? .....	<b>24b</b>	
<b>c</b> Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds? .....	<b>24c</b>	
<b>d</b> Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year? .....	<b>24d</b>	
<b>25a</b> <b>Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.</b> 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> .....	<b>25a</b>	
<b>b</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> .....	<b>25b</b>	
<b>26</b> 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> .....	<b>26</b>	X
<b>27</b> 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> .....	<b>27</b>	X
<b>28</b> 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):		
<b>a</b> A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? <i>If "Yes," complete Schedule L, Part IV</i> .....	<b>28a</b>	X
<b>b</b> A family member of any individual described in line 28a? <i>If "Yes," complete Schedule L, Part IV</i> .....	<b>28b</b>	X
<b>c</b> 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> .....	<b>28c</b>	X
<b>29</b> Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i> .....	<b>29</b>	X
<b>30</b> Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i> .....	<b>30</b>	X
<b>31</b> Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i> .....	<b>31</b>	X
<b>32</b> 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> .....	<b>32</b>	X
<b>33</b> 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> .....	<b>33</b>	X
<b>34</b> 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> .....	<b>34</b>	X
<b>35a</b> Did the organization have a controlled entity within the meaning of section 512(b)(13)? .....	<b>35a</b>	X
<b>b</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> .....	<b>35b</b>	
<b>36</b> <b>Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i> .....	<b>36</b>	
<b>37</b> 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> .....	<b>37</b>	X
<b>38</b> Did the organization complete Schedule O and provide explanations on Schedule O for Part VI, lines 11b and 19? <b>Note:</b> All Form 990 filers are required to complete Schedule O .....	<b>38</b>	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
<b>1a</b> Enter the number reported in box 3 of Form 1096. Enter -0- if not applicable .....	<b>1a</b>	95
<b>b</b> Enter the number of Forms W-2G included on line 1a. Enter -0- if not applicable .....	<b>1b</b>	0
<b>c</b> Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners? .....	<b>1c</b>	X



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

		Yes	No
<b>2a</b> 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	<b>2a</b> 70		
<b>b</b> If at least one is reported on line 2a, did the organization file all required federal employment tax returns?		X	
<b>3a</b> Did the organization have unrelated business gross income of \$1,000 or more during the year?			X
<b>b</b> If "Yes," has it filed a Form 990-T for this year? <i>If "No" to line 3b, provide an explanation on Schedule O</i>			
<b>4a</b> 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)?			X
<b>b</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).			
<b>5a</b> Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?			X
<b>b</b> Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?			X
<b>c</b> If "Yes" to line 5a or 5b, did the organization file Form 8886-T?			
<b>6a</b> 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?		X	
<b>b</b> If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		X	
<b>7 Organizations that may receive deductible contributions under section 170(c).</b>			
<b>a</b> 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?			
<b>b</b> If "Yes," did the organization notify the donor of the value of the goods or services provided?			
<b>c</b> Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?			
<b>d</b> If "Yes," indicate the number of Forms 8282 filed during the year	<b>7d</b>		
<b>e</b> Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?			
<b>f</b> Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?			
<b>g</b> If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?			
<b>h</b> If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?			
<b>8 Sponsoring organizations maintaining donor advised funds.</b> Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?			
<b>9 Sponsoring organizations maintaining donor advised funds.</b>			
<b>a</b> Did the sponsoring organization make any taxable distributions under section 4966?			
<b>b</b> Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?			
<b>10 Section 501(c)(7) organizations.</b> Enter:			
<b>a</b> Initiation fees and capital contributions included on Part VIII, line 12	<b>10a</b>		
<b>b</b> Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	<b>10b</b>		
<b>11 Section 501(c)(12) organizations.</b> Enter:			
<b>a</b> Gross income from members or shareholders	<b>11a</b>		
<b>b</b> Gross income from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.)	<b>11b</b>		
<b>12a Section 4947(a)(1) non-exempt charitable trusts.</b> Is the organization filing Form 990 in lieu of Form 1041?			
<b>b</b> If "Yes," enter the amount of tax-exempt interest received or accrued during the year	<b>12b</b>		
<b>13 Section 501(c)(29) qualified nonprofit health insurance issuers.</b>			
<b>a</b> Is the organization licensed to issue qualified health plans in more than one state? <b>Note:</b> See the instructions for additional information the organization must report on Schedule O.			
<b>b</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	<b>13b</b>		
<b>c</b> Enter the amount of reserves on hand	<b>13c</b>		
<b>14a</b> Did the organization receive any payments for indoor tanning services during the tax year?			X
<b>b</b> If "Yes," has it filed a Form 720 to report these payments? <i>If "No," provide an explanation on Schedule O</i>			
<b>15</b> 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? If "Yes," see the instructions and file Form 4720, Schedule N.			X
<b>16</b> Is the organization an educational institution subject to the section 4968 excise tax on net investment income? If "Yes," complete Form 4720, Schedule O.			X
<b>17 Section 501(c)(21) organizations.</b> Did the trust, or any disqualified or other person engage in any activities that would result in the imposition of an excise tax under section 4951, 4952 or 4953? If "Yes," complete Form 6069.			



Form 990 (2022)

**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

☒**Section A. Governing Body and Management**

		Yes	No
<b>1a</b> 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>b</b> Enter the number of voting members included on line 1a, above, who are independent	1b 49		
<b>2</b> 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
<b>3</b> 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
<b>4</b> Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4		X
<b>5</b> Did the organization become aware during the year of a significant diversion of the organization's assets?	5		X
<b>6</b> Did the organization have members or stockholders?	6	X	
<b>7a</b> 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>b</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
<b>8</b> Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:			
<b>a</b> The governing body?	8a	X	
<b>b</b> Each committee with authority to act on behalf of the governing body?	8b	X	
<b>9</b> 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
<b>10a</b> Did the organization have local chapters, branches, or affiliates?	10a	X
<b>b</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	
<b>11a</b> 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>b</b> Describe on Schedule O the process, if any, used by the organization to review this Form 990.		
<b>12a</b> Did the organization have a written conflict of interest policy? If "No," go to line 13	12a	X
<b>b</b> Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	X
<b>c</b> 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
<b>13</b> Did the organization have a written whistleblower policy?	13	X
<b>14</b> Did the organization have a written document retention and destruction policy?	14	X
<b>15</b> 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?		
<b>a</b> The organization's CEO, Executive Director, or top management official	15a	X
<b>b</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.		
<b>16a</b> 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>b</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  
 201 SOUTH BISCAYNE BLVD, 2200, MIAMI, FL 33131-2851



**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, box 6 of 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) DAVID WHITAKER PRESIDENT/CEO	37.50			X				493,399.	0.	120,979.
(2) ROLANDO AEDO SVP MKTG & TOURISM	37.50					X		397,535.	0.	151,312.
(3) ALVIN L. WEST CFO	37.50			X				355,942.	0.	77,638.
(4) CAROL MOTLEY SVP CONVENTION SALES	37.50					X		297,224.	0.	69,570.
(5) JOSEPH YARZABAL VP FINANCE	37.50					X		250,143.	0.	94,376.
(6) WILLIAM D. TALBERT III SPECIAL ADVISOR	37.50					X		273,369.	0.	45,456.
(7) CONNIE KINNARD VP	37.50					X		234,409.	0.	57,344.
(8) BRUCE OROSZ CHAIRMAN OF THE BOARD	1.00	X						0.	0.	0.
(9) STEVEN HAAS IMMEDIATE PAST CHAIR	1.00	X						0.	0.	0.
(10) FRANCESCA COVEY EXECUTIVE COMMITTEE - AT LARGE	1.00	X						0.	0.	0.
(11) ALEX J. FERNANDEZ EXECUTIVE COMMITTEE - AT LARGE	1.00	X						0.	0.	0.
(12) DAN GELBER EXECUTIVE COMMITTEE - AT LARGE	1.00	X						0.	0.	0.
(13) YVETTE HARRIS EXECUTIVE COMMITTEE	1.00	X						0.	0.	0.
(14) ELIZABETH HICKS FINANCE COMMITTEE CHAIR	1.00	X						0.	0.	0.
(15) ALINA HUDAK EXECUTIVE COMMITTEE - AT LARGE	1.00	X						0.	0.	0.
(16) ERIC JELLSON MARKETING & TOURISM CHAIR	1.00	X						0.	0.	0.
(17) JULISSA KEPNER CONVENTION SALES COMMITTEE CHAIR	1.00	X						0.	0.	0.



**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 EXECUTIVE COMMITTEE - AT LARGE	1.00	X						0.	0.	0.
(19) GENE PRESCOTT EXECUTIVE COMMITTEE - AT LARGE, PAST	1.00	X						0.	0.	0.
(20) CHRISTINE VALLS EXECUTIVE COMMITTEE - AT LARGE	1.00	X						0.	0.	0.
(21) RALPH CUTIE EX-OFFICIO	1.00	X						0.	0.	0.
(22) JORGE GONZALEZ EX-OFFICIO	1.00	X						0.	0.	0.
(23) ERIC KNOWLES EX-OFFICIO	1.00	X						0.	0.	0.
(24) LILIAM LOPEZ EX-OFFICIO	1.00	X						0.	0.	0.
(25) IBIS ROMERO EX-OFFICIO	1.00	X						0.	0.	0.
(26) ALFRED SANCHEZ EX-OFFICIO	1.00	X						0.	0.	0.
<b>1b Subtotal</b> .....								2,302,021.	0.	616,675.
<b>c Total from continuation sheets to Part VII, Section A</b> .....								0.	0.	0.
<b>d Total (add lines 1b and 1c)</b> .....								2,302,021.	0.	616,675.

**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

29

- 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* .....
- 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* .....

	Yes	No
<b>3</b>		X
<b>4</b>	X	
<b>5</b>		X

**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		
<b>2</b> 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

Form **990** (2022)



**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) MARK TROWBRIDGE EX-OFFICIO	1.00	X						0.	0.	0.
(28) HYDI WEBB EX-OFFICIO	1.00	X						0.	0.	0.
(29) RICHARD FAIN PAST CHAIRS	1.00	X						0.	0.	0.
(30) ADOLFO HENRIQUES PAST CHAIRS	1.00	X						0.	0.	0.
(31) THOMAS F. HEWITT PAST CHAIRS	1.00	X						0.	0.	0.
(32) DONALD E. LEFTON PAST CHAIRS	1.00	X						0.	0.	0.
(33) R. DONAHUE PEEBLES PAST CHAIRS	1.00	X						0.	0.	0.
(34) CHRISTOPHER PERKS PAST CHAIRS	1.00	X						0.	0.	0.
(35) MARIA SASTRE PAST CHAIRS	1.00	X						0.	0.	0.
(36) STEPHEN SONNABEND PAST CHAIRS	1.00	X						0.	0.	0.
(37) RODNEY BARRETO DIRECTOR	1.00	X						0.	0.	0.
(38) STEVE ADKINS DIRECTOR	1.00	X						0.	0.	0.
(39) RICK BEASLEY DIRECTOR	1.00	X						0.	0.	0.
(40) AMIR BLATTNER DIRECTOR	1.00	X						0.	0.	0.
(41) ANTHONY BRUNSON DIRECTOR	1.00	X						0.	0.	0.
(42) KEVIN BRYANT DIRECTOR	1.00	X						0.	0.	0.
(43) MICHAEL CHENG, PH.D, CHE DIRECTOR	1.00	X						0.	0.	0.
(44) TERESA FOXX DIRECTOR	1.00	X						0.	0.	0.
(45) SUZETTE ESPINOSA FUENTES DIRECTOR	1.00	X						0.	0.	0.
(46) JULIO GUZMAN DIRECTOR	1.00	X						0.	0.	0.
Total to Part VII, Section A, line 1c .....										



**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			
(47) KEON HARDEMON DIRECTOR	1.00	X						0.	0.	0.
(48) FELECIA HATCHER DIRECTOR	1.00	X						0.	0.	0.
(49) MARLON HILL DIRECTOR	1.00	X						0.	0.	0.
(50) MICHAEL HOOPER DIRECTOR	1.00	X						0.	0.	0.
(51) WENDY KALLERGIS DIRECTOR	1.00	X						0.	0.	0.
(52) CHRISTINE KING DIRECTOR	1.00	X						0.	0.	0.
(53) MUTLUHAN KUCUK DIRECTOR	1.00	X						0.	0.	0.
(54) RAUL LEAL DIRECTOR	1.00	X						0.	0.	0.
(55) JUAN CARLOS LISCANO DIRECTOR	1.00	X						0.	0.	0.
(56) NAVIN MAHTANI DIRECTOR	1.00	X						0.	0.	0.
(57) BEN MOLLERE DIRECTOR	1.00	X						0.	0.	0.
(58) CAROLINE O'CONNOR DIRECTOR	1.00	X						0.	0.	0.
(59) FREDDIE PETERSON DIRECTOR	1.00	X						0.	0.	0.
(60) MYLES PISTORIUS DIRECTOR	1.00	X						0.	0.	0.
(61) CHRIS ROLLINS DIRECTOR	1.00	X						0.	0.	0.
(62) GRISETTE ROQUE-MARCOS DIRECTOR	1.00	X						0.	0.	0.
Total to Part VII, Section A, line 1c										



**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
<b>Contributions, Gifts, Grants and Other Similar Amounts</b>	<b>1 a</b>	Federated campaigns .....	<b>1a</b>				
	<b>b</b>	Membership dues .....	<b>1b</b>				
	<b>c</b>	Fundraising events .....	<b>1c</b>				
	<b>d</b>	Related organizations .....	<b>1d</b>				
	<b>e</b>	Government grants (contributions) .....	<b>1e</b>				
	<b>f</b>	All other contributions, gifts, grants, and similar amounts not included above ...	<b>1f</b>	45,723,680.			
	<b>g</b>	Noncash contributions included in lines 1a-1f	<b>1g</b>	\$			
	<b>h</b>	<b>Total.</b> Add lines 1a-1f .....		45,723,680.			
<b>Program Service Revenue</b>	<b>2 a</b>	MEMBERSHIP DUES	Business Code	900099	1,591,243.	1,591,243.	
	<b>b</b>	MEMBER PROGRAMS	900099	1,555,694.			1,555,694.
	<b>c</b>						
	<b>d</b>						
	<b>e</b>						
	<b>f</b>	All other program service revenue .....					
	<b>g</b>	<b>Total.</b> Add lines 2a-2f .....		3,146,937.			
	<b>Other Revenue</b>	<b>3</b>	Investment income (including dividends, interest, and other similar amounts) .....		1,105,261.		
<b>4</b>		Income from investment of tax-exempt bond proceeds .....					
<b>5</b>		Royalties .....					
<b>6 a</b>		Gross rents .....	(i) Real				
<b>b</b>		Less: rental expenses ...	(ii) Personal				
<b>c</b>		Rental income or (loss) .....					
<b>d</b>		Net rental income or (loss) .....					
<b>7 a</b>		Gross amount from sales of assets other than inventory .....	(i) Securities	4,532,740.			
<b>b</b>		Less: cost or other basis and sales expenses .....	(ii) Other	4,187,000.			
<b>c</b>		Gain or (loss) .....		345,740.			
<b>d</b>		Net gain or (loss) .....		345,740.			345,740.
<b>8 a</b>		Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18 .....					
<b>b</b>		Less: direct expenses .....					
<b>c</b>		Net income or (loss) from fundraising events .....					
<b>9 a</b>		Gross income from gaming activities. See Part IV, line 19 .....					
<b>b</b>	Less: direct expenses .....						
<b>c</b>	Net income or (loss) from gaming activities .....						
<b>10 a</b>	Gross sales of inventory, less returns and allowances .....						
<b>b</b>	Less: cost of goods sold .....						
<b>c</b>	Net income or (loss) from sales of inventory .....						
<b>Miscellaneous Revenue</b>	<b>11 a</b>		Business Code				
	<b>b</b>						
	<b>c</b>						
	<b>d</b>	All other revenue .....					
	<b>e</b>	<b>Total.</b> Add lines 11a-11d .....					
	<b>12</b>	<b>Total revenue.</b> See instructions .....		50,321,618.	1,591,243.	0.	3,006,695.



**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
<b>1</b> Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21 ...				
<b>2</b> Grants and other assistance to domestic individuals. See Part IV, line 22 .....				
<b>3</b> Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16 .....				
<b>4</b> Benefits paid to or for members .....				
<b>5</b> Compensation of current officers, directors, trustees, and key employees .....	1,963,599.			
<b>6</b> Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) .....				
<b>7</b> Other salaries and wages .....	7,128,259.			
<b>8</b> Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions) .....	731,439.			
<b>9</b> Other employee benefits .....	1,231,542.			
<b>10</b> Payroll taxes .....	516,076.			
<b>11</b> Fees for services (nonemployees):				
<b>a</b> Management .....				
<b>b</b> Legal .....	49,013.			
<b>c</b> Accounting .....	52,000.			
<b>d</b> Lobbying .....				
<b>e</b> Professional fundraising services. See Part IV, line 17				
<b>f</b> Investment management fees .....				
<b>g</b> Other. (If line 11g amount exceeds 10% of line 25, column (A), amount, list line 11g expenses on Sch O.)	176,650.			
<b>12</b> Advertising and promotion .....	30,652,331.			
<b>13</b> Office expenses .....	172,785.			
<b>14</b> Information technology .....				
<b>15</b> Royalties .....				
<b>16</b> Occupancy .....	852,700.			
<b>17</b> Travel .....				
<b>18</b> Payments of travel or entertainment expenses for any federal, state, or local public officials ...				
<b>19</b> Conferences, conventions, and meetings .....				
<b>20</b> Interest .....				
<b>21</b> Payments to affiliates .....				
<b>22</b> Depreciation, depletion, and amortization .....	132,034.			
<b>23</b> Insurance .....	136,740.			
<b>24</b> 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.)				
<b>a</b> OFFICE EQUIP. MAIN.	1,155,974.			
<b>b</b> INTERLOCAL COMMITMENTS	800,000.			
<b>c</b> DUES & SUBSCRIPTIONS	275,877.			
<b>d</b> COMMISSIONS	164,128.			
<b>e</b> All other expenses	197,627.			
<b>25</b> Total functional expenses. Add lines 1 through 24e	46,388,774.			
<b>26</b> 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 <input type="checkbox"/> if following SOP 98-2 (ASC 958-720)				



**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
<b>Assets</b>	<b>1</b> Cash - non-interest-bearing .....		<b>1</b>	
	<b>2</b> Savings and temporary cash investments .....	20,839,900.	<b>2</b>	18,208,623.
	<b>3</b> Pledges and grants receivable, net .....		<b>3</b>	
	<b>4</b> Accounts receivable, net .....	2,992,921.	<b>4</b>	4,860,471.
	<b>5</b> 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 .....		<b>5</b>	
	<b>6</b> Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B) .....		<b>6</b>	
	<b>7</b> Notes and loans receivable, net .....		<b>7</b>	
	<b>8</b> Inventories for sale or use .....		<b>8</b>	
	<b>9</b> Prepaid expenses and deferred charges .....	484,003.	<b>9</b>	736,343.
	<b>10a</b> Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D .....	<b>10a</b> 3,362,805.		
	<b>b</b> Less: accumulated depreciation .....	<b>10b</b> 2,867,714.		
	<b>11</b> Investments - publicly traded securities .....	15,028,282.	<b>11</b>	20,111,221.
	<b>12</b> Investments - other securities. See Part IV, line 11 .....		<b>12</b>	
	<b>13</b> Investments - program-related. See Part IV, line 11 .....		<b>13</b>	
	<b>14</b> Intangible assets .....		<b>14</b>	
	<b>15</b> Other assets. See Part IV, line 11 .....	1,875,534.	<b>15</b>	2,516,820.
<b>16</b> <b>Total assets.</b> Add lines 1 through 15 (must equal line 33) .....	41,421,226.	<b>16</b>	46,928,569.	
<b>Liabilities</b>	<b>17</b> Accounts payable and accrued expenses .....	6,140,486.	<b>17</b>	6,317,384.
	<b>18</b> Grants payable .....		<b>18</b>	
	<b>19</b> Deferred revenue .....	940,939.	<b>19</b>	1,046,236.
	<b>20</b> Tax-exempt bond liabilities .....		<b>20</b>	
	<b>21</b> Escrow or custodial account liability. Complete Part IV of Schedule D .....		<b>21</b>	
	<b>22</b> 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 .....		<b>22</b>	
	<b>23</b> Secured mortgages and notes payable to unrelated third parties .....		<b>23</b>	
	<b>24</b> Unsecured notes and loans payable to unrelated third parties .....		<b>24</b>	
	<b>25</b> 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 .....	2,233,418.	<b>25</b>	2,527,939.
	<b>26</b> <b>Total liabilities.</b> Add lines 17 through 25 .....	9,314,843.	<b>26</b>	9,891,559.
<b>Net Assets or Fund Balances</b>	<b>Organizations that follow FASB ASC 958, check here</b> <input checked="" type="checkbox"/> <b>and complete lines 27, 28, 32, and 33.</b>			
	<b>27</b> Net assets without donor restrictions .....	30,205,746.	<b>27</b>	32,926,694.
	<b>28</b> Net assets with donor restrictions .....	1,900,637.	<b>28</b>	4,110,316.
	<b>Organizations that do not follow FASB ASC 958, check here</b> <input type="checkbox"/> <b>and complete lines 29 through 33.</b>			
	<b>29</b> Capital stock or trust principal, or current funds .....		<b>29</b>	
	<b>30</b> Paid-in or capital surplus, or land, building, or equipment fund .....		<b>30</b>	
	<b>31</b> Retained earnings, endowment, accumulated income, or other funds .....		<b>31</b>	
	<b>32</b> Total net assets or fund balances .....	32,106,383.	<b>32</b>	37,037,010.
	<b>33</b> Total liabilities and net assets/fund balances .....	41,421,226.	<b>33</b>	46,928,569.

Form **990** (2022)



**Part XI Reconciliation of Net Assets**Check if Schedule O contains a response or note to any line in this Part XI ☐

<b>1</b>	Total revenue (must equal Part VIII, column (A), line 12)	<b>1</b>	50,321,618.
<b>2</b>	Total expenses (must equal Part IX, column (A), line 25)	<b>2</b>	46,388,774.
<b>3</b>	Revenue less expenses. Subtract line 2 from line 1	<b>3</b>	3,932,844.
<b>4</b>	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	<b>4</b>	32,106,383.
<b>5</b>	Net unrealized gains (losses) on investments	<b>5</b>	997,783.
<b>6</b>	Donated services and use of facilities	<b>6</b>	
<b>7</b>	Investment expenses	<b>7</b>	
<b>8</b>	Prior period adjustments	<b>8</b>	
<b>9</b>	Other changes in net assets or fund balances (explain on Schedule O)	<b>9</b>	0.
<b>10</b>	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	<b>10</b>	37,037,010.

**Part XII Financial Statements and Reporting**Check if Schedule O contains a response or note to any line in this Part XII ☒

	Yes	No
<b>1</b> 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.		
<b>2a</b> 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		X
<b>b</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	X	
<b>c</b> 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.	X	
<b>3a</b> As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Uniform Guidance, 2 C.F.R. Part 200, Subpart F? _____		X
<b>b</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 _____		

Form **990** (2022)



**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](http://www.irs.gov/Form990) for the latest information.

OMB No. 1545-0047

**2022**

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 foundation

Check 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		\$ 9,354,840.	Person <input checked="checked" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
2		\$ 36,368,840.	Person <input checked="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.)
		\$	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

[illegible]



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
	(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](http://www.irs.gov/Form990) for instructions and the latest information.

OMB No. 1545-0047

**2022**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 July 25, 2006, 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** (continued)

**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

**d** ☐ Loan or exchange program

**b** ☐ Scholarly research

**e** ☐ Other \_\_\_\_\_

**c** ☐ Preservation for future generations

**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
<b>c</b> Beginning balance	<b>1c</b>
<b>d</b> Additions during the year	<b>1d</b>
<b>e</b> Distributions during the year	<b>1e</b>
<b>f</b> Ending balance	<b>1f</b>

**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 ☐

**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
<b>1a</b> Beginning of year balance					
<b>b</b> Contributions					
<b>c</b> Net investment earnings, gains, and losses					
<b>d</b> Grants or scholarships					
<b>e</b> Other expenditures for facilities and programs					
<b>f</b> Administrative expenses					
<b>g</b> 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 \_\_\_\_\_ %

**b** Permanent endowment \_\_\_\_\_ %

**c** Term endowment \_\_\_\_\_ %

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:

(i) Unrelated organizations

(ii) Related organizations

**b** If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R? ☐

	Yes	No
<b>3a(i)</b>		
<b>3a(ii)</b>		
<b>3b</b>		

**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
<b>1a</b> Land				
<b>b</b> Buildings				
<b>c</b> Leasehold improvements		781,767.	400,091.	381,676.
<b>d</b> Equipment		2,581,038.	2,467,623.	113,415.
<b>e</b> Other				
<b>Total.</b> Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.)				495,091.



**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) .....		
<b>Total.</b> (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) .....		
<b>Total.</b> (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) EMPLOYEE DEFERRED COMP PLAN	2,120,430.
(2) RIGHT OF USE LEASE ASSETS	396,390.
(3) .....	
(4) .....	
(5) .....	
(6) .....	
(7) .....	
(8) .....	
(9) .....	
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 15.)	2,516,820.

**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.

(a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) DEFERRED RENT - LONG TERM	407,509.
(3) EMPLOYEE DEF COMP LIABILITY	2,120,430.
(4) .....	
(5) .....	
(6) .....	
(7) .....	
(8) .....	
(9) .....	
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 25.)	2,527,939.

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 ... ☒



**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.

<b>1</b>	Total revenue, gains, and other support per audited financial statements .....	<b>1</b>	51,343,282.
<b>2</b>	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
<b>a</b>	Net unrealized gains (losses) on investments .....	<b>2a</b>	997,783.
<b>b</b>	Donated services and use of facilities .....	<b>2b</b>	23,881.
<b>c</b>	Recoveries of prior year grants .....	<b>2c</b>	
<b>d</b>	Other (Describe in Part XIII.) .....	<b>2d</b>	
<b>e</b>	Add lines <b>2a</b> through <b>2d</b> .....	<b>2e</b>	1,021,664.
<b>3</b>	Subtract line <b>2e</b> from line <b>1</b> .....	<b>3</b>	50,321,618.
<b>4</b>	Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
<b>a</b>	Investment expenses not included on Form 990, Part VIII, line 7b .....	<b>4a</b>	
<b>b</b>	Other (Describe in Part XIII.) .....	<b>4b</b>	
<b>c</b>	Add lines <b>4a</b> and <b>4b</b> .....	<b>4c</b>	0.
<b>5</b>	Total revenue. Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 12.) .....	<b>5</b>	50,321,618.

**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.

<b>1</b>	Total expenses and losses per audited financial statements .....	<b>1</b>	46,412,655.
<b>2</b>	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
<b>a</b>	Donated services and use of facilities .....	<b>2a</b>	23,881.
<b>b</b>	Prior year adjustments .....	<b>2b</b>	
<b>c</b>	Other losses .....	<b>2c</b>	
<b>d</b>	Other (Describe in Part XIII.) .....	<b>2d</b>	
<b>e</b>	Add lines <b>2a</b> through <b>2d</b> .....	<b>2e</b>	23,881.
<b>3</b>	Subtract line <b>2e</b> from line <b>1</b> .....	<b>3</b>	46,388,774.
<b>4</b>	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
<b>a</b>	Investment expenses not included on Form 990, Part VIII, line 7b .....	<b>4a</b>	
<b>b</b>	Other (Describe in Part XIII.) .....	<b>4b</b>	
<b>c</b>	Add lines <b>4a</b> and <b>4b</b> .....	<b>4c</b>	0.
<b>5</b>	Total expenses. Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 18.) .....	<b>5</b>	46,388,774.

**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 2020.



<b>Part XIII</b>	<b>Supplemental Information</b> <i>(continued)</i>
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**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](http://www.irs.gov/Form990) for instructions and the latest information.

OMB No. 1545-0047

**2022**Open to Public  
Inspection

Name of the organization

GREATER MIAMI CONVENTION &amp; 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)	0	0	PROGRAM SERVICES	PROMOTION FOR EVENTS IN THE GREATER MIAMI AREA	604,522.
SOUTH AMERICA	0	0	PROGRAM SERVICES	PROMOTION FOR EVENTS IN THE GREATER MIAMI AREA.	645,276.
CENTRAL AMERICA AND THE CARIBBEAN	0	0	PROGRAM SERVICES	PROMOTION FOR EVENTS IN THE GREATER MIAMI AREA.	27,400.
NORTH AMERICA	0	0	PROGRAM SERVICES	PROMOTION FOR EVENTS IN THE GREATER MIAMI AREA.	27,075.
EAST ASIA AND THE PACIFIC	0	0	PROGRAM SERVICES	PROMOTION FOR EVENTS IN THE GREATER MIAMI AREA.	31,243.
<b>3 a</b> Subtotal .....	0	0			1,335,516.
<b>b</b> Total from continuation sheets to Part I .....	0	0			0.
<b>c Totals</b> (add lines 3a and 3b) .....	0	0			1,335,516.

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

Schedule F (Form 990) 2022



**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.

<b>1</b> <b>(a)</b> Name of organization	<b>(b)</b> IRS code section and EIN (if applicable)	<b>(c)</b> Region	<b>(d)</b> Purpose of grant	<b>(e)</b> Amount of cash grant	<b>(f)</b> Manner of cash disbursement	<b>(g)</b> Amount of noncash assistance	<b>(h)</b> Description of noncash assistance	<b>(i)</b> 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 ..... ►



**Part III** **Grants and Other Assistance to Individuals Outside the United States.** Complete if the organization answered "Yes" on Form 990, Part IV, line 16.

Part III can be duplicated if additional space is needed.

[illegible]



**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



<b>Part V</b>	<b>Supplemental Information</b>
---------------	---------------------------------

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](http://www.irs.gov/Form990) for instructions and the latest information.

OMB No. 1545-0047

**2022**

Open to Public  
Inspection

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

**Part I Questions Regarding Compensation**

	Yes	No
<b>1a</b> 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>b</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 .....	<b>1b</b>	
<b>2</b> 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? .....	<b>2</b>	
<b>3</b> 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 type="checkbox"/> Compensation committee <input type="checkbox"/> Written employment contract <input checked="" type="checkbox"/> Independent compensation consultant <input 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		
<b>4</b> 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:		
<b>a</b> Receive a severance payment or change-of-control payment? .....	<b>4a</b>	X
<b>b</b> Participate in or receive payment from a supplemental nonqualified retirement plan? .....	<b>4b</b>	X
<b>c</b> 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.	<b>4c</b>	X
<b>Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.</b>		
<b>5</b> 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:		
<b>a</b> The organization? .....	<b>5a</b>	
<b>b</b> Any related organization? ..... If "Yes" on line 5a or 5b, describe in Part III.	<b>5b</b>	
<b>6</b> 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:		
<b>a</b> The organization? .....	<b>6a</b>	
<b>b</b> Any related organization? ..... If "Yes" on line 6a or 6b, describe in Part III.	<b>6b</b>	
<b>7</b> 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 .....	<b>7</b>	
<b>8</b> 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 .....	<b>8</b>	
<b>9</b> If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)? .....	<b>9</b>	

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

Schedule J (Form 990) 2022



**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) DAVID WHITAKER PRESIDENT/CEO	(i)	351,538.	124,250.	17,611.	40,355.	80,624.	614,378.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(2) ROLANDO AEDO SVP MKTG & TOURISM	(i)	320,977.	64,116.	12,442.	40,355.	110,957.	548,847.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(3) ALVIN L. WEST CFO	(i)	298,355.	44,755.	12,832.	40,355.	37,283.	433,580.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(4) CAROL MOTLEY SVP CONVENTION SALES	(i)	237,844.	47,000.	12,380.	39,157.	30,413.	366,794.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(5) JOSEPH YARZABAL VP FINANCE	(i)	213,130.	33,027.	3,986.	32,676.	61,700.	344,519.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(6) WILLIAM D. TALBERT III SPECIAL ADVISOR	(i)	248,897.	0.	24,472.	8,213.	37,243.	318,825.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(7) CONNIE KINNARD VP	(i)	200,519.	30,630.	3,260.	29,689.	27,655.	291,753.	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)							



<b>Part III</b>	<b>Supplemental Information</b>
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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.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



**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](http://www.irs.gov/Form990) for the latest information.

OMB No. 1545-0047

**2022**

Open to Public  
Inspection

Name of the organization	GREATER MIAMI CONVENTION & VISITORS BUREAU, INC.	Employer identification number 59-2383735
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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 19:

GOVERNING DOCUMENTS AND FINANCIAL STATEMENTS ARE AVAILABLE TO THE PUBLIC  
UPON REQUEST FOR THE SAME PERIOD OF DISCLOSURE AS SET FORTH IN IRC SECTION

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

Schedule O (Form 990) 2022



Name of the organization	GREATER MIAMI CONVENTION & VISITORS BUREAU, INC.	Employer identification number 59-2383735
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6104(D).

FORM 990, PART XII, LINE 2C:

THE PROCESS FOR OVERSEEING THE AUDIT OF THE FINANCIAL STATEMENTS AND  
SELECTION OF AN INDEPENDENT ACCOUNTANT THAT AUDITED THE FINANCIAL  
STATEMENTS HAS BEEN CONSISTENT WITH PRIOR YEARS.



**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](http://www.irs.gov/Form990) for instructions and the latest information.

OMB No. 1545-0047

**2022**

**Open to Public  
Inspection**

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

SEE PART VII FOR CONTINUATIONS

Schedule R (Form 990) 2022



[illegible]

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership	(i) Section 512(b)(13) controlled entity?	
								Yes	No



**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
<b>1</b> 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?		
<b>a</b> Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity .....	<b>1a</b>	X
<b>b</b> Gift, grant, or capital contribution to related organization(s) .....	<b>1b</b>	X
<b>c</b> Gift, grant, or capital contribution from related organization(s) .....	<b>1c</b>	X
<b>d</b> Loans or loan guarantees to or for related organization(s) .....	<b>1d</b>	X
<b>e</b> Loans or loan guarantees by related organization(s) .....	<b>1e</b>	X
<b>f</b> Dividends from related organization(s) .....	<b>1f</b>	X
<b>g</b> Sale of assets to related organization(s) .....	<b>1g</b>	X
<b>h</b> Purchase of assets from related organization(s) .....	<b>1h</b>	X
<b>i</b> Exchange of assets with related organization(s) .....	<b>1i</b>	X
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) .....	<b>1j</b>	X
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) .....	<b>1k</b>	X
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) .....	<b>1l</b>	X
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) .....	<b>1m</b>	X
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) .....	<b>1n</b>	X
<b>o</b> Sharing of paid employees with related organization(s) .....	<b>1o</b>	X
<b>p</b> Reimbursement paid to related organization(s) for expenses .....	<b>1p</b>	X
<b>q</b> Reimbursement paid by related organization(s) for expenses .....	<b>1q</b>	X
<b>r</b> Other transfer of cash or property to related organization(s) .....	<b>1r</b>	X
<b>s</b> Other transfer of cash or property from related organization(s) .....	<b>1s</b>	X
<b>2</b> 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



**Application for Automatic Extension of Time To File an  
Exempt Organization Return**

OMB No. 1545-0047

► **File a separate application for each return.**  
► **Go to [www.irs.gov/Form8868](http://www.irs.gov/Form8868) for the latest information.**

**Electronic filing (e-file).** You can electronically file Form 8868 to request a 6-month automatic extension of time to file any of the forms listed below with the exception of Form 8870, Information Return for Transfers Associated With Certain Personal Benefit Contracts, for which an extension request must be sent to the IRS in paper format (see instructions). For more details on the electronic filing of this form, visit [www.irs.gov/e-file-providers/e-file-for-charities-and-non-profits](http://www.irs.gov/e-file-providers/e-file-for-charities-and-non-profits).

**Automatic 6-Month Extension of Time.** Only submit original (no copies needed).

All corporations required to file an income tax return other than Form 990-T (including 1120-C filers), partnerships, REMICs, and trusts must use Form 7004 to request an extension of time to file income tax returns.

<b>Type or print</b>  File by the due date for filing your return. See instructions.	Name of exempt organization or other filer, see instructions. <b>GREATER MIAMI CONVENTION &amp; VISITORS BUREAU, INC.</b>	Taxpayer identification number (TIN)  <b>59-2383735</b>
	Number, street, and room or suite no. If a P.O. box, see instructions. <b>201 SOUTH BISCAYNE BLVD, 2200</b>	
	City, town or post office, state, and ZIP code. For a foreign address, see instructions. <b>MIAMI, FL 33131-2851</b>	

Enter the Return Code for the return that this application is for (file a separate application for each return) 

0	1
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Application Is For	Return Code	Application Is For	Return Code
Form 990 or Form 990-EZ	01	Form 1041-A	08
Form 4720 (individual)	03	Form 4720 (other than individual)	09
Form 990-PF	04	Form 5227	10
Form 990-T (sec. 401(a) or 408(a) trust)	05	Form 6069	11
Form 990-T (trust other than above)	06	Form 8870	12
Form 990-T (corporation)	07		

**JOSEPH YARZABAL**

- The books are in the care of ► **201 SOUTH BISCAYNE BLVD, 2200 - MIAMI, FL 33131-2851**

Telephone No. ► **(305) 539-3032**

Fax No. ►

- If the organization does not have an office or place of business in the United States, check this box ☐ ► ☐
- If this is for a Group Return, enter the organization's four digit Group Exemption Number (GEN) . If this is for the whole group, check this box ☐. If it is for part of the group, check this box ☐ and attach a list with the names and TINs of all members the extension is for.

- 1** I request an automatic 6-month extension of time until **AUGUST 15, 2024**, to file the exempt organization return for the organization named above. The extension is for the organization's return for:

► ☐ calendar year  or  
► ☒ tax year beginning **OCT 1, 2022**, and ending **SEP 30, 2023**.

- 2** If the tax year entered in line 1 is for less than 12 months, check reason: ☐ Initial return ☐ Final return  
☐ Change in accounting period

<b>3a</b> If this application is for Forms 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits. See instructions.	<b>3a</b>	\$	0.
<b>b</b> If this application is for Forms 990-PF, 990-T, 4720, or 6069, enter any refundable credits and estimated tax payments made. Include any prior year overpayment allowed as a credit.	<b>3b</b>	\$	0.
<b>c Balance due.</b> Subtract line 3b from line 3a. Include your payment with this form, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions.	<b>3c</b>	\$	0.

**Caution:** If you are going to make an electronic funds withdrawal (direct debit) with this Form 8868, see Form 8453-TE and Form 8879-TE for payment instructions.



# Greater Miami Convention & Visitors Bureau

## Compensation Analysis

For fiscal year ended September 30, 2024

Description	Public	Private	Total
Staff Wages, Salaries & Commissions	8,890,253	975,328	9,865,580
Payroll Taxes	549,927	28,118	578,045
Health/Dental/Vision/Life Insurance	1,365,149	208,252	1,573,401
Employee 401-K Retirement Plan	863,344	132,624	995,968
Total Staff Compensation	11,668,673	1,344,322	13,012,995

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



# Greater Miami Convention & Visitors Bureau

## Travel & Entertainment Expenditures

For fiscal year ended September 30, 2024

Description	Total
Sales & Promotional Programs - Travel & Lodging	780,934
Sales & Promotional Programs - Meals & Entertainment	2,376,322
Destination Fam Tours & Site Visits - Travel, Lodging, Meals, etc.	501,924
Total Travel & Entertainment Expenses	<u>3,659,180</u>