

STRENGTHENING SMALL BUSINESS TOURISM CAPACITY & CREATING AWARENESS

GMCVB Multicultural Tourism & Development

Presented by

Petra Brennan, Director of Tourism Business Enhancement



TOURISM BUSINESS ENHANCEMENT INITIATIVE



ADVOCATE



SUPPORT



STRENGTHEN

TOURISM BUSINESS ENHANCEMENT

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



TOURISM BUSINESS ENHANCEMENT: INITIATIVES



Entrepreneur small
business training



Professional business
workshop series



GMCVB partnership
development and
engagement



Educational resource



Advocacy and
community outreach

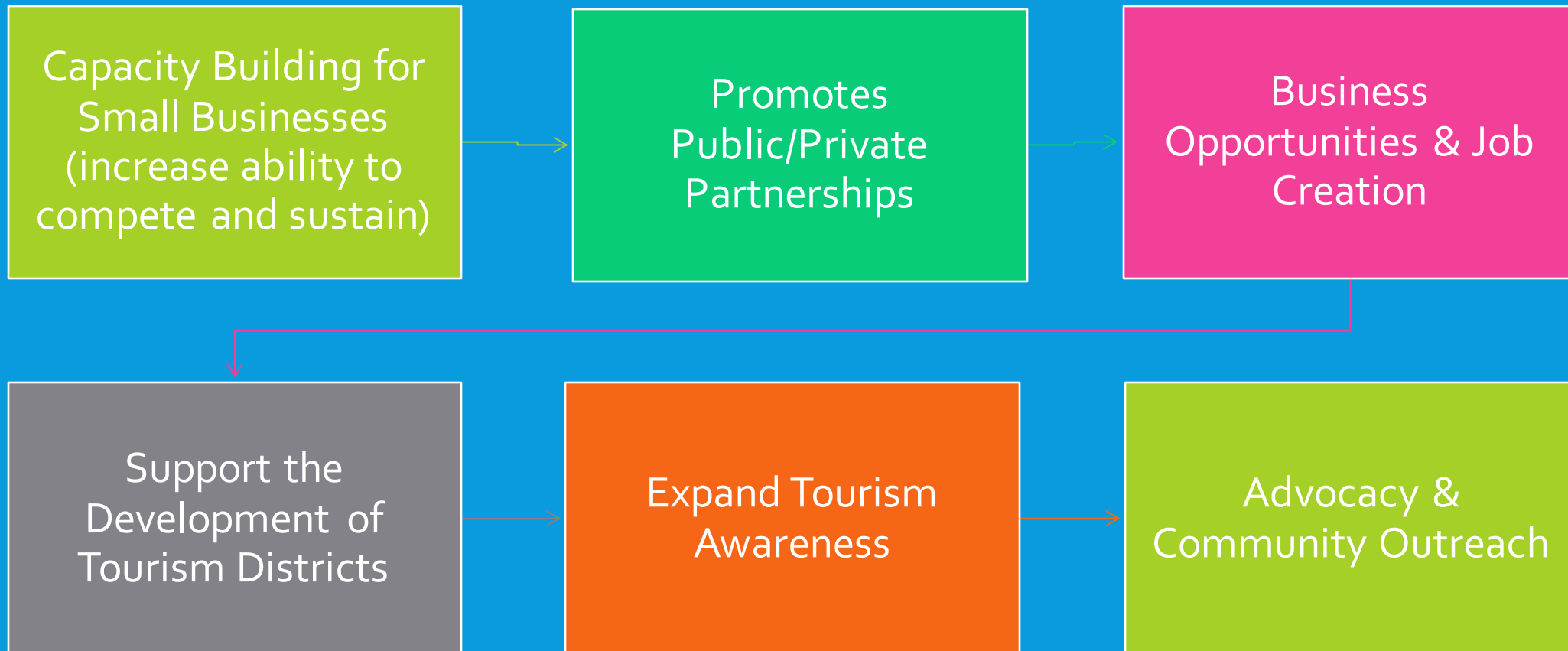
TOURISM BUSINESS ENHANCEMENT: SMALL BUSINESS INITIATIVES

- Entrepreneur Small Business Training
- Professional Business Workshop
- GMCVB Partnership Development and Engagement
- Educational Resource & Enrichment Program Referrals

TOURISM BUSINESS ENHANCEMENT: SMALL BUSINESS INITIATIVES

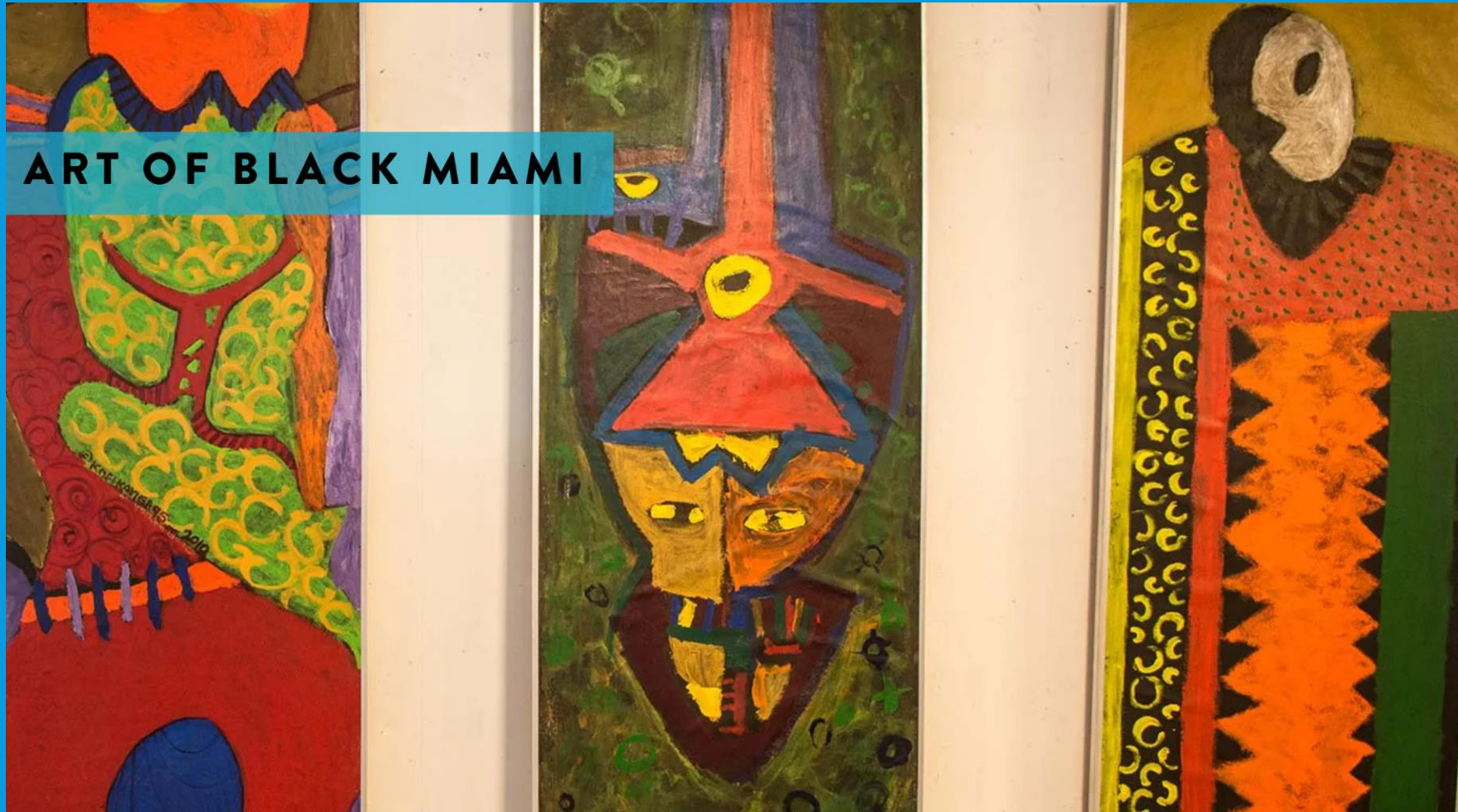
- Advocacy and Community Outreach
- Technical Assistance
- Strategic Marketing Support
- Resource & Support

TOURISM BUSINESS ENHANCEMENT: IMPACT



- **MISSION:**

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



ART OF BLACK MIAMI: EFFECT



ECONOMIC DRIVER



DESTINATION DRIVER
FOR COMMUNITIES



JOB CREATION



PROMOTES DIVERSITY



SOCIAL
CHANGE

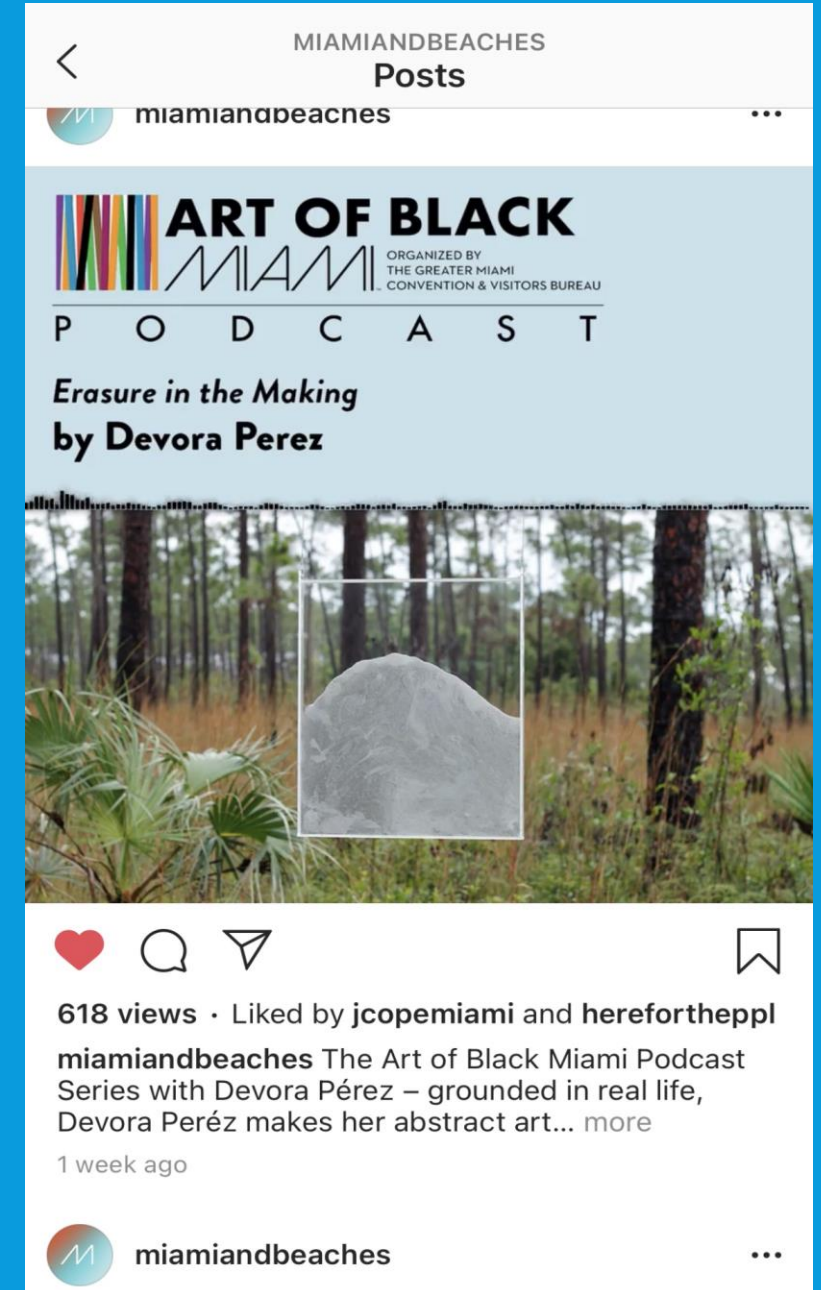


DIVERSIFY THE TOURIST
EXPERIENCE

ARTTALK: Creative Conversation



Podcast Series





ART OF BLACK MIAMI MARKETING STRATEGIES



ART OF BLACK MIAMI KICK- OFF EVENTS

Hard Rock Stadium 2019



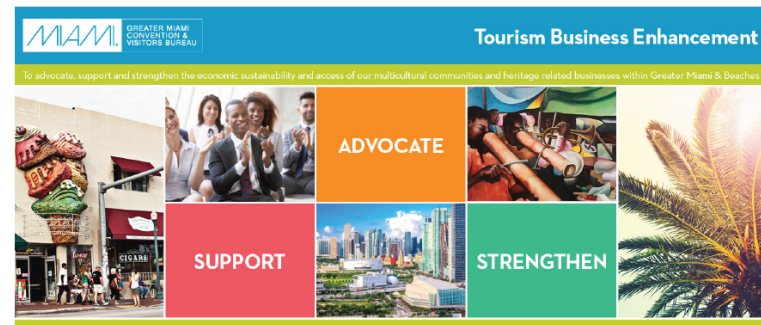
FUTURAMA Little Havana 2016



Virtual Kick with Nikki Giovanni 2020

SMALL BUSINESS WORKSHOPS

MBF Miami Bayside Foundation



MBF Miami Bayside Foundation

Ready to take your business to the next level?
Then sharpen your entrepreneurial skills while
learning how to prepare to access capital.

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

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

WHEN
14 sessions: March 2, 3, 4, 9, 10, 11, 16, 17, 18, 23, 24, 25, 31.
Graduation is on April 1, 2021
Each session is from 6:00 p.m. to 8:00 p.m.

WHERE
ZOOM platform

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

APPLY
Email Petra@gmcbv.com or call 305-539-3126

Deadline February 1, 2021

SPONSORED BY:

Citi Foundation



SYLLABUS

Session 1 & 2
Understanding Your Business:
Mission Statement & Branding

Session 3 & 4
Developing Your Business:
Business Plan & Market Analytics

Session 5
Establishing Your Business
Structure

Session 6
Understanding Financial
Statements

Session 7
Credit & Financing

Session 8
Financial Projections

Session 9 & 10
Digital Marketing:
Social Media & SEO

Session 11, 12, 13
Business Resources:
Certifications, Procurement,
Trademarks & Copyrights, &
Zoning.

Session 14
Presenting to Lenders

SMALL BUSINESS WORKSHOPS



GMCVB Tourism Business Enhancement Presents: Doing Business Online E-Commerce Master Class

Join us for this interactive master class led by industry experts as they guide us through a deep dive session for entrepreneurs seeking to launch and or scale online. Applying in-depth best practices along with step by step instructions, participating small businesses will be tooled with necessary training to grow their businesses as well as create an additional source of revenue stream.

Topics will include:

- Guidelines in building a website and doing business online
- Free and accessible tools and platforms for e-commerce
- Monetizing your online presence
- Step-by-step online buildout and back-end tools
- Sales funnels and email marketing priorities

This invitation is extended to small businesses directly and indirectly related to tourism, nonprofit organizations, artists and creative entrepreneurs. Limited seats are available.

Prior to the start of the class, confirmed attendees will be sent a link to participate in a short survey to assess the stage of their businesses and priority needs.

Date & Time:

Thursday, April 15, 2021
9:00 a.m. – 1:00 p.m.



GMCVB *Tourism Business Enhancement* Program Presents: The Comeback - Making a Business Shift to the New Reality

Just as planning was essential when you first opened or started your business, staging a successful post-COVID-19 comeback is essential. The shift to your "new reality" will also depend on your ability to be proactive, creative, positive and flexible all while considering profitability.

As more businesses begin to open in the weeks ahead, they must carefully prepare for many unknowns. This webinar will address various stages of opening and how to navigate the many changes that lie ahead in the retail, restaurant, service and overall tourism industry.

Date & Time:

Wednesday, May 27, 2020
4:00 p.m. – 5:00 p.m.

Hosted via Zoom - Virtual meeting details provided after registration.

MEDIA COVERAGE

TRAVEL+ LEISURE

Enjoy Interactive Artwork, Pop-up Galleries, Artist Meet and Greet, and More at Art of Black Miami

Inside Art of Black Miami, a month-long experience spotlighting Black artists.

BY DARRALYNN HUTSON | JANUARY 11, 2021



CREDIT: ASHLEY JIMENEZ-GONZALEZ OF CAMMA CONNECTED

Each year, Miami's Art Basel adds more artistic experiences that reach across the city's neighborhoods and include Black artists. Events happening in Overtown, Brownsville, and Little Haiti draw attention to artists and entrepreneurs that largely get ignored by mainstream art buyers and appreciators. This year, while under pandemic guidelines, I spent three days

Travel + Leisure (U.S)

January 11, 2021

Circulation: 974,972

MONDAY, JANUARY 18, 2021
MIAMIHERALD.COM

Miami Herald

FACEBOOK.COM/MIAMIHERALD
TWITTER.COM/MIAMIHERALD

3A

Local & State



PHOTOS BY SAM NAWARO | Special to the Miami Herald

MARTIN LUTHER KING JR. DAY

MLK Day events, celebrations in Broward, Miami-Dade

BY DEVOUN CETOUTE
AND CARLI TEFROFF
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Martin Luther King Jr. Day is the only national holiday designated as a national day of service, to reflect King's legacy as a religious leader, educator and civil-rights leader.

And while things have changed this year because of the COVID-19 pandemic, organizations, schools and other groups are finding ways to honor King, whose birthday was Jan. 15, 1929. He would have turned 92 on Friday.

"Dr. Martin Luther King Jr. had an immeasurable and major impact on our country, pursuing racial and social justice. His legacy continues to inspire subsequent generations of future leaders as we continue to fight to end racial injustice," said

Free Food Giveaway
from 1-4 p.m. at Bethel Apostolic Temple, 1855 NW 119th St. The giveaways on the first and third Monday of each month will continue. Attendees are asked to stay in their cars and open their trunks to volunteers.

BROWARD

• **HandsOn Broward**, a nonprofit organization, will host the Martin Luther King Jr. Virtual Day of Service 2021. From 9 a.m. to 3 p.m. with five sessions via Zoom focusing on hunger, sustainability, financial literacy, teen volunteers and animal welfare. For more information, visit handsonbroward.org.

• **The City of Tamarac** will hold a virtual presentation featuring Broward Circuit Judge George Odom Jr., who will speak about "Keep

ARTWORK FOCUSES ON THE BLACK EXPERIENCE

In honor of Martin Luther King Jr. Day, Kimpton South Beach hotels in the Miami area paid homage to the holiday by hosting local artist pop-up events over the long weekend. The event is in partnership with the Greater Miami Convention & Visitors Bureau. Above, Miami-based artist SONA stands next to two of her paintings at the Palomar South Beach Hotel in Miami Beach. At right: Haitian-American photographer Isaie "Zeek" Mathias shows his work at Anglers Hotel. His artwork explores themes central to Haitian culture and the broader African diaspora.



MEDIA COVERAGE

The Miami Times

07/21/2021 Unique Monthly Visitors (UMV): 30,360

[Link to Digital Story](#)

Miami businesses come back stronger

A vaccinated world brings clientele and nurtures innovation

• [Rocio Masó](#)
• Jul 20, 2021 • Updated 2 days ago



Akino West and Janice Rose (L-R), owners of The Copper Door B&B. (The Copper Door B&B)

"The world didn't know how long this was going to last for. But eventually, we had no occupancy," said co-owner Janice Rose.

Rose and co-owner/chef Akino West – the two are married – first opened their doors in 2018 after coming across the boarded up [Dignity Hotel](#).

"This building had 22 guestrooms, 22 bathrooms and it was this opportunity to make a boutique setting out of it. It made sense coming on to the project and investing all that we had into this bed-and-breakfast," Rose said.

West worked at the internationally top-rated restaurant Noma in Denmark among other restaurant ventures; Rose is an alumna of the Culinary Institute of America in New York who also pursued different restaurant ventures both nationally and internationally.

With yearly events like Art Basel and Ultra attracting travelers to the city, the couple tries to showcase unique experiences aside from the activities that brought them here.

"We tend to steer people in the path of the Miami River, Little Haiti, Little Havana and obviously [Gallup](#)," Rose said. "In the more activities and the more things happening around, we're able to say, this is a great place to go to, this is a local-only type of spot. Miami becomes more well-rounded for those that anticipated laying on the beach all day."

When the coronavirus pandemic forced businesses to shut their doors in March of last year, the timing couldn't have been worse for [Lil Greenhouse Grill](#).

Three months prior to the mandate on in-person restaurant dining, Oprah Winfrey visited the soul food spot, leading to a swarm of customers and a huge uptick in business.

"We were coming off of what was projected to be our biggest year yet," said Nicole Gates, owner of the [Copper](#) restaurant, and noted that the restaurant was so busy at the time, it was open seven days a week.



Nicole Gates and business partner and chef Karim Bryant in front of their restaurant, Lil Greenhouse Grill. (Courtesy of Nicole Gates)

"Talk about an up-and-down situation. Emotionally, it was a little bit traumatic for me because you have all of these expectations and then, within 90 days, these expectations are just crushed," she said.

The restaurateur, alongside her business partner and chef Karim Bryant, ran a food truck in 2013 under the same name, which came from their dream of wanting to build a restaurant.



Breakfast served at The Copper Door B&B. (The Copper Door B&B)

Rose and West work at the bed-and-breakfast seven days a week. They offer an all-day breakfast menu with a few lunch options, including dishes like chicken and waffles, lemon ricotta pancakes and scrambled toast.

"Things are definitely better," she said. "The bulk of our occupancy comes from cruises, so I really think that we'll see a significant shift once that returns and hopefully in the safest way possible. But until then, (we've) just trying to stay afloat as much as possible and just anticipating it getting even busier."

Resilience & reinvention



8BB

AN INDEPENDENT SUPPLEMENT BY M•I•A MEDIA & COMMUNICATIONS GROUP TO THE MIAMI HERALD

WEDNESDAY, JUNE 23, 2021

GREATER MIAMI CONVENTION & VISITORS BUREAU

Tourism Capacity Building Key to Sustaining Heritage Neighborhoods



BY CONNIE KINNARD

Now more than ever, the community must continue the camaraderie shown during the pandemic when it relates to helping businesses survive and thrive. What can you do?

I challenge everyone, whether it's personally or through your professional channel to be proactive and intentional about finding ways to support our local shops, restaurants, and local companies. The GMCVB has an ongoing focus of Tourism Business Enhancement, which

works to elevate small and multicultural businesses in Miami's heritage communities directly or indirectly affecting the hospitality industry.

Not many convention bureaus across the U.S. have programming to work directly with businesses in the community, and none that I know of are taking the approach that we have at the GMCVB. It is important that we do our part by being a catalyst to economic growth to all of the county.

The official mission of our TBE program is to facilitate initiatives that advocate, support, and strengthen the economic sustainability and access of our multicultural communities and heritage-related businesses within Greater Miami.

Some of the projects we offer or collaborate on are entrepreneur small business training, professional business workshops, GMCVB Partnership development, new business referral and vendor opportunities, educational resources and enrichment program referrals, advocacy and community outreach, technical assistance, strategic

marketing support and several opportunities under the Art of Black Miami marketing platform.

We lead efforts and we collaborate to get the above items implemented. There are a couple key collaborations with the Miami Bayside Foundation and the Beacon Council that are pivotal at this point of post COVID-19 recovery.

Through our partnership with the MBF, we refer businesses from our stakeholder bank to be a part of their small business training.

The partnership with the MBF is important because it provides a workshop series for businesses to attend and learn or get a refresher on foundational business operations. It was designed to help owners and organizations operate more profitably and leverage the promotional support of the GMCVB.

One of our newest collaborations is with the Beacon Council. Through the Multicultural Department, we are participating with the Beacon Council's Small Business XCEerator Program by referring businesses and serving

as an advocate organization to the participants.

The goal of the program is to assist Black and Latinx businesses with under 10 employees and less than 500K in revenue per year. In addition, the program provides technical assistance and resources over the next three years through the Rockefeller Foundation Grant track to those selected.

The impact of these efforts take time, but we know from the feedback of the participants that the programs provided have been beneficial to their businesses.

A key area of impact is the capacity building focus, which helps to increase the ability to compete and sustain as well as job creation.

For more information about the GMCVB's Tourism Business Enhancement resources/opportunities, visit the website at www.multiculturalmiami.com or for events, tourist activities happening in Miami-Dade visit the general website at www.miamiandbeaches.com.

BUSINESS OPPORTUNITIES

- Catering & Food Services
- Audio Visual Services
- Photography Services
- Printing & Business Services
- Cultural & Arts Entertainment
- Transportation Services
- Special Events Services
- Media/Marketing & Public Relations Services
- Workshop Trainers
- Venue & Facilities Rental
- Art Activation Services
- Attraction & Tour Services





TOURISM IS EVERYBODY'S BUSINESS

TOURISM IS SMALL BUSINESS

TOURISM BUSINESS ENHANCEMENT INITIATIVE



ADVOCATE



SUPPORT



STRENGTHEN

THANK YOU

How Can Your Tourism Bureau Continue To Support Your Needs?



WE'D LOVE TO HEAR FROM YOU

**STRENGTHENING SMALL BUSINESS
TOURISM CAPACITY & CREATING AWARENESS**



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