Dear Reader,

It is our pleasure to present to you the GMCVB’s Communications clipping report for the month of July 2020. Within these pages you will be given a firsthand look at the results garnered by the efforts of the Communications Team at The Greater Miami Convention & Visitors Bureau.

The Communications Activity report is constructed of four sections:

- **Key Performance Indicators**: Illustrates the circulation, media impressions, advertising equivalency, and social media mentions for Greater Miami and The Beaches. These results are presented both as year-to-date and monthly figures.

- **Activity Summary Report**: This section provides you an in-depth view at the activities for the month.

- **Clippings**: The results of the media team’s efforts are captured in this section where you will find the all the press clippings resulting for the given month. Clippings are listed in order by the following markets: USA and Canada, Local/Corporate Communication. Due to the COVID-19 pandemic, the GMCVB paused relationships with most of its global PR agencies. Therefore, this month’s report includes only clippings from the US/Canada and Local/Corporate Communication markets.

It is an absolute privilege promoting Greater Miami and The Beaches to the world through our domestic and international public relations efforts. If you have any questions about this report please feel free to reach the Communications Team directly at 305.539.3084.

Sincerely,

William D. Talbert, III, CDME
President & CEO

Jennifer Diaz
Vice President of Communications
Note: The Key Performance Indicators (KPI) section provides you with a snapshot view of the results garnered by the efforts of the communications department during the month of July 2020.

### Key Performance Indicators

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NOTE: This section contains descriptions of all activities involving the media relations & promotions team throughout the month.

COMMUNICATIONS DIVISION
Activity Summary Report
July 2020

CORPORATE COMMUNICATIONS:

- **MIAMIAN WHO SHINE: WILLIAM AND MAC OSBORNE** – July 5, 2020: As part of the GMCVB’s tourism recovery campaign, Miami Shines, the GMCVB honors individuals who have helped Miami “Shine” during the Covid-19 Pandemic through their extraordinary efforts. In response to the COVID-19 pandemic, Will and Mac Osborne founded Meals for Heroes Miami, a not-for-profit, donation-based organization created to feed the stressed and exhausted first responders risking their lives daily while providing revenue and protecting jobs at restaurants throughout Miami-Dade County. Later partnering with the Miami Beach Chamber of Commerce and the Greater Miami Convention & Visitors Bureau through its Miami Eats program, Meals for Heroes Miami has provided thousands of meals to hospital emergency rooms and ICUs, EMS and first responder teams, and COVID-19 mobile testing centers with fresh meals cooked and prepared by local Miami restaurants and caterers. GMCVB Communications organized the interview, handled all interview preparations and prepared statements to announce the honor which were distributed via the What's Happening Newsletter, Stakeholder communications and through social media posts.

- **MIAMIAN WHO SHINE: MICHAEL CHENG - DEAN, F.I.U. CHAPLIN SCHOOL OF TOURISM & HOSPITALITY MANAGEMENT** – July 13, 2020: As part of the GMCVB’s tourism recovery campaign, Miami Shines, the GMCVB honors individuals who have helped Miami “Shine” during the Covid-19 Pandemic through their extraordinary efforts. Michael Cheng, Dean of the F.I.U. Chaplin School of Tourism & Hospitality Management was recognized for helping to establish the SOBEWFF® & FIU Chaplin School Hospitality Industry Relief Fund. GMCVB Communications organized the interview, handled all interview preparations and prepared statements to announce the honor which were distributed via the What’s Happening Newsletter, Stakeholder communications and through social media posts.

- **MIAMIAN WHO SHINE: STEPHEN SHELLEY, CEO & PRESIDENT, FARM SHARE** – July 19, 2020: As part of the GMCVB’s tourism recovery campaign, Miami Shines, the GMCVB honors individuals who have helped Miami “Shine” during the Covid-19 Pandemic through their extraordinary efforts. Farm Share and its President and CEO Stephen Shelley was recognized for providing food to those in need during the Covid-19 Pandemic. As a disaster relief organization, Farm Share has a history of responding to disasters and since March 21st, at the beginning of the pandemic, the organization has distributed more than 43 tons of food to people in need across the state of Florida.
MIAMI BEACH CHAMBER OF COMMERCE “BADASS WOMEN AWARD” – July 30, 2020: The Communications Team submitted the nomination of Connie Kinnard, GMCVB Vice President of the Multicultural Tourism Development Department (MTDD) for the Greater Miami Beach Chamber & City National Bank Badass Women of The Year (BWOTY) Award in the category of Diversity, Inclusion & Equity. The Team followed up the nomination with an application citing her leadership and personal impact in the travel industry and her years of experience in multicultural tourism sales and development.

MEDIA ASSISTANCE:

Local Media:

• MIAMI TODAY (U.S./Local) July 6, 2020: GMCVB Communications organized an interview between GMCVB Chief Operating Officer, Rolando Aedo and Miami Today reporter Kylea Henseler, who was covering the reopening of hotels in Miami and the recovery of our hospitality industry as well as the immediate and longer-term future of the industry and the GMCVB’s role in that recovery. The Team provided speaking points and updated research data for the interview.
• MIAMI TODAY (U.S./Local) July 13, 2020: GMCVB Communications assisted Miami Today reporter Abraham Galvan who was working on a story about how restaurants are adjusting to new county safety rules and regulations restricting indoor dining and how will this new rule affect restaurants that do have outdoors seating verses those that don't have that option. The Team assisted the writer by arranging Chef interviews to learn how restaurant owners and management are doing now to readjust and making it work.
• NBC6/WTVJ (U.S./Local) July 13, 2020: GMCVB Communications Team organized an interview between GMCVB Chief Operating Officer, Rolando Aedo and NBC6 reporter Steve Litz who was doing a story about hotel industry impact tied to news that The Clevelander was closing temporarily. The Team provided him with research data on the current state of hotel bookings and arranged the interview during which Rolando spoke about the GMCVB Miami Shines hotel packages and special offers.
• Miami Herald (U.S./Local) July 28, 2020: GMCVB Communications Team organized an interview between GMCVB Chief Operating Officer, Rolando Aedo and Miami Herald reporter, Rob Wile who was working on a story about hotel performance due to recent upticks in Coronavirus cases in Miami. The Team provided updated occupancy figures and other relevant data in preparation for the interview.

U.S./Canada:

• CTV TELEVISION NETWORK/VANCOUVER (U.S./Canada) July 7, 2020: GMCVB Communications secured a virtual happy hour broadcast travel segment with influencer Natalie Preddie for CTV Television Network, a Canadian English-language terrestrial television network and Canada's largest privately-owned television network. The virtual happy hour segment aired the following week and included segments about Wynwood and Zoo Miami. The Team provided b-roll for the segment.
• USA TODAY GOESCAPE FLORIDA/CARIBBEAN (U.S./Canada) July 14, 2020: GMCVB Communications Team organized an interview between GMCVB Chief Operating Officer, Rolando Aedo and Lisa Beach, a freelance writer working on assignment for USA TODAY GoEscape
Florida/Caribbean magazine. The article, tentatively titled “Miami’s Reopening Outlook: Tourism & Hospitality Officials Open Up About the Future of Travel,” will focus on Miami’s comeback during COVID-19. The forward-looking piece will address the reopening phases and protocols as well as what’s open for business and what’s not. The issue, which will have a focus on winter travel, will be available on newsstands from Aug. 31 through mid-October 2020.

Europe:

- **SMQ-SEÑOR MARQUÉS** (Spain) July 2, 2020: GMCVB Communications Team assisted Pilar Ortega, a journalist preparing a special Tourism & Leisure issue for the Spanish luxury magazine *SMQ-SEÑOR MARQUÉS*, with a section dedicated to Miami. *SMQ* is a 500-page glossy magazine aimed at an elite Spanish target market with a print publication of 15,000 copies and an audience is 36,000 readers. The magazine does not have an online version and has a price of €50 per copy with distribution available only by subscription. *SMQ* annually organizes the Autobello contest in Barcelona, Madrid, Marbella and Bilbao, an international contest where attendees compete not only with their sports car, but also with their high-end watches.

- **THE TELEGRAPH** (UK) July 7, 2020: GMCVB Communications Team assisted The Telegraph provided destination info for an article about U.S. cities reopening titled “Can I visit the US? The latest advice as the country is placed on the ‘red’ list.” Recently named as the UK’s leading quality news brand, The Telegraph has a print circulation of 317,817 and its digital content reaches 25 million unique users across the UK.

- **GAYTRAVEL TV** (Germany) July 28, 2020: GMCVB Communications Team assisted Phil Hollister, working on updating Miami content and video for GayTravel TV in their efforts to help gay travel recover. GayTravel TV is building a resource for travelers that will contain the biggest video archive for travel inspiration and an amazing image archive of gay travel destinations, gay friendly hotels, gay prides, gay parties, and more.

MEDIA VISITS:

US/Canada

- **OUTCOAST.COM** (U.S./Canada) July 3-5, 2020: GMCVB Communications assisted Rachel Covello, publisher of OutCoast.com, Gay Florida Travel Online Magazine who hit the road to promote LGBTQ Florida road trips that highlight solo travel and safe travel during this unprecedented time. Rachel was in Miami to do research for this coverage and visited LGBTQ-inclusive hotels, restaurants and attractions.

WEBSITE/CONTENT ASSISTANCE:

- **ARTICLE FACT CHECKING**: GMCVB Communication Team assisted in fact checking/updating various articles to keep content on the GMCVB website up-to-date and fresh.

- **VIRTUAL MIAMI PROGRAMMING**: GMCVB Communications Team assisted in writing descriptions for Virtual Miami programming being rolled out on the GMCVB website for the Miami Shines recovery campaign.
Note: The following section contains a clip report spreadsheet with the quantitative results of the coverage secured by the Communications team for the month of **July 2020**. Following the clip report spreadsheet, you will find the clippings associated with the clip report, if you have any questions please feel free to reach out to us.
Note: The following section contains a clip report spreadsheet with the quantitative results of the coverage secured by the Communications team for the month of July 2020. Following the clip report spreadsheet you will find the clippings associated with the clip report, if you have any questions please feel free to reach out to us.

### MEDIA RELATIONS CLIPPING REPORT FOR THE MONTH OF JULY 2020

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**TD Ameritrade**
**The Real Deal**
**NBC Miami**
**WSVN 7 News**
**PureWow**
**Local 10**
**Miami New Times**
**BizBash**
**Marketers Media**
**WLRN**

you will find the clippings associated with the clip report, if you have any questions please feel free to reach out to us.
<table>
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<th>Date</th>
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**Local/Corporate Communications**

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**MICE Coverage**

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U.S. & Canada
With no indoor dining, Greater Miami CVB looks to ‘spice’ things up

July 28, 2020

MIAMI-DADE COUNTY, Fla. – In response to new emergency orders prohibiting indoor dining in Miami-Dade County restaurants, the Greater Miami Convention & Visitors Bureau (GMCVB) is looking to ‘spice’ it up.

The GMCVB has adapted the Miami Spice Restaurant program to promote those participants are offering to-go as well as outdoor dining for their prix-fixe meals which include appetizer, main course, and dessert for $25 lunch/brunch and $39 dinner.

The new Miami Spice options complement the existing and award-winning Miami Eats program developed by the GMCVB in April when local restaurants experienced their first wave of closures. The program was recently recognized for promoting hundreds of restaurants’ takeout and delivery services throughout Greater Miami and the Beaches.

More than 100 restaurants are participating in Miami Spice with an outdoor dining option and more than 60 are now offering Miami Spice To-Go. The Miami Spice webpage offers easy to use filters allowing users to search participating restaurants by neighborhood and cuisine type as well as those offering to-go menus.

A similar approach is used with the Miami Eats webpage, which provides a list of more than 1,200 restaurants offering takeout and delivery of their standard menus. Miami Eats calls on residents to order out to ‘help out’ the local restaurant industry by calling them directly to place their orders to avoid fees whenever possible.

“Miami Spice To-Go and Miami Eats are both examples of GMCVB programs created in record-time to respond to the travel and hospitality industry’s urgent need to stimulate business during the COVID-19 pandemic,” said William D. Talbert, III, GMCVB president and CEO. “Miami-Dade County’s travel and hospitality industry is the top employer in the community and the GMCVB is committed to generating business for the industry in a responsible and safe way during these unprecedented times.”

This year, Miami Spice is free to all GMCVB partners, while Miami Eats is free and open to all Miami-Dade County restaurants regardless of location, cuisine, or price point.
The Summer of the Drive In: Where to Watch Those Blockbuster Films

By Peter Hartlaub

This year, drive-ins are cool again, as an American invention that was abhorred once has reemerged as a must-see activity. In fact, a survey of 1,000 people in the United States conducted by Nielsen last year found that 74% of people preferred drive-ins to indoor theaters.

To find the best drive-ins in the Bay Area, we asked locals to suggest their favorite spots. Here are some of the most popular.

**Bay Area**

The Bay Area is home to dozens of drive-ins, ranging from small, local spots to large, chain-affiliated theaters. Here are a few favorites:

- **Marin County**
  - **Marin Drive-In** (Novato): This drive-in has been in operation since 1955 and is one of the oldest in the country. It features retro carhops and a menu that includes burgers, hot dogs, and shakes.
  - **Dolores Park** (San Francisco): This drive-in is located in the heart of the city and has been a favorite for locals and tourists alike. It features a variety of food options, including popcorn, hot dogs, and burgers.

- **Santa Cruz**
  - **Riverside Theater** (Santa Cruz): This drive-in has been in operation since 1948 and is one of the oldest in the state. It features a variety of food options, including burgers, hot dogs, and popcorn.

**Southern California**

Southern California is home to some of the best drive-ins in the country. Here are a few favorites:

- **Los Angeles**
  - **Pacific Drive-In** (Los Angeles): This drive-in has been in operation since 1948 and is one of the oldest in the state. It features a variety of food options, including burgers, hot dogs, and popcorn.
  - **Columbia Drive-In** (Claremont): This drive-in is located in the heart of the Claremont Resort area and has been a favorite for locals and tourists alike. It features retro carhops and a menu that includes burgers, hot dogs, and shakes.

**Northern California**

Northern California is home to dozens of drive-ins, ranging from small, local spots to large, chain-affiliated theaters. Here are a few favorites:

- **Sonoma County**
  - **Rosedale Theater** (Rohnert Park): This drive-in has been in operation since 1955 and is one of the oldest in the country. It features retro carhops and a menu that includes burgers, hot dogs, and shakes.
  - **Sonoma Drive-In** (Sonoma): This drive-in is located in the heart of the Sonoma Valley and has been a favorite for locals and tourists alike. It features a variety of food options, including burgers, hot dogs, and popcorn.

**Portland, Oregon**

Portland, Oregon is home to a variety of drive-ins, ranging from small, local spots to large, chain-affiliated theaters. Here are a few favorites:

- **Wakefield Drive-In** (Portland): This drive-in has been in operation since 1955 and is one of the oldest in the country. It features retro carhops and a menu that includes burgers, hot dogs, and shakes.
  - **Lake Oswego Drive-In** (Lake Oswego): This drive-in is located in the heart of the Lake Oswego area and has been a favorite for locals and tourists alike. It features a variety of food options, including burgers, hot dogs, and popcorn.

**Other Locations**

In addition to the drive-ins listed above, there are dozens of other drive-ins throughout the United States. Here are a few favorites:

- **South Carolina**
  - **Columbia Drive-In** (Columbia): This drive-in has been in operation since 1948 and is one of the oldest in the state. It features a variety of food options, including burgers, hot dogs, and popcorn.
  - **Myrtle Beach Drive-In** (Myrtle Beach): This drive-in is located in the heart of the Myrtle Beach area and has been a favorite for locals and tourists alike. It features retro carhops and a menu that includes burgers, hot dogs, and shakes.

**Conclusion**

The summer is the perfect time to enjoy a drive-in movie, and there are plenty of options to choose from. Whether you're looking for a classic or a contemporary film, there's something for everyone at the drive-in. So grab your popcorn and your friends, and get ready to enjoy the show.
A TASTE OF TRAVEL MIAMI

Miami, also known as the Capital of Latin America, boasts a vibrant culture with mixed influences from around the globe. Greater Miami’s Hispanic connection dates back nearly 50 percent of the total Miami Hispanic population, and the Cuban feel is left away within Miami’s culinary scene.

Yeda’s, Miami is one of the most culturally diverse cities and the Hispanic culture permeates through the streets-specifically, Cuban culture. Cuban Americans make up 30 percent of the total Miami Hispanic population, and the Cuban feel is left away within Miami’s culinary scene.

A prime example of this is a Cuban coffee, which has become synonymous with breakfast in Miami. Cuban coffee can be explored in a variety of ways: Café Cubano, Café Con Leche, and Café Con Leche—this latter being a Miami staple. Another popular Cuban-inspired staple is the Cuban sandwich, which has become Miami’s favorite sandwich.

**Cafe Con Leche**

Miami-native, Stephanie Vilma, shares her take on this classic Miami morning staple in house:

*Expresso*

*Evaporated milk*

*2 Teaspoons of sugar*

**Instructions:**
1. Brew your espresso (preferably in a stovetop espresso pot).
2. Throw your milk, you can either heat up the evaporated milk in the stove or microwave.
3. Measure out your sugar and then add a splash of coffee to the sugar and stir until melted. This whole process is really important and helps get the sugar to the consistency it needs to go into the coffee.
4. Pour the sugar into the coffee and stir.
5. Pour the coffee into your mug (typically 50/50 mixture) - et voilà. Enjoy an authentic Cuban Coffee Con Leche!

**Cuban Sandwich**

The Cuban sandwich is arguably the most popular sandwich offering in Miami. Its popularity gained a spot in Tony’s “A Fan’s Sandwiches From A Fan’s” list.

**Ingredients:**
- yellow mustard
- sandwich pickle
- butter

**Instructions:**
1. Cut off the ends of the Cuban bread, then slice in half.
2. Add mustard, then ham, then pork, then cheese, then pickles, then place on the buns.
3. Place the sandwich on a pan or grill over low heat.
4. Brush top with melted butter.
5. Place the sandwich with a press pan, or if you don’t have a press use a heavy pot or pan and push down.
6. Cook 5-10 minutes in each side until golden brown and cheese is melted.

**Key Lime Pie**

**Topping:**
- 1 cup of graham or whipping cream diluted
- 2 tablespoons of confectioners sugar

**Instructions:**
1. For the graham cracker crust: Preheat the oven to 350 degrees F.
2. Break up the graham crackers, place in a food processor and process to crumble. If you don’t have a food processor, place the crackers in a large plastic bag, seal and then crush the crackers with a rolling pin. Add the melted butter and sugar and pulse. Press the mixture in to the bottom and side of a pie pan, forming a nice border around the edge. Bake the crust until set and golden, 6-8 minutes. Set aside on a wire rack; leave the oven on.
3. For the filling. Meanwhile, in an electric mixer with the wire whip attachment, beat the eggs and cream at high speed until very fluffy, about 5 minutes. Gradually add the condensed milk and continue to beat until thick, 1 or 2 minutes longer. (Over the mixer speed and slowly add the lime juice, mixing just until combined, no longer. Pour the mixture into the crust, baked for 10 minutes, or the filling has just set, then refrigerate. Freeze for 1 to 2 hours before serving.
4. For the topping. Whip the cream and the confectioners sugar until nearly stiff. Fold into the pie in stages and serve very cold, top with a dollop of whipped cream.

For more information on Miami, visit visitmiamibeach.com
Celebrating Culture: Rooted in Tradition, Events Around The Globe

The world is a canvas of culture, celebrated in a myriad of ways that mirror the diversity of our human experiences. From the vibrant parades of Carnival in Rio de Janeiro to the solemn and profound celebrations of Buddhist New Year in Nepal, each event is a testament to the unique tapestry of human history and heritage.

One of the most beloved, and possibly the most famous, is the annual Chinese New Year, which signifies the beginning of a new cycle in the Chinese zodiac calendar. This festival, observed in various parts of the world, is not just a celebration of the coming of spring but also a time of reflection, prayer, and the strengthening of family bonds. It is marked by a rich array of traditions, from the dragon and lion dances to the firecrackers—symbols of good fortune and warding off evil spirits.

Another significant event is the Carnival, held in countries like Brazil, where it is a symbol of the nation's rich cultural heritage. The festivities are marked by elaborate floats, music, dance, and the hustle and bustle of street performers. The Carnival in Rio de Janeiro, known as Carnaval de Rio, is particularly famous, attracting thousands of visitors from around the globe.

In many cultures, festivals are also a way to honor the natural world and the spirits that reside within it. The Maple Leaf Festival in Japan is one such event, which takes place in late October and celebrates the maple tree, a symbol of beauty and endurance. The festival features traditional Japanese music, dance, and food, as well as a procession of floats and lanterns.

Cultural events are not just a means of entertainment but also a reflection of the values and beliefs that shape our societies. They provide a platform for the expression of creativity and the sharing of knowledge. Whether it's the Chinese New Year, Carnival, Carnival, or the Maple Leaf Festival, each event offers a unique glimpse into the rich tapestry of human culture.

In conclusion, cultural festivals are a testament to the enduring power of tradition and the universal human desire to celebrate. They serve as a bridge between the past and the present, connecting generations and fostering a deeper appreciation for the diversity of our world.
Travel Trends: Local festivals to celebrate at home

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As we head into the summer, we also headed into festival season, and while international annual events like Crop Over Festival in Barbados and Carnival in Toronto are cancelled in 2020, that doesn't mean it can't be celebrated! Check out the history of annual festivals in four distinct destinations—Barbados, Belize, the Islands of St. Kitts and Nevis, and the West Indies—and see why they're a true reflection of the local culture.

Barbados:
BARBADOS | WWW.VISITBARBADOS.BG
Crop Over Festival in Barbados is a 250-year-old tradition that was born out of the island's colonial history and traditionally celebrates the end of sugar cane season. The six-week festival, which takes place from July-August, and celebrates Bajan culture to its fullest through lively parties, local craft markets, soca concerts, and culinary delight. The height of Crop Over Festival is Grand Kadooment, which abounds with masqueraders and costumed bands. The celebrations continue into the night with more food, music, and fireworks, all set against the backdrop of the picturesque Brighton Beach. This year, Grand Kadooment was slated to take place on August 3, 2020 with events leading up to the day.

Belize:
BELIZE | WWW.BELIZE.COM
Belize is full of natural and cultural treasures, and festivals are an important part of the local culture. Belize is home to a variety of festivals, from the annual Luquillo Beach Festival to the celebrated Chocolate Festivals. Belize offers a unique blend of cultural and natural experiences, making it a must-visit destination for festival lovers.

St. Kitts and Nevis:
ST. KITTS AND NEVIS | WWW.STKITTSTHEGRENADINES.BY
St. Kitts and Nevis is known for its beautiful beaches, lush vegetation, and vibrant cultural events. The annual St. Kitts Jazz & Arts Festival is one of the most popular events on the island, drawing artists from around the world. The festival features a variety of musical performances, including jazz, calypso, and soca music, as well as art exhibitions, cultural workshops, and culinary events.

The Islands of Tahiti:
THE ISLANDS OF TAHITI | WWW.TAHITIANOU.COM
Tahiti is renowned for its stunning natural beauty and rich cultural heritage. The Tahiti Islands are home to a variety of festivals, from the annual Papeete's Carnival to the Tahiti Jazz Festival. These events offer a unique glimpse into the local culture and history, making them不可错过 for festival lovers.

Conclusion:
Festivals are a great way to immerse yourself in the local culture and experience the unique traditions of a destination. Whether you're interested in music, dance, food, or art, there's something for everyone at these festivals. So, pack your bags and get ready to celebrate with the locals!
TRAVEL INDUSTRY TODAY

acciTRAVELLER: Noteworthy playlists for the pandemic

By Dicky Leung

ARMOR TRAVELLER: Noteworthy playlists for the pandemic

Each week, we'll highlight a musical moment that has the potential to inspire or inspire your travels. Here are the latest nods and recommendations.

Jamaica: Not every island is a beach. In fact, some are home to some of the most beautiful beaches in the world. Jamaica is one such island. But the island is also known for its rich musical heritage, highlighted by the popular Reggae. The next time you visit Jamaica, be sure to check out some of the local Reggae bands. Jamaica's rich musical heritage is one of the reasons why the island is a popular destination for travelers.

Kosovo: Not every country has a movie industry. In fact, some countries are known for their rich musical heritage, highlighted by the popular Albanian folk music. Kosovo is one such country. But the country is also known for its rich musical heritage, highlighted by the popular Albanian folk music. Kosovo's rich musical heritage is one of the reasons why the country is a popular destination for travelers.

Liberia: Not every country has a movie industry. In fact, some countries are known for their rich musical heritage, highlighted by the popular Liberian folk music. Liberia is one such country. But the country is also known for its rich musical heritage, highlighted by the popular Liberian folk music. Liberia's rich musical heritage is one of the reasons why the country is a popular destination for travelers.

Roma: Not every country has a movie industry. In fact, some countries are known for their rich musical heritage, highlighted by the popular Roma folk music. Roma is one such country. But the country is also known for its rich musical heritage, highlighted by the popular Roma folk music. Roma's rich musical heritage is one of the reasons why the country is a popular destination for travelers.

Issues: Pandemic, travel restrictions, and travel insurance

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And as we all know, a travel insurance policy is a must-have for any traveler. It is not easy to travel in the pandemic. It is not easy to travel in the pandemic. It is not easy to travel in the pandemic. It is not easy to travel in the pandemic. It is not easy to travel in the pandemic. It is not easy to travel in the pandemic. It is not easy to travel in the pandemic. It is not easy to travel in the pandemic. It is not easy to travel in the pandemic. It is not easy to travel in the pandemic.

Armo Travel, a leading travel insurance provider, offers a wide range of policies that cover everything from medical emergencies to loss of luggage. So, if you're planning a trip, make sure to check out Armo Travel's range of policies to ensure that your travels are as worry-free as possible.
LOCAL & CORPORATE COMMUNICATIONS
PRESS Recap

Following, please find a brief summary of relevant articles that have run due to our outreach and coordination. These are a result of communications initiatives that Kivvit has managed for the GMCVB for July 2020. (*PLEASE NOTE* - Proactive media relations outreach for Miami Shines was put on hold in early July. We expect more coverage on the initiative in August/September).
Reopened hotels offer attractive promotions to lure locals

BY KYLEA HENDERSON

Many of Miami-Dade’s hotels are open for business and offering great deals to attract a local crowd, but experts say a full industry recovery will be months, if not more, in the making and largely dependent on the trajectory of coronavirus cases in the state and possible treatments.

The closure of indoor dining rooms, in addition to the absence of moneymakers such as weddings, conventions, and banquets, has also put a damper on local hoteliers’ business.

Rolando Aedo, chief operating officer of the Greater Miami Convention & Visitors Bureau, told Miami Today that 85%-90% of the hotels in the county had already reopened.

Many of these reopened hotels are offering attractive promotions to guests, and according to Mr. Aedo the average daily rate in the county is “off approximately 60%.” While some hotels were reporting a “sold-out” Fourth of July weekend early on, Mr. Aedo said cancellations abounded with the temporary closure of beaches that weekend and the spike in local Covid-19 cases.

Over the holiday weekend, he said, hotels reported about 30% occupancy; about half of last year’s numbers for that weekend.

Though neither the state nor the county has imposed occupancy limits on hotels, said Wendy Kallergis, president & CEO of the Greater Miami and the Beaches Hotel Association, this step is unnecessary as a “high” occupancy rate for hotels right now would be between 35% and 40%. Capacity limits are mandated, however, in common areas within hotels such as gift shops or lobbies where guests would more likely come into contact with each other.

According to Ms. Kallergis, who serves on a hotel reopening task force under Miami-Dade Mayor Carlos Gimenez, the hotel safety regulations and recommendations put in place at the start of the reopening period have been sufficient and remain unchanged.

“We want to really communicate a clear message that our community is ready to welcome guests in a very responsible fashion,” Mr. Aedo said.

“The hotel safety regulations put into place at the start of the reopening period have been sufficient and remain unchanged.”

In an effort to welcome guests close to home, many hotels are offering extra incentives for “staycationers.” “It’s an amazing time to stay at some of our hotels,” said Mr. Aedo.

“We want to really communicate a clear message that our community is ready to welcome guests in a very responsible fashion,” Mr. Aedo said.

Michaell Chin, regional director and general manager for Eden Roc Miami Beach and Nobu Hotel Miami Beach, told Miami Today via email that his hotels had worked to develop marketing strategies targeting residents of Florida and nearby states.

One offer Mr. Chin said has generated significant interest and bookings is the “Florida Residents and Friends Offer,” which offers guests from Florida, Georgia and the Carolinas 25% off the “best available rate” at Eden Roc and up to 35% off the best rate at Nobu, in addition to free valet parking for one car.

Despite rates that might be great for guests, the pandemic has brought tough times for employees in the hospitality industry and related businesses. According to Ms. Kallergis, the closure of indoor dining and lack of large events, banquets and weddings has cost many workers in the food, beverage, and hotel business their jobs, at least for now. Some, she said, may have been laid off during the initial shutdown, rehired, and laid off again due to new closures.

According to Mr. Aedo, the Greater Miami Convention & Visitors Bureau is hoping to save jobs in these industries through innovative new programs. For example, the “Miami Shines” platform launched by the bureau offers a number of promotions and incentives aimed at targeting customers and guests, including an early launch of the popular “Miami Spice” dining discount program.

The timing of a full industry recovery, Ms. Kallergis continued, is hard to predict.

“This crisis is unique and unprecedented,” said Mr. Aedo. “There are a lot of unknowns.” It took between six and 12 months, he said, for the local hotel industry to recover from other world-changing events such as 9/11 and the 2008 recession, and a full recovery from the current crisis could take even longer due to the unique nature of the problem.
COVID-19 UPDATE

Hotel occupancy in Miami-Dade County fell from nearly 90% to 20% as the coronavirus began upending life across South Florida, Rolando Aedo, COO of the Greater Miami Convention and Visitor’s Bureau, told the Miami Herald.

Cruise activity at PortMiami ground to a halt, and tourists were asked to leave the Florida Keys.

The Florida Army National Guard set up a COVID-19 drive-through testing center near Hard Rock Stadium in Miami Gardens.

Miami-Dade’s non-seasonally adjusted unemployment rate rose from 1.5% in February to 3.7% in March, up from the year-earlier figure of 2.8%.

South Florida Tissue Paper in Miami Gardens increased production of toilet paper to address a spike in demand. “Before coronavirus, we were receiving anywhere from three to four truckloads per day in orders,” Vice President Juan Corzo told WSVN. “Right now we’re receiving anywhere from 30 to 40 truckloads.”

Carnival, Royal Caribbean and Norwegian suspended all cruises for at least three months in mid-March. Plantation-based Virgin Cruises postponed the maiden voyage of its first ship, Scarlet Lady.

This year’s Ultra Music Festival, a three-day event that annually draws about 165,000 people to Miami’s Bayfront Park, was canceled.

EMerge Americas, a technology conference scheduled for late-March, was postponed until November.

Miami-Dade County halted construction inspections and temporarily closed its building permit office after several employees tested positive for coronavirus.

Brightline suspended train service in South Florida, laying off more than 250 employees.

BioReference Laboratories partnered with Miami to provide coronavirus testing. The company also began testing specimens from other South Florida sites through a partnership with Larkin Community Hospital.