

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

June 24, 2026

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 South Monroe Street
Tallahassee, FL 32399

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

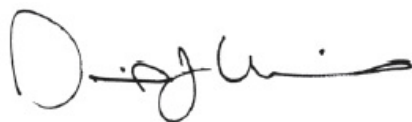
Dear State Elected Leadership:

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

- A. Total amount of revenue received from public and private sources. (ATTACHMENT A)
- B. 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.1 and C.2)
- D. Itemized account of all expenditures by the Greater Miami Convention & Visitors Bureau, Inc. on behalf of, or coordinated for the benefit of, Visit Florida, its Board members or employees.
 - DMO Partnership Dues 06/01/25 – 05/31/26: \$18,500.00
 - Participation in Visit Florida Programs 10/01/24 – 09/30/25: \$224,700
- E. Itemized travel and entertainment expenditures of the Greater Miami Convention & Visitors Bureau, Inc. (ATTACHMENT D)

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

Sincerely,



David Whitaker
President & CEO

Greater Miami Convention & Visitors Bureau

Statement of Public & Private Revenue Sources

For fiscal year ended September 30, 2025

Public Sources

Miami Dade County Tourist Development Tax	27,004,372
Miami Beach Resort Tax	9,096,303
Miami Dade County Food & Beverage Sur-Tax	10,941,677
Total Public Revenue	<u>47,042,353</u>

Private Sources

Partnership Dues	1,632,722
Member Programs	2,735,195
Contributed Services / In-Kind	315,955
Interest Income	575,624
Total Private Revenue	<u>5,259,497</u>
Total All Revenue	<u>52,301,850</u>



GREATER MIAMI CONVENTION & VISITORS BUREAU
Statement of Activities

(In \$1,000's)

	FY 24-25 Forecast vs. Budget & Prior Year						FY 25-26 Budget vs. FY 24-25 Forecast & Budget					
	Fiscal Year 24-25			Forecast vs. Budget Over/(Under)		Forecast vs. Prior Year Over/(Under)		FY 25-26 Budget	Budget vs. Forecast Over/(Under)		Budget vs. Budget Over/(Under)	
	Forecast	Budget	Prior Year	\$	%	\$	%		\$	%	\$	%
NET REVENUE	48,268	48,167	48,215	101	0.2%	52	0.1%	49,550	1,283	2.7%	1,383	2.9%
TOTAL EXPENSES	51,607	51,865	45,194	(258)	-0.5%	6,413	14.2%	58,013	6,406	12.4%	6,148	11.9%
OPERATING SURPLUS (DEFICIT)	(3,339)	(3,698)	3,022	359		(6,361)		(8,462)	(5,123)		(4,764)	
RESERVES FOR ABFF '26	0	0	0					250				
RESERVES FOR ART BASEL AWARDS '26	0	0	0					870				
RESERVES FOR COLLEGE FOOTBALL	0	0	0					900				
RESERVES FOR BOOKING INCENTIVES	1,500	1,500	(759)					2,000				
RESERVES FOR IPW FLL OPENING NIGHT	0	0	0					250				
RESERVES FOR LATIN GRAMMYS	2,486	1,000	0					0				
RESERVES FOR NHL WINTER CLASSIC '26	0	0	0					250				
RESERVES FOR PCMA '27	0	0	(75)					0				
RESERVES FOR WORLD CUP '26	0	0	850					1,650				
RESERVES FOR WORLD BASEBALL CLASSIC '26	0	0	0					1,000				
RESERVES FOR PROGRAMS IN FY 24-25	1,309	1,309	(1,309)					0				
RESERVES FOR PROGRAMS IN FY 25-26	(1,400)	0	0					1,400				
ADJUSTED OPERATING SURPLUS	556	111	1,729					108				

GREATER MIAMI CONVENTION & VISITORS BUREAU

Statement of Activities

(In \$1,000's)

	FY 24-25 Forecast vs. Budget & Prior Year							FY 25-26 Budget vs. FY 24-25 Forecast & Budget				
	Fiscal Year 24-25			Forecast vs. Budget		Forecast vs. Prior Year		FY 25-26 Budget	Budget vs. Forecast		Budget vs. Budget	
	Forecast	Budget	Prior Year	\$	%	\$	%		\$	%	\$	%
REVENUE												
MIAMI DADE TDT	26,946	26,822	26,690	124	0.5%	255	1.0%	27,948	1,002	3.7%	1,126	4.2%
MIAMI DADE 2% F & B TAX	10,877	10,942	10,789	(65)	-0.6%	88	0.8%	11,318	441	4.1%	376	3.4%
TOTAL MIAMI DADE	37,823	37,764	37,479	59	0.2%	343	0.9%	39,266	1,443	3.8%	1,502	4.0%
CITY OF MIAMI BEACH RESORT TAX	7,022	7,003	7,091	20	0.3%	(68)	-1.0%	7,080	57	0.8%	77	1.1%
CITY OF MIAMI BEACH INCENTIVE	2,000	1,800	2,000	200	11.1%	0	0.0%	2,000	0	0.0%	200	11.1%
TOTAL PUBLIC REVENUE	46,845	46,566	46,570	278	0.6%	275	0.6%	48,345	1,501	3.2%	1,779	3.8%
PARTNER DUES	1,690	1,690	1,589	0	0.0%	101	6.4%	1,798	108	6.4%	108	6.4%
LESS ALLOWANCE FOR BAD DEBT	(47)	(59)	(18)	12	-20.5%	(29)	159.0%	(63)	(16)	33.9%	(4)	6.4%
NET PARTNER DUES REVENUE	1,643	1,630	1,571	13	0.8%	72	4.6%	1,735	92	5.6%	105	6.4%
MEMBER PROGRAMS & CO-OP ADV	2,300	1,800	2,231	500	27.8%	69	3.1%	1,800	(500)	-21.7%	0	0.0%
CONTRIBUTED SERVICES	250	150	181	100	66.7%	69	38.2%	150	(100)	-40.0%	0	0.0%
TOTAL OTHER PRIVATE REVENUE	2,550	1,950	2,412	600	30.8%	138	5.7%	1,950	(600)	-23.5%	0	0.0%
TOTAL PRIVATE REVENUE	4,193	3,580	3,983	613	17.1%	210	5.3%	3,685	(508)	-12.1%	105	2.9%
INTEREST INCOME	580	770	875	(190)	-24.7%	(295)	-33.7%	270	(310)	-53.4%	(500)	-64.9%
TOTAL ALL REVENUE	51,618	50,917	51,428	701	1.4%	190	0.4%	52,300	683	1.3%	1,383	2.7%
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	(2,550)	(1,950)	(2,412)	(600)	30.8%	(138)	5.7%	(1,950)	600	-23.5%	0	0.0%
TOTAL ADJUSTMENTS TO REVENUE	(3,350)	(2,750)	(3,212)	(600)	21.8%	(138)	4.3%	(2,750)	600	-17.9%	0	0.0%
NET REVENUE	48,268	48,167	48,215	101	0.2%	52	0.1%	49,550	1,283	2.7%	1,383	2.9%

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

	FY 24-25 Forecast vs. Budget & Prior Year							FY 25-26 Budget vs. FY 24-25 Forecast & Budget				
	Fiscal Year 24-25			Forecast vs. Budget		Forecast vs. Prior Year		FY 25-26 Budget	Budget vs. Forecast		Budget vs. Budget	
	Forecast	Budget	Prior Year	\$	%	\$	%		\$	%	\$	%
SALES, MARKETING & PROMOTION												
ADVERTISING & MARKETING SERVICES	14,568	15,540	14,008	(972)	-6.3%	560	4.0%	15,777	1,209	8.3%	238	1.5%
CONVENTION SALES & SERVICES	3,062	3,402	2,571	(340)	-10.0%	491	19.1%	3,402	340	11.1%	0	0.0%
MARKETING COMMUNICATIONS	3,436	3,561	2,906	(125)	-3.5%	530	18.2%	3,561	125	3.6%	0	0.0%
MULTICULTURAL TOURISM DEVELOPMENT	2,463	2,523	2,224	(60)	-2.4%	239	10.7%	2,523	60	2.4%	0	0.0%
CORPORATE COMMUNICATIONS & RESEARCH	1,821	1,753	1,661	68	3.9%	160	9.6%	1,842	21	1.1%	89	5.1%
TRAVEL INDUSTRY SALES	2,140	1,922	2,235	218	11.4%	(95)	-4.3%	2,007	(133)	-6.2%	85	4.4%
LGBTQ TOURISM	894	861	893	33	3.8%	1	0.1%	861	(33)	-3.7%	0	0.0%
SPORTS & ENTERTAINMENT TOURISM	594	640	460	(46)	-7.2%	134	29.2%	765	171	28.8%	125	19.5%
EXECUTIVE OFFICE	600	600	575	0	0.0%	25	4.4%	660	60	10.0%	60	10.0%
ARTS & CULTURAL TOURISM	746	673	543	73	10.8%	203	37.5%	673	(73)	-9.8%	0	0.0%
PARTNERSHIP SALES	434	399	395	35	8.8%	39	9.8%	410	(24)	-5.5%	11	2.8%
PERSONNEL COSTS	11,513	11,655	10,735	(142)	-1.2%	778	7.2%	12,503	990	8.6%	847	7.3%
TOTAL SALES, MARKETING & PROMO	42,271	43,529	39,207	(1,258)	-2.9%	3,064	7.8%	44,983	2,712	6.4%	1,454	3.3%
ABFF '26	0	0	0	0	0.0%	0	N/A	250	250	0.0%	250	0.0%
ART BASEL AWARDS '26	0	0	0	0	0.0%	0	N/A	870	870	0.0%	870	0.0%
COLLEGE FOOTBALL PLAYOFFS '26	0	0	0	0	0.0%	0	N/A	900	900	0.0%	900	0.0%
CONVENTION SALES BOOKING INCENTIVES	1,500	1,500	0	0	0.0%	1,500	N/A	2,000	500	33.3%	500	33.3%
IPW FLL OPENING NIGHT '26	0	0	0	0	0.0%	0	N/A	250	250	0.0%	250	0.0%
LATIN GRAMMYS	2,486	1,000	0	1,486	148.6%	2,486	N/A	0	(2,486)	-100.0%	(1,000)	-100.0%
NHL WINTER CLASSIC '26	0	0	0	0	0.0%	0	N/A	250	250	0.0%	250	0.0%
WORLD CUP '26	0	0	850	0	0.0%	(850)	-100.0%	1,650	1,650	0.0%	1,650	0.0%
WORLD BASEBALL CLASSIC '26	0	0	0	0	0.0%	0	N/A	1,000	1,000	0.0%	1,000	0.0%
TOTAL HOST CITY EVENTS & POW	46,257	46,029	40,056	228	0.5%	6,201	15.5%	52,153	5,896	12.7%	6,124	13.3%
GENERAL & ADMINISTRATIVE												
OFFICE SUPPLIES & POSTAGE	40	63	45	(23)	-36.5%	(5)	-11.9%	42	2	5.0%	(21)	-33.3%
TELEPHONE, EQUIP LEASE/MAINT & OTHER	715	811	693	(96)	-11.9%	22	3.2%	834	119	16.6%	22	2.7%
FINANCE & ADMINISTRATION	225	325	183	(100)	-30.8%	42	22.8%	325	100	44.4%	0	0.0%
PERSONNEL COSTS	1,915	2,140	2,031	(225)	-10.5%	(116)	-5.7%	2,149	234	12.2%	9	0.4%
TOTAL GENERAL & ADMINISTRATIVE	2,895	3,339	2,953	(444)	-13.3%	(58)	-2.0%	3,349	454	15.7%	10	0.3%
OVERHEAD												
OFFICE RENT	1,439	1,461	1,305	(22)	-1.5%	134	10.2%	1,559	120	8.3%	98	6.7%
LIABILITY INSURANCE & TAXES	166	178	155	(12)	-6.9%	11	7.1%	177	11	6.5%	(2)	-0.9%
DEPRECIATION & AMORTIZATION	315	303	243	12	3.8%	72	29.6%	355	40	12.8%	52	17.1%
TOTAL OVERHEAD	1,920	1,942	1,704	(22)	-1.1%	216	12.7%	2,091	171	8.9%	148	7.6%
OTHER EXPENSES												
PROFESSIONAL SERVICES	200	210	188	(10)	-4.8%	12	6.6%	175	(25)	-12.5%	(35)	-16.7%
OTHER FUNDING COMMITMENTS	225	225	225	0	0.0%	0	0.0%	100	(125)	-55.6%	(125)	-55.6%
MISCELLANEOUS	110	120	69	(10)	-8.3%	41	60.4%	145	35	31.8%	25	20.8%
TOTAL OTHER EXPENSES	535	555	481	(20)	-3.6%	54	11.2%	420	(115)	-21.5%	(135)	-24.3%
TOTAL EXPENSES	51,607	51,865	45,194	(258)	-0.5%	6,413	14.2%	58,013	6,406	12.4%	6,148	11.9%

GREATER MIAMI CONVENTION & VISITORS BUREAU

Summary of Variance Analysis

Budget and Forecast

Fiscal Years 2024-2025 and 2025-2026

Forecast FY 2024-2025	Budget FY 2025-26
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Miami-Dade County - 2% Resort Tax

<p>Gross collections of \$50,000,000 (.4% + Budget) Net revenue after deductions \$26,946,000 (.5% + Budget) Number of available rooms 42,353 (- 1.1% Budget) ADR \$182.71 (2.5% + Budget Year / 2.6% + Prior Year) Occupancy 75.2% (-0.4% Budget / = Prior Year) Room demand is forecast at - 1.5% Budget Homesharing represents approximately 20% of collections.</p> <p>Note: The fiscal year saw sustained year over year growth in the ADR, although some weakness was noted in the Summer months. Demand fluctuated, but closed the year unchanged from the prior year. The fiscal year is forecast to close with a RevPar growth of 2.4%, driven by rate. Homesharing experienced similar market conditions and continues to represent approximately 20% of resort tax collections.</p>	<p>Gross collections of \$51,705,000 (3.4% + Forecast / 3.9% + FY 25 Budget) Net revenue after deductions \$27,948,000 (3.7% + Forecast / 4.2% + FY 25 Budget) Number of available rooms at year end 43,636 (+ 3% Forecast / 1,283 Rooms + FY 25) ADR \$185.56 (1.6% + Forecast) Occupancy 75.7% (.7% + Forecast) Room Demand projected at .9% + Forecast Homesharing budgeted at approximately 20% of collections.</p> <p>Note: The hotel room inventory is projected to increase by approximately 1,283 new rooms, representing 6 new properties. FY 25 continued our 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. Our International visitors continued to be a challenge. FY 26 will continue to see these market dynamics, but the destination will be host to FIFA World Cup as well as other notable sports events, such as the College Football Playoffs National Championship, World Baseball Classic, PGA Tour Miami Championship and the NHL Winter Classic, in addition to F1 and the Miami Open Tennis Tournament, among other events that call Greater Miami home. ADR's and demand are budgeted unchanged from the prior year except for the months of June and July, when the World Cup matches will be played at Hard Rock Stadium. There will be seven (7) games with worldwide following played in our County. The third place playoff, on July 18, will be one of them. Currently, we see demand picking up during these months, which is typically not seen so early in the calendar. Accordingly, and based on our history with Super Bowls, our rates and demand will be significantly affected by World Cup. The FY 26 budget factors in an average 10% increase in Countywide ADRs, with a 3% increase in demand for June and July. Homesharing will also experience this impact during these two months. These projections are driving the increases in revenue noted above.</p>
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Miami-Dade County - 2% Food & Beverage Tax

<p>Gross collections of \$11,500,000 (- .9% Budget) Net revenue after deductions \$10,880,000 (- .6% Budget)</p> <p>Note: 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, was consistent to the prior year. The slight decline in room occupancy coupled with competition from outside establishments led to the slight unfavorable variance.</p>	<p>Gross collections of \$11,985,000 (3.8% + Forecast / 3.2% + FY 25 Budget) Net revenue after deductions \$11,318,000 (4.1% + Forecast / 3.4% FY 25 Budget)</p> <p>Note: The 2% Food & Beverage Tax is budgeted unchanged for the fiscal year, except for the months of June and July, while the World Cup is in town. As noted above for the TDT, collections will be significantly affected by our hotel visitors and special events during this two-month period. The average year-over-year increase for each month is projected at 15% for June and July.</p>
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GREATER MIAMI CONVENTION & VISITORS BUREAU

Summary of Variance Analysis

Budget and Forecast

Fiscal Years 2024-2025 and 2025-2026

Forecast FY 2024-2025	Budget FY 2025-26
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Miami Beach Resort Tax

<p>Gross collections of \$73,149,000 (+ .3% Budget) Net revenue after deductions \$7,022,000 (+ .3% Budget) Avg number of available rooms 20,951 (+ .7% Prior Year) ADR \$290.92 (+ 1.4% Budget) Occupancy 71.5% (+ .7% Budget) The F & B portion of the resort tax was 51% of collections, while hotels was 49% (48% in prior year).</p> <p>Note: The ADR on Miami Beach fluctuated during the fiscal year, but remained on an upward trend. Demand was sustained and grew throughout the fiscal year, but the summer saw YOY downward pressure.</p> <p>The performance incentive is forecast at \$2 million, the maximum payable.</p>	<p>Gross collections of \$73,746,000 (+ 1.1% Forecast / + .8% FY 25 Budget) Net revenue after deductions \$7,080,000 (+ 1.1% Forecast / + .8% FY 25 Budget) Avg number of available rooms 21,461 (+2% Forecast / + 510 Rooms FY 25) ADR \$303.85 (4% + Forecast) Occupancy 70.1% (1% Below Forecast) The F & B portion of the resort tax is budgeted at 50% of tax collections, while hotels is 50%.</p> <p>Note: The new rooms inventory for Miami Beach will grow by 510 rooms (3 hotels). The ADR and demand are budgeted unchanged for FY 26 except for June and July, as noted above, as the result of the World Cup. As a result of increased demand and limited rooms, the ADR during these two months is projected to show an increase of approximately 35% over the prior year for June and July.</p> <p>The FY 26 funding agreement includes an incentive of up to \$2 million. The budget has a provision for the full \$2 million.</p>
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Net Partnership Revenue

<p>Forecast \$1,643,000 (+ .8% Budget)</p> <p>Note: 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. The fiscal year closed with 1,140 partners, including 215 new partners.</p>	<p>Budget: \$1,735,000 (5.6% + Forecast / 6.4% + FY 25 Budget)</p> <p>Note: As we start FY 26, we are looking to continue to grow our partnership base. There are nine (9) 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. Additionally, the currently under construction Grand Hyatt Hotel will soon be joining in advance of their opening in late 2027. The team has a goal of reaching a total of 1,200 partners for FY 25-26. 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 prior year forecast and budget.</p>
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GREATER MIAMI CONVENTION & VISITORS BUREAU

Summary of Variance Analysis

Budget and Forecast

Fiscal Years 2024-2025 and 2025-2026

Forecast FY 2024-2025	Budget FY 2025-26
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Program Revenue (Member Programs & Contributed Services)

<p>Forecast \$2,550,000 (31% + Budget)</p> <p>Note: 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.</p> <p>Contributed Services is showing a favorable variance as inbound FAMs have increased over the prior year.</p>	<p>Budget: \$1,950,000 (= FY 25 Budget)</p> <p>Note: 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.</p> <p>Contributed Services are budgeted to reflect FAMs and client visits during the fiscal year.</p>
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Interest Income

<p>Forecast \$580,000 (- 24.7% Budget)</p> <p>Note: The GMCVB 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 current market rates, which have come down from prior years, and are now ranging between 4% to 4.25% depending on duration. All holdings are to maturity.</p>	<p>Budget: \$270,000 (65% Below FY 25 Budget)</p> <p>Note: 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>The projected decline in interest income is attributed to further interest rate cuts and a reduction of available free cash to invest.</p>
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Interlocal Commitments

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

Summary of Variance Analysis

Budget and Forecast

Fiscal Years 2024-2025 and 2025-2026

Forecast FY 2024-2025	Budget FY 2025-26
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Sales, Marketing & Promotion Expenses (Program of Work)

<p>Forecast \$30,758,000 (3.5% Below Budget)</p> <p>Note: During FY 25, 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. Our redesigned website and social media platforms enhanced our visitors' first impressions when searching for information on our destination.</p> <p>Major sporting events such as Formula 1, NASCAR, the Miami Open, Orange Bowl and Club World Cup were supported by our Sports & Entertainment division. Our Arts & Culture department continued its support of Art Basel Miami Beach and internationally in Hong Kong and Basel.</p> <p>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 Programs, including Miami Spice and Miami Spa months, were great successes.</p>	<p>Budget \$32,480,000 (6% + Forecast / 2% + FY 25 Budget)</p> <p>Note: Derived from the departmental Program of Work (POW) process. The overall program budget is increased by \$1.7 million over FY 25. 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 tradeshows 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 FY26 Program of Work for Convention Sales will place an even stronger emphasis on expanding the international and convention market segments. A key focus will be growing business from countries with favorable visa wait times, ensuring Miami remains accessible and attractive to global groups. The opening of our first-ever headquarter hotel represents a game-changing opportunity to capture new citywide business that was previously beyond reach, positioning Miami and Miami Beach to compete at an entirely new level. We will also continue leveraging in-hotel group incentives to drive business over need dates, maintaining marketplace visibility through tradeshow and conference branding and storytelling, and strengthening demand generation through target in-market sponsorships.</p> <p>Marketing programs will be centered on elevating the destination's brand, expanding group business, leveraging global events, and attracting high-value visitors. Efforts will also prioritize stronger engagement across channels to drive incremental visitation. At the core, our goal remains to create and add value for both partners and travelers.</p> <p>The "Brought to You by Tourism" program will continue, amplifying the message of tourism's positive economic impact in our communities. Programming will also reinforce local partnerships, support MIA air service development, and advance sustainability initiatives. Our Multicultural Tourism Development department will highlight and expand signature initiatives, including the 11th year of Art of Black, deeper program development within heritage neighborhoods, and enhanced national and local marketing. These efforts will be paired with community engagement, event support, and small business capacity-building initiatives. Finally, the Visitor Industry Council (VIC) will continue to champion education, talent development, and advocacy, strengthening the pipeline of future leaders in the hospitality industry.</p>
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GREATER MIAMI CONVENTION & VISITORS BUREAU

Summary of Variance Analysis

Budget and Forecast

Fiscal Years 2024-2025 and 2025-2026

Forecast FY 2024-2025	Budget FY 2025-26
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Sales, Marketing & Promotion Direct Personnel Costs

<p>Forecast \$11,513,000 (1.2% Below Budget)</p> <p>Note: During the fiscal year only one approved position in our Convention Sales Department remained unfilled. Although we experienced turnover in a few positions, 3 positions were unfilled at year end.</p> <p>The favorable variance was mostly attributed to the timing of new hires and budget savings in the renewal of our employee vision and dental, which renewed unchanged. We had planned for 5% and 10% provisions respectively the budget. The forecast also includes provisions for staff incentives and a full contribution to the employee retirement plan.</p>	<p>Budget \$12,503,000 (8.6% + Forecast / 7.3% + FY 25 Budget)</p> <p>Note: The budget provides for one (1) new position in support of our Sustainable Tourism programs.</p> <p>The budget also provides for a cost-of-living increase of 3% plus a 1% 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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General & Administrative Expenses

<p>Forecast \$2,895,000 (13% Below Budget)</p> <p>Note: Expenses for office supplies, telephone and office equipment maintenance are overall below budget in part due to our transition to a paperless environment. The IT staff continued to support all Bureau systems, ensuring in-house operations ran smoothly and securely. All applications were up-to-date and properly backed up with continued awareness of the high cyber-risk that is ever present.</p> <p>The F & 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&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: \$3,349,000 (15.7% + Forecast / = FY 25 Budget)</p> <p>Note: Funding has been provided for all office support functions, equipment leases and related maintenance. In addition, there are contingencies for software upgrades, cyber-security systems, firewalls and 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% 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. The approved headcount for F&A will remain unchanged for FY 26.</p>
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GREATER MIAMI CONVENTION & VISITORS BUREAU

Summary of Variance Analysis • Budget and Forecast • Fiscal Years 2024-2025 and 2025-2026

Forecast FY 2024-2025	Budget FY 2025-26
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Overhead

<p>Forecast \$1,920,000 (1.1% Below Budget)</p> <p>Note: Office rent and general insurance both came in under budget.</p> <p>Depreciation and Amortization is over budget 3.8% due to additional computer purchases being needed to support the new technology infrastructure of our new office space.</p>	<p>Budget \$2,091,000 (8.9% + Forecast / + 7.6% FY 25 Budget)</p> <p>Note: Office rent is increasing to reflect operating expense pass throughs for the full 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 and additional acquisitions in the prior year.</p>
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Other Expenses

<p>Forecast \$535,000 (3.6% Under Budget)</p> <p>Note: 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. Other funding commitments consist of: Support to the Miami-Dade County Economic Development & International Trade and the Miami-Dade County Film Office.</p>	<p>Budget: \$420,000 (21.5% Below Forecast / 24.3% Below FY 25 Budget)</p> <p>Note: Provisional funding for professional services such as legal, etc. to be paid on an "as needed" basis only. The Bureau entered into an agreement with a new audit firm, which will result in lower external audit annual fees. Includes funding for the Bureau's investment advisor (\$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 & International Trade \$100,000</p>
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Future Host City Commitments & Fund Balance Transfers

<p>Actual: \$3,895,000 Net</p> <p>Note: Provide Fund Balance Reserves for: \$1,400,000 Sales & Marketing Programs in FY 26</p> <p>Use Fund Balance Reserves for: \$1,500,000 Convention Sales Meeting Booking Incentives \$1,309,000 Sales & Marketing Programs in FY 26 \$2,486,000 Latin Grammys</p>	<p>Budget: \$8,570,000</p> <p>Note: Use Fund Balance Reserves for: \$2,000,000 Convention Sales Meeting Booking Incentives \$1,650,000 FIFA World Cup \$1,400,000 Sales & Marketing Programs in FY 26 \$1,000,000 World Baseball Classic \$900,000 College Football Playoffs National Championship \$870,000 Art Basel Awards Reception \$250,000 American Black Film Festival \$250,000 NHL Winter Classic \$250,000 IPW Ft. Lauderdale - Miami Opening Night Reception</p>
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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.

The GMCVB's Marketing & Tourism division showcases Greater Miami & Miami Beach as a premier destination for both leisure travelers and meetings, with a focus on generating new overnight stays.

Collaborating with every GMCVB division, the Marketing & Tourism team leads the stewardship of Miami's destination brand. Acting as the organization's in-house agency, the team manages the website, content, publications, advertising, social media, creative development, public relations and media outreach while engaging key audiences, such as: consumers, meeting planners, journalists, member partners, stakeholders and the travel trade.



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.

INTRODUCE A REFRESHED BRAND PLATFORM

Create and roll out a refreshed brand platform that unifies messaging and supports all organizational communications, ensuring consistency and impact across channels.

STRENGTHEN GROUP BUSINESS OUTREACH

Expand marketing initiatives aimed at the meetings and conventions sector to boost the destination's appeal by elevating awareness, generating stronger demand and increasing the destination's consideration among group planners.

LEVERAGE MAJOR EVENTS FOR GLOBAL VISIBILITY

Capitalize on the worldwide spotlight from marquee sports and music events in 2025 and 2026, along with other key tentpole moments, to position Greater Miami & Miami Beach as a must-visit destination and draw new visitors.

ATTRACT HIGH-VALUE VISITORS

Build on current efforts to continue to attract affluent and high-spending travelers with refined and targeted marketing initiatives. Continue to align with premium partners who share the same audiences.

FOSTER BRAND AND CONNECTION

Leverage 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 continue to grow our follower base across key social media platforms.



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



Greater Miami Convention & Visitors Bureau Compensation Analysis

For fiscal year ended September 30, 2025

Description	Public	Private	Total
Staff Wages, Salaries & Commissions	9,398,213	1,002,319	10,400,532
Payroll Taxes	551,999	44,850	596,849
Health/Dental/Vision/Life Insurance/Other	1,554,040	201,832	1,755,872
Employee 401-K Retirement Plan	919,574	163,117	1,082,692
Total Staff Compensation	12,423,826	1,412,118	13,835,944

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

Return of Organization Exempt From Income Tax

OMB No. 1545-0047

Form **990**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)
Do not enter social security numbers on this form as it may be made public.
 Go to www.irs.gov/Form990 for instructions and the latest information.

2023
 Open to Public Inspection

A For the **2023** calendar year, or tax year beginning **OCT 1, 2023** and ending **SEP 30, 2024**

B Check if applicable: Address change Name change Initial return Final return/terminated <input checked="" type="checkbox"/> Amended return Application pending	C Name of organization GREATER MIAMI CONVENTION & VISITORS 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	D Employer identification number 59-2383735
	E Telephone number (305) 539-3032	G Gross receipts \$ 57,468,324.
	F Name and address of principal officer: DAVID WHITAKER SAME AS C ABOVE	H(a) Is this a group return for subordinates? Yes <input checked="" type="checkbox"/> No H(b) Are all subordinates included? Yes No If "No," attach a list. See instructions
I Tax-exempt status: 501(c)(3) <input checked="" type="checkbox"/> 501(c)(6) (insert no.) 4947(a)(1) or 527	J Website: WWW.MIAMIANDBEACHES.COM	H(c) Group exemption number
K Form of organization: <input checked="" type="checkbox"/> Corporation Trust Association Other	L Year of formation: 1983	M State of legal domicile: FL

Part I Summary

	1 Briefly describe the organization's mission or most significant activities: TO PROMOTE GREATER MIAMI AND MIAMI BEACH AS A VISITORS DESTINATION FOR BUSINESS OR LEISURE.		
	2 Check this box if the organization discontinued its operations or disposed of more than 25% of its net assets.		
Activities & Governance	3 Number of voting members of the governing body (Part VI, line 1a)	3	49
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	49
	5 Total number of individuals employed in calendar year 2023 (Part V, line 2a)	5	77
	6 Total number of volunteers (estimate if necessary)	6	38
	7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	0.
	b Net unrelated business taxable income from Form 990-T, Part I, line 11	7b	0.
	Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year 45,723,680.
9 Program service revenue (Part VIII, line 2g)		3,146,937.	3,820,394.
10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)		1,451,001.	1,362,318.
11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		0.	0.
12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)		50,321,618.	51,752,408.
Expenses		13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)	0.
	14 Benefits paid to or for members (Part IX, column (A), line 4)	0.	0.
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	11,570,915.	12,846,359.
	16a Professional fundraising fees (Part IX, column (A), line 11e)	0.	0.
	b Total fundraising expenses (Part IX, column (D), line 25)	0.	0.
	17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	34,817,859.	36,156,383.
	18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	46,388,774.	49,002,742.
19 Revenue less expenses. Subtract line 18 from line 12	3,932,844.	2,749,666.	
Net Assets or Fund Balances	20 Total assets (Part X, line 16)	Beginning of Current Year 46,928,569.	End of Year 59,667,725.
	21 Total liabilities (Part X, line 26)	9,891,559.	17,158,127.
	22 Net assets or fund balances. Subtract line 21 from line 20	37,037,010.	42,509,598.

Part II Signature Block

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

Sign Here	Signature of officer JOSEPH YARZABAL, CFO & SVP, FINANCE & ADMIN. Type or print name and title	Date	
Paid Preparer Use Only	Print/Type preparer's name KRISTEN BARNETT	Preparer's signature <i>Kristen Barnett</i>	Date 10/21/25
	Firm's name RSM US LLP	Firm's EIN 42-0714325	Check if self-employed <input type="checkbox"/> PTIN P01234578
	Firm's address 1001 WATER ST. STE. 500 TAMPA, FL 33602	Phone no. 813-316-2300	

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: THE GREATER MIAMI CONVENTION & VISITORS BUREAU'S MISSION IS TO GENERATE TRAVEL DEMAND TO GREATER MIAMI AND MIAMI BEACH, TO MAXIMIZE ECONOMIC IMPACT TO OUR COMMUNITY, ENSURE INDUSTRY RESILIENCY, AND ELEVATE THE RESIDENT QUALITY OF LIFE.

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

Part IV Checklist of Required Schedules (continued)

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

Part V Statements Regarding Other IRS Filings and Tax Compliance

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

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

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

Table with columns for question number, question text, and Yes/No columns. Includes questions 2a through 17 regarding employee reporting, tax shelter transactions, and various organizational requirements.

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

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

Section A. Governing Body and Management

Table with 3 columns: Question, Yes, No. Rows include 1a (49), 1b (49), 2, 3, 4, 5, 6, 7a, 7b, 8a, 8b, 9.

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

Table with 3 columns: Question, Yes, No. Rows include 10a, 10b, 11a, 11b, 12a, 12b, 12c, 13, 14, 15a, 15b, 16a, 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.
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				446,839.	0.	87,093.
(2) ROLANDO AEDO COO	37.50			X				399,616.	0.	103,705.
(3) JOSEPH YARZABAL CFO	37.50			X				355,819.	0.	100,871.
(4) ALVIN L. WEST FORMER OFFICER (THRU 12/2023)	37.50						X	437,276.	0.	18,053.
(5) CAROL MOTLEY SVP CONVENTION SALES	37.50					X		313,420.	0.	58,883.
(6) GISELA MARTI SVP MKTG & TOURISM	37.50					X		263,609.	0.	61,114.
(7) ALEJANDRO BATISTA VP CONVENTION SALES	37.50					X		259,217.	0.	64,755.
(8) CONNIE KINNARD SVP MULTICULTURAL TOURISM	37.50					X		268,628.	0.	51,428.
(9) DONNA DEL GALLO SR. REGIONAL DIRECTOR	37.50					X		187,402.	0.	46,809.
(10) JULISSA KEPNER EXEC. COMMITTEE - CHAIR OF THE BOARD	1.00	X						0.	0.	0.
(11) GENE PRESCOTT EXEC. COMMITTEE - CHAIR EMERITUS	1.00	X						0.	0.	0.
(12) BRUCE OROSZ EXEC. COMMITTEE - IMMEDIATE PAST CHA	1.00	X						0.	0.	0.
(13) MUTLUHAN KUCUK EXEC. COMMITTEE - CONVENTION SALES C	1.00	X						0.	0.	0.
(14) ANTHONY BRUNSON EXEC. COMMITTEE - FINANCE & AUDIT CO	1.00	X						0.	0.	0.
(15) SUZETTE ESPINOSA FUENTES EXEC. COMMITTEE - MARKETING & TOURIS	1.00	X						0.	0.	0.
(16) YVETTE HARRIS EXEC. COMMITTEE - MULTICULTURAL TOUR	1.00	X						0.	0.	0.
(17) CHRISTINE VALLS EXEC. COMMITTEE - NOMINATING COMMITT	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) LAURA DOMINGUEZ EXEC. COMMITTEE - AT LARGE	1.00	X						0.	0.	0.
(19) FRANCESCA COVEY EXEC. COMMITTEE - AT LARGE	1.00	X						0.	0.	0.
(20) ERIC CARPENTER EXEC. COMMITTEE - AT LARGE	1.00	X						0.	0.	0.
(21) RICHARD FAIN PAST CHAIRS	1.00	X						0.	0.	0.
(22) STEVEN HAAS PAST CHAIRS	1.00	X						0.	0.	0.
(23) ADOLFO HENRIQUES PAST CHAIRS	1.00	X						0.	0.	0.
(24) THOMAS F. HEWITT PAST CHAIRS	1.00	X						0.	0.	0.
(25) DONALD E. LEFTON PAST CHAIRS	1.00	X						0.	0.	0.
(26) R. DONAHUE PEEBLES PAST CHAIRS	1.00	X						0.	0.	0.
1b Subtotal								2,931,826.	0.	592,711.
c Total from continuation sheets to Part VII, Section A								0.	0.	0.
d Total (add lines 1b and 1c)								2,931,826.	0.	592,711.

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 38

	Yes	No
3 Did the organization list any former officer, director, trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>	X	
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>		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		

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

SEE PART VII, SECTION A CONTINUATION SHEETS

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) CHRISTOPHER PERKS PAST CHAIRS	1.00	X					0.	0.	0.	
(28) MARIA SASTRE PAST CHAIRS	1.00	X					0.	0.	0.	
(29) STEPHEN SONNABEND PAST CHAIRS	1.00	X					0.	0.	0.	
(30) AUSTIN BAGWELL BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(31) RODNEY BARRETO BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(32) RICK BEASLEY BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(33) AMIR BLATTNER BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(34) WAYNE BRACKIN BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(35) SILVIA CAMAROTA BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(36) MICHAEL CHENG, PH.D., CHE BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(37) TERESA FOXX BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(38) EDUARDO JOSE GARCIA, JR. BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(39) KEON HARDEMON BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(40) MARLON HILL BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(41) CHRISTINE KING BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(42) RAUL LEAL BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(43) JUAN CARLOS LISCANO BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(44) PAUL LOWENTHAL BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(45) NAVIN MAHTANI BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(46) CAROLINE O'CONNOR BOARD OF DIRECTORS	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) FREDDIE PETERSON BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(48) MYLES PISTORIUS BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(49) JONATHAN PLUTZIK BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(50) ERIC POMS BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(51) OLGA RAMUDO BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(52) CHRIS ROLLINS BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(53) GRISETTE ROQUE-MARCOS BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(54) LEE SCHRAGER BOARD OF DIRECTORS	1.00	X					0.	0.	0.	
(55) STEVE ADKINS EX-OFFICIO	1.00	X					0.	0.	0.	
(56) RALPH CUTIE EX-OFFICIO	1.00	X					0.	0.	0.	
(57) SEAN FLETCHER EX-OFFICIO	1.00	X					0.	0.	0.	
(58) JORGE GONZALEZ EX-OFFICIO	1.00	X					0.	0.	0.	
(59) WENDY KALLERGIS EX-OFFICIO	1.00	X					0.	0.	0.	
(60) ERIC KNOWLES EX-OFFICIO	1.00	X					0.	0.	0.	
(61) LILIAM LOPEZ EX-OFFICIO	1.00	X					0.	0.	0.	
(62) IBIS ROMERO EX-OFFICIO	1.00	X					0.	0.	0.	
(63) ALFRED SANCHEZ EX-OFFICIO	1.00	X					0.	0.	0.	
(64) MARK TROWBRIDGE EX-OFFICIO	1.00	X					0.	0.	0.	
(65) HYDI WEBB EX-OFFICIO	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	
Contributions, Gifts, Grants and Other Similar Amounts	1 a	Federated campaigns	1a					
	b	Membership dues	1b					
	c	Fundraising events	1c					
	d	Related organizations	1d					
	e	Government grants (contributions)	1e					
	f	All other contributions, gifts, grants, and similar amounts not included above ...	1f	46,569,696.				
	g	Noncash contributions included in lines 1a-1f	1g	\$				
	h	Total. Add lines 1a-1f		46,569,696.				
Program Service Revenue	2 a	MEMBER PROGRAMS	Business Code	900099	2,231,322.		2,231,322.	
	b	MEMBERSHIP DUES	Business Code	900099	1,589,072.	1,589,072.		
	c							
	d							
	e							
	f	All other program service revenue						
	g	Total. Add lines 2a-2f			3,820,394.			
Other Revenue	3	Investment income (including dividends, interest, and other similar amounts)			1,207,289.		1,207,289.	
	4	Income from investment of tax-exempt bond proceeds						
	5	Royalties						
	6 a	Gross rents	6a	(i) Real				
				(ii) Personal				
	b	Less: rental expenses ...	6b					
	c	Rental income or (loss)	6c					
	d	Net rental income or (loss)						
	7 a	Gross amount from sales of assets other than inventory	7a	(i) Securities				
				(ii) Other				
					5,870,945.			
b	Less: cost or other basis and sales expenses	7b	5,715,916.					
c	Gain or (loss)	7c	155,029.					
d	Net gain or (loss)			155,029.		155,029.		
8 a	Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18	8a						
b	Less: direct expenses	8b						
c	Net income or (loss) from fundraising events							
9 a	Gross income from gaming activities. See Part IV, line 19	9a						
b	Less: direct expenses	9b						
c	Net income or (loss) from gaming activities							
10 a	Gross sales of inventory, less returns and allowances	10a						
b	Less: cost of goods sold	10b						
c	Net income or (loss) from sales of inventory							
Miscellaneous Revenue	11 a		Business Code					
	b							
	c							
	d	All other revenue						
	e	Total. Add lines 11a-11d						
12	Total revenue. See instructions			51,752,408.	1,589,072.	0.	3,593,640.	

Part IX Statement of Functional Expenses

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

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

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21 ...				
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	2,114,140.			
6 Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	8,059,351.			
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	865,230.			
9 Other employee benefits	1,229,582.			
10 Payroll taxes	578,056.			
11 Fees for services (nonemployees):				
a Management				
b Legal	208,170.			
c Accounting	62,400.			
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A), amount, list line 11g expenses on Sch O.)	223,423.			
12 Advertising and promotion	31,614,303.			
13 Office expenses	125,750.			
14 Information technology				
15 Royalties				
16 Occupancy	1,305,486.			
17 Travel				
18 Payments of travel or entertainment expenses for any federal, state, or local public officials ...				
19 Conferences, conventions, and meetings				
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	242,998.			
23 Insurance	155,043.			
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A), amount, list line 24e expenses on Schedule O.)				
a OFFICE EQUIP. MAIN.	945,899.			
b INTERLOCAL COMMITMENTS	800,000.			
c COMMISSIONS	166,695.			
d DUES & SUBSCRIPTIONS	75,275.			
e All other expenses	230,941.			
25 Total functional expenses. Add lines 1 through 24e	49,002,742.			
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <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)		(B)
		Beginning of year		End of year
Assets	1 Cash - non-interest-bearing		1	
	2 Savings and temporary cash investments	18,208,623.	2	12,351,459.
	3 Pledges and grants receivable, net		3	
	4 Accounts receivable, net	4,860,471.	4	4,845,260.
	5 Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use		8	
	9 Prepaid expenses and deferred charges	736,343.	9	4,018,384.
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 3,837,750.		
	b Less: accumulated depreciation	10b 1,819,751.		
	11 Investments - publicly traded securities	495,091.	10c	2,017,999.
	12 Investments - other securities. See Part IV, line 11	20,111,221.	11	24,108,278.
	13 Investments - program-related. See Part IV, line 11		12	
	14 Intangible assets		13	
	15 Other assets. See Part IV, line 11	2,516,820.	14	
16 Total assets. Add lines 1 through 15 (must equal line 33)	46,928,569.	15	12,326,345.	
		16	59,667,725.	
Liabilities	17 Accounts payable and accrued expenses	6,317,384.	17	3,038,680.
	18 Grants payable		18	
	19 Deferred revenue	1,046,236.	19	1,088,815.
	20 Tax-exempt bond liabilities		20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22 Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		22	
	23 Secured mortgages and notes payable to unrelated third parties		23	
	24 Unsecured notes and loans payable to unrelated third parties		24	
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D	2,527,939.	25	13,030,632.
	26 Total liabilities. Add lines 17 through 25	9,891,559.	26	17,158,127.
Net Assets or Fund Balances	Organizations that follow FASB ASC 958, check here <input checked="" type="checkbox"/> and complete lines 27, 28, 32, and 33.			
	27 Net assets without donor restrictions	32,926,694.	27	39,703,040.
	28 Net assets with donor restrictions	4,110,316.	28	2,806,558.
	Organizations that do not follow FASB ASC 958, check here <input type="checkbox"/> and complete lines 29 through 33.			
	29 Capital stock or trust principal, or current funds		29	
	30 Paid-in or capital surplus, or land, building, or equipment fund		30	
	31 Retained earnings, endowment, accumulated income, or other funds		31	
	32 Total net assets or fund balances	37,037,010.	32	42,509,598.
33 Total liabilities and net assets/fund balances	46,928,569.	33	59,667,725.	

Part XI Reconciliation of Net Assets

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

1	Total revenue (must equal Part VIII, column (A), line 12)	1	51,752,408.
2	Total expenses (must equal Part IX, column (A), line 25)	2	49,002,742.
3	Revenue less expenses. Subtract line 2 from line 1	3	2,749,666.
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	37,037,010.
5	Net unrealized gains (losses) on investments	5	2,722,922.
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain on Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	10	42,509,598.

Part XII Financial Statements and Reporting

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

- 1** Accounting method used to prepare the Form 990: Cash Accrual Other _____
If the organization changed its method of accounting from a prior year or checked "Other," explain on Schedule O.
- 2a** Were the organization's financial statements compiled or reviewed by an independent accountant? _____
If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both:
 Separate basis Consolidated basis Both consolidated and separate basis
- 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:
 Separate basis Consolidated basis Both consolidated and separate basis
- c** If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? _____
If the organization changed either its oversight process or selection process during the tax year, explain on Schedule O.
- 3a** 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? _____
- 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 _____

	Yes	No
2a		X
2b	X	
2c	X	
3a		X
3b		

Schedule B
(Form 990)

Department of the Treasury
Internal Revenue Service

Schedule of Contributors

Attach to Form 990, 990-EZ, or 990-PF.
Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2023

Name of the organization

GREATER MIAMI CONVENTION & VISITORS

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).

For Paperwork Reduction Act Notice, see the instructions for Form 990, 990-EZ, or 990-PF.

Schedule B (Form 990) (2023)

Name of organization GREATER MIAMI CONVENTION & VISITORS	Employer identification number 59-2383735
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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	<hr/> <hr/> <hr/>	\$ 9,090,505.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
2	<hr/> <hr/> <hr/>	\$ 37,479,191.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	<hr/> <hr/> <hr/>	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

Name of organization GREATER MIAMI CONVENTION & VISITORS	Employer identification number 59-2383735
---	--

Part II Noncash Property (see instructions). Use duplicate copies of Part II if additional space is needed.

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

Name of organization GREATER MIAMI CONVENTION & VISITORS	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	
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	

SCHEDULE D (Form 990)

Department of the Treasury Internal Revenue Service

Supplemental Financial Statements

Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b. Attach to Form 990.

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

OMB No. 1545-0047

2023

Open to Public Inspection

Name of the organization: GREATER MIAMI CONVENTION & VISITORS; 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.

Table with 2 columns: (a) Donor advised funds, (b) Funds and other accounts. Rows include: 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? (Yes/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? (Yes/No)

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

Table with 2 columns: Held at the End of the Tax Year. Rows include: 1 Purpose(s) of conservation easements held by the organization (check all that apply): Preservation of land for public use, Protection of natural habitat, Preservation of open space, Preservation of a historically important land area, Preservation of a certified historic structure; 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: 2a Total number of conservation easements, 2b Total acreage restricted by conservation easements, 2c Number of conservation easements on a certified historic structure included on line 2a, 2d Number of conservation easements included on line 2c acquired after July 25, 2006, and not on a historic structure listed in the National Register; 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 2d 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.

Table with 2 columns: \$. Rows include: 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.; 1b 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
 - b Scholarly research
 - c Preservation for future generations
 - d Loan or exchange program
 - e Other _____
- 4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.
- 5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

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

- 1a Is the organization an agent, trustee, custodian, or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No
- b If "Yes," explain the arrangement in Part XIII and complete the following table:
- | | Amount |
|---------------------------------|--------|
| c Beginning balance | 1c |
| d Additions during the year | 1d |
| e Distributions during the year | 1e |
| f Ending balance | 1f |
- 2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? Yes No
- b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in 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
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

- 2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:
- a Board designated or quasi-endowment _____ %
 - 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:
- | | Yes | No |
|--|--------|----|
| (i) Unrelated organizations? | 3a(i) | |
| (ii) Related organizations? | 3a(ii) | |
| b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R? | 3b | |
- 4 Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment

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

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements		1,169,691.	49,775.	1,119,916.
d Equipment		2,668,059.	1,769,976.	898,083.
e Other				
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, line 10c, column (B))				2,017,999.

Part VII Investments - Other Securities

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

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

Part VIII Investments - Program Related.

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

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

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	1,965,886.
(2) RIGHT OF USE LEASE ASSETS	10,360,459.
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, line 15, col. (B))	12,326,345.

Part X Other Liabilities

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

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) DEFERRED RENT - LONG TERM	11,064,746.
(3) EMPLOYEE DEF COMP LIABILITY	1,965,886.
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, line 25, col. (B))	13,030,632.

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.

1	Total revenue, gains, and other support per audited financial statements		1	54,656,164.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:			
a	Net unrealized gains (losses) on investments	2a	2,722,922.	
b	Donated services and use of facilities	2b	180,834.	
c	Recoveries of prior year grants	2c		
d	Other (Describe in Part XIII.)	2d		
e	Add lines 2a through 2d		2e	2,903,756.
3	Subtract line 2e from line 1		3	51,752,408.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b		
c	Add lines 4a and 4b		4c	0.
5	Total revenue. Add lines 3 and 4c . (This must equal Form 990, Part I, line 12.)		5	51,752,408.

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

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

1	Total expenses and losses per audited financial statements		1	49,183,576.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:			
a	Donated services and use of facilities	2a	180,834.	
b	Prior year adjustments	2b		
c	Other losses	2c		
d	Other (Describe in Part XIII.)	2d		
e	Add lines 2a through 2d		2e	180,834.
3	Subtract line 2e from line 1		3	49,002,742.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b		
c	Add lines 4a and 4b		4c	0.
5	Total expenses. Add lines 3 and 4c . (This must equal Form 990, Part I, line 18.)		5	49,002,742.

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 2021.

**SCHEDULE F
(Form 990)**

Department of the Treasury
Internal Revenue Service

Statement of Activities Outside the United States

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

Attach to Form 990.

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

OMB No. 1545-0047

2023

Open to Public
Inspection

Name of the organization

Employer identification number

GREATER MIAMI CONVENTION & VISITORS

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.

- 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
- For grantmakers.** Describe in Part V the organization's procedures for monitoring the use of its grants and other assistance outside the United States.
- 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	770,434.
SOUTH AMERICA	0	0	PROGRAM SERVICES	PROMOTION FOR EVENTS IN THE GREATER MIAMI AREA.	746,003.
NORTH AMERICA - CANADA AND MEXICO, BUT NOT THE UNITED STATES	0	0	PROGRAM SERVICES	PROMOTION FOR EVENTS IN THE GREATER MIAMI AREA.	29,248.
EAST ASIA AND THE PACIFIC	0	0	PROGRAM SERVICES	PROMOTION FOR EVENTS IN THE GREATER MIAMI AREA.	2,409.
3 a Subtotal	0	0			1,548,094.
b Total from continuation sheets to Part I	0	0			0.
c Totals (add lines 3a and 3b)	0	0			1,548,094.

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

Schedule F (Form 990) 2023

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 the 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 the 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 the 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 the 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 the 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 the Instructions for Form 5713; don't file with Form 990)* Yes No

**SCHEDULE J
(Form 990)**

Department of the Treasury
Internal Revenue Service

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest
Compensated Employees
Complete if the organization answered "Yes" on Form 990, Part IV, line 23.
Attach to Form 990.
Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2023

Open to Public
Inspection

Name of the organization GREATER MIAMI CONVENTION & VISITORS	Employer identification number 59-2383735
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Part I Questions Regarding Compensation

	Yes	No
1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items. <input type="checkbox"/> First-class or charter travel <input type="checkbox"/> Travel for companions <input type="checkbox"/> Tax indemnification and gross-up payments <input type="checkbox"/> Discretionary spending account <input type="checkbox"/> Housing allowance or residence for personal use <input type="checkbox"/> Payments for business use of personal residence <input type="checkbox"/> Health or social club dues or initiation fees <input type="checkbox"/> Personal services (such as maid, chauffeur, chef)		
b If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain	1b	
2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked on line 1a?	2	
3 Indicate which, if any, of the following the organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III. <input type="checkbox"/> Compensation committee <input checked="" type="checkbox"/> Independent compensation consultant <input checked="" type="checkbox"/> Form 990 of other organizations <input type="checkbox"/> Written employment contract <input type="checkbox"/> Compensation survey or study <input checked="" type="checkbox"/> Approval by the board or compensation committee		
4 During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:		
a Receive a severance payment or change-of-control payment?	4a	X
b Participate in or receive payment from a supplemental nonqualified retirement plan?	4b	X
c Participate in or receive payment from an equity-based compensation arrangement?	4c	X
If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.		
Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.		
5 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:		
a The organization?	5a	
b Any related organization?	5b	
If "Yes" on line 5a or 5b, describe in Part III.		
6 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:		
a The organization?	6a	
b Any related organization?	6b	
If "Yes" on line 6a or 6b, describe in Part III.		
7 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If "Yes," describe in Part III	7	
8 Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III	8	
9 If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?	9	

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

Schedule J (Form 990) 2023

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)	429,228.	0.	17,611.	43,500.	43,593.	533,932.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(2) ROLANDO AEDO COO	(i)	387,174.	0.	12,442.	43,500.	60,205.	503,321.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(3) JOSEPH YARZABAL CFO	(i)	340,367.	0.	15,452.	43,743.	57,128.	456,690.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(4) ALVIN L. WEST FORMER OFFICER (THRU 12/2023)	(i)	0.	0.	437,276.	0.	18,053.	455,329.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(5) CAROL MOTLEY SVP CONVENTION SALES	(i)	298,947.	0.	14,473.	41,213.	17,670.	372,303.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(6) GISELA MARTI SVP MKTG & TOURISM	(i)	252,751.	0.	10,858.	33,611.	27,503.	324,723.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(7) ALEJANDRO BATISTA VP CONVENTION SALES	(i)	258,569.	0.	648.	33,844.	30,911.	323,972.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(8) CONNIE KINNARD SVP MULTICULTURAL TOURISM	(i)	258,438.	0.	10,190.	34,580.	16,848.	320,056.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
(9) DONNA DEL GALLO SR. REGIONAL DIRECTOR	(i)	184,551.	0.	2,851.	22,321.	24,488.	234,211.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							

Part III Supplemental Information

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.

PART I, LINE 4A:

THE FORMER CFO RECEIVED A SEVERANCE PAYMENT FROM THE ORGANIZATION. HIS

RESPECTIVE COMPENSATION WAS PROPERLY REPORTED ON FORM 990, PART VII AND

SCHEDULE J, PART II.

THE TERMS AND CONDITIONS OF THE AGREEMENT ARE CONFIDENTIAL AND CAN BE MADE

AVAILABLE TO THE IRS UPON REQUEST. ALL AMOUNTS PAID DURING THE PERIOD

COVERED BY THIS RETURN, ARE APPROPRIATELY INCLUDED IN FORM 990, PART VII,

AND IN SCHEDULE J, PART II AS A PART OF REPORTABLE COMPENSATION REPORTED ON

HIS RESPECTIVE FORM W-2.

**SCHEDULE O
(Form 990)**

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.
Attach to Form 990 or Form 990-EZ.
Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2023

Open to Public
Inspection

Name of the organization

GREATER MIAMI CONVENTION & VISITORS

Employer identification number

59-2383735

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

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

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

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

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

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

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

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

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

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

FORM 990, PART VI, SECTION C, LINE 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

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

Schedule O (Form 990) 2023

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

FORM 990, AMENDED RETURN:

AN AMENDED FORM 990 IS BEING FILED TO CORRECTLY REFLECT THE NONTAXABLE

BENEFITS RECEIVED DURING CALENDAR YEAR 2023. THE AMOUNT OF HEALTH

INSURANCE BENEFITS WERE INADVERTENTLY DOUBLED ON THE ORIGINALLY FILED

FORM 990, SO THE FOLLOWING SECTIONS HAVE BEEN AMENDED.

PART VII, COLUMN (F)

SCHEDULE J, COLUMN (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 for instructions and the latest information.

OMB No. 1545-0047

2023

Open to Public Inspection

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

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

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

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

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity?	
						Yes	No
VISITOR INDUSTRY HUMAN RESOURCE DEVELOPMENT COUNCIL, INC. (VIC) - 65-0329273, 201 SOUTH BISCAYNE BLVD, SUITE 2200, MIAMI, FL 33131	SCHOLARSHIPS TO MINORITY AND MENTORING	FLORIDA	501(C)(3)	LINE 12A, I			X

Part III Identification of Related Organizations Taxable as a Partnership. Complete if the organization answered "Yes" on Form 990, Part IV, line 34, because it had one or more related organizations treated as a partnership during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	

Part IV Identification of Related Organizations Taxable as a Corporation or Trust. Complete if the organization answered "Yes" on Form 990, Part IV, line 34, because it had one or more related organizations treated as a corporation or trust during the tax year.

(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.

1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?

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

	Yes	No
1a		X
1b		X
1c		X
1d		X
1e		X
1f		X
1g		X
1h		X
1i		X
1j		X
1k		X
1l		X
1m		X
1n		X
1o		X
1p		X
1q		X
1r		X
1s		X

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

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

**Application for Extension of Time To File an Exempt Organization
Return or Excise Taxes Related to Employee Benefit Plans**

Department of the Treasury
Internal Revenue Service

File a separate application for each return.
Go to www.irs.gov/Form8868 for the latest information.

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

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.

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.

Part I - Identification

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

Enter the Return Code for the return that this application is for (file a separate application for each return) 0 1

Application Is For	Return Code	Application Is For	Return Code
Form 990 or Form 990-EZ	01	Form 4720 (other than individual)	09
Form 4720 (individual)	03	Form 5227	10
Form 990-PF	04	Form 6069	11
Form 990-T (sec. 401(a) or 408(a) trust)	05	Form 8870	12
Form 990-T (trust other than above)	06	Form 5330 (individual)	13
Form 990-T (corporation)	07	Form 5330 (other than individual)	14
Form 1041-A	08		

• After you enter your Return Code, complete either Part II or Part III. Part III, including signature, is applicable only for an extension of time to file Form 5330.

• If this application is for an extension of time to file Form 5330, you must enter the following information.

Plan Name _____
 Plan Number _____
 Plan Year Ending (MM/DD/YYYY) _____

Part II - Automatic Extension of Time To File for Exempt Organizations (see instructions)

The books are in the care of JOSEPH YARZABAL
 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, 2025, to file the exempt organization return for the organization named above. The extension is for the organization's return for:

calendar year 20____ or
 tax year beginning OCT 1, 2023, and ending SEP 30, 2024

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

3a If this application is for Forms 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits. See instructions.	3a	\$	0.
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.	3b	\$	0.
c Balance due. Subtract line 3b from line 3a. Include your payment with this form, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions.	3c	\$	0.

For Privacy Act and Paperwork Reduction Act Notice, see instructions.

Greater Miami Convention & Visitors Bureau

Travel & Entertainment Expenditures

For fiscal year ended September 30, 2025

Description	Total
Sales & Promotional Programs - Travel & Lodging	738,299
Sales & Promotional Programs - Meals & Entertainment	2,157,377
Destination Fam Tours & Site Visits - Travel, Lodging, Meals, etc.	453,817
Total Travel & Entertainment Expenses	<u>3,349,493</u>