MIAMI BEACH VISITOR AND CONVENTION AUTHORITY

Program of Work 2026 2027

3 Organizational Profile

4 Message from the Board Chair

6 Letter from the Director

8 Awards - 2025 – 2026

9 Goals and Strategies

19 Budget

20 Impact Data

21 Grant by Category

22 Impact – Overall

23 Impact – Hotel

24 Impact – Media

25 Hotel Pick-up Statistics

26 Grant by Date

35 Board

38 Appendix

Mission

To proactively recruit, develop, and financially support and partner with events, festivals, programs and activities that are innovative, high quality and representative of our City, which garner positive or noteworthy media awareness, which enhance and augment the reputation of Miami Beach and the experience for tourists, year-round, or which significantly impact our local hospitality and culinary businesses.

Planning Context

The Miami Beach Visitor and Convention Authority (MBVCA) was created and exists pursuant to Chapter 67-930 of the Laws of Florida and Sections 102-246 through and including 102-254 of the Code of Miami Beach. It is a seven-member authority; each member is appointed by the City of Miami Beach Commission, with the goal of encouraging, developing and promoting the image of Miami Beach locally, nationally and internationally as a vibrant community and superb tourist destination. To this end, the MBVCA strategically focuses its funding investments in a balanced manner, fostering outstanding existing programs, stimulating new activities, and encouraging partnerships. The MBVCA is committed to a careful, long-term plan for allocation of resources to build the uniqueness of Miami Beach as one of the world's greatest communities and tourism destinations.



As we move through 2026, Miami Beach continues to demonstrate why it remains one of the world's most recognizable, resilient and sought-after beach destinations. At a time when travelers have more choices than ever and economic, geopolitical and competitive pressures are reshaping the tourism landscape, Miami Beach continues to perform at the highest levels—drawing visitors, supporting our hospitality community and reinforcing tourism's critical role as an economic engine for our city.

I am honored to serve as Chairman of the Miami Beach Visitor and Convention Authority (MBVCA) at such an important moment for our destination. Building on the work of those who have led before me, our focus remains clear: protect Miami Beach's competitive position, drive demand for our hotels and businesses, and ensure that the destination continues to evolve in ways that inspire both first-time and repeat visitors.

The strength of our hospitality industry provides an important foundation. Miami Beach continues to command some of the strongest room rates in the country, demonstrating travelers' willingness to invest in the experiences, service and hospitality our destination provides. That performance is particularly meaningful given the realities facing today's travel industry. Consumers remain mindful of higher costs and broader economic uncertainty. International travel patterns continue to shift, including softness from traditionally important markets such as Canada. Miami Beach is also competing for attention with an unprecedented number of destinations investing aggressively in luxury hotels, culinary experiences, cultural programming and major events. Closer to home, significant new development and hospitality investment across mainland Miami are creating more choices for visitors throughout the region.

At the same time, continued investment in Miami Beach's hospitality landscape demonstrates tremendous confidence in the future of the destination. The highly anticipated return of Delano Miami Beach brings one of the destination's most iconic hotel names back to Collins Avenue for a new generation of travelers. The reopening and transformation of Royal Palm South Beach gives visitors another reason to rediscover a longtime oceanfront landmark, while the opening of Unframed introduces a fresh hospitality experience to the destination close to the Miami Beach Convention Center. Together, these openings and reintroductions add new energy to Miami Beach while reinforcing its reputation as a market where leading hospitality brands and investors continue to see significant long-term opportunity.

This evolution is about more than adding hotel rooms. It introduces new restaurants, design, wellness, nightlife and guest experiences that give both new and repeat travelers reasons to discover Miami Beach again. As new and reimagined properties enter the market, the MBVCA has an increasingly important role in generating incremental demand to support that investment. Our responsibility is not simply to bring more travelers to Miami Beach. It is to attract high-value visitors, encourage longer stays, support strong occupancy and rate, and connect travelers with the hotels, restaurants, cultural organizations, attractions and businesses that make up our tourism economy.

The MBVCA is responding to these challenges by becoming increasingly targeted, data-driven and integrated in the way we market Miami Beach. Our "Only in Miami Beach" campaign has provided a powerful platform to differentiate the destination in an increasingly crowded travel marketplace. Rather than relying solely on our world-famous beaches, we are telling a broader story about the experiences that can only come together here—our Art Deco architecture, internationally recognized dining, world-class arts and culture, distinctive hotels, wellness, events, diverse communities and unmistakable energy.

We have brought that message to high-value travelers through partnerships with some of the country's most influential media brands, including The New York Times, Vogue, Condé Nast Traveler, Vanity Fair, Architectural Digest, The

New Yorker and GQ, while continuing to expand our use of digital, social, email, content creators, podcasts and other channels that influence how today's consumers make travel decisions. Our marketing success is also being recognized by the industry. Recent work has earned five Travel Weekly Magellan Awards—four Gold and one Silver—including recognition for destination social media, beaches and LGBTQ+ travel. In spring 2026, our work received additional honors including a Platinum Pinnacle Award for Marketing & Communications – Social Media Campaign of the Year and a Gold Merit Award for Multichannel Customer Engagement Innovation.

This year also provided an extraordinary global opportunity through the 2026 FIFA World Cup. Major international events put South Florida on a worldwide stage, and Miami Beach was positioned to convert that attention into economic impact by encouraging fans and visitors to stay, dine and experience the destination beyond the match. Major event periods demonstrated the market's pricing strength, with Miami Beach recording some of the nation's strongest ADR and RevPAR gains during key World Cup weeks.

Our competitive advantage, however, cannot depend on major events alone. As we look toward 2027, we will continue investing in the periods when demand needs support, developing campaigns that encourage shoulder-season travel and targeting markets with the greatest potential to generate incremental hotel nights. We will expand our reach among affluent domestic travelers while remaining attentive to international opportunities, use data to refine our audience targeting, and continue developing partnerships that give Miami Beach access to new and highly engaged consumers. We will continue to celebrate the characteristics that competitors cannot recreate and to provide resources, like the complimentary Forbes Guide Hospitality Training, to our city's hospitality workers to ensure they are equipped with best practices to deliver unparalleled service.

The challenges facing tourism are real. Economic uncertainty, changing international visitation, increased hotel supply, evolving consumer behavior and growing competition require us to work harder and smarter for every visitor. However, Miami Beach enters this next chapter from a position of strength. Our hotels continue to command premium rates. Our destination continues to receive national and international recognition. Global hospitality brands continue to invest here. Our digital audiences are growing at an above-benchmark clip, from MoM increases in experiencemiamibeach.com visits and EXP Miami Beach Tours App downloads to steady follower growth on social media and increase of opt-in subscribers to our weekly and monthly newsletters.

The role of the MBVCA is to ensure that we never take that position for granted. We will continue to advocate for our hospitality community, invest strategically in demand generation, embrace innovation and tell the Miami Beach story in ways that inspire travelers to choose us over an increasingly competitive field. There are many beach destinations. There is only one Miami Beach.

I look forward to working alongside our board, our partners and our community to ensure Miami Beach continues to lead—not only in 2026, but well beyond into the future.

Mohan Koka
Chairman



In 2026, Miami Beach continues to strengthen its position as one of the world's most distinctive and desirable destinations where iconic beaches meet celebrated architecture, world-class art and culture, acclaimed cuisine, exceptional hotels and experiences that simply cannot be replicated anywhere else.

This year, Miami Beach has been a steady leader in the United States in both occupancy and ADR and the Miami Beach Visitor and Convention Authority (MBVCA) has built on that strength with an increasingly integrated approach to destination marketing, connecting immersive storytelling with strategic partnerships, national media, digital innovation, social engagement and experiences designed to inspire travelers to not only visit Miami Beach, but stay longer, explore more and return often.

At the center of our efforts is "Only in Miami Beach," our 2026 hero campaign celebrating the people, places and experiences that make our destination truly one of a kind. The campaign moves beyond our world-famous shoreline to showcase the many layers of Miami Beach—from architecture, design and culture to culinary experiences, wellness, hotels, neighborhoods and signature events.

To bring that story to travelers where we know they go for trusted recommendations, we expanded our partnerships with some of the most influential media brands in the country. "Only in Miami Beach" came to life through collaborations with The New York Times Magazine and The New Yorker, with additional visibility across the Condé Nast network, including the affluent audiences of Vogue, Condé Nast Traveler, Vanity Fair and Architectural Digest. Strategic email, digital and podcast integrations further extended the campaign to highly engaged travelers at multiple points in their decision-making journey. And our continued work with Today Show and Shop Today has also demonstrated the power of bringing Miami Beach directly into consumers' homes.

These efforts are translating into measurable digital growth. ExperienceMiamiBeach.com has emerged as an important destination-planning resource and central hub for our marketing ecosystem, connecting travelers with curated itineraries, hotels, dining, events, deals and offers, insider recommendations and the experiences that distinguish Miami Beach. In less than one year, website traffic has grown by more than 20,000 percent, demonstrating significant demand for useful, inspirational trip-planning content. Social channels have continued their upward trajectory as well, with more than 25 percent growth, while content creator campaign efforts have generated more than 30 million impressions and reached more than 5 million consumers.

The EXP Miami Beach Tours App continues to complement these efforts by transforming inspiration into exploration once visitors arrive. Through curated self-guided experiences focused on architecture, public art, culture, history and the destination neighborhoods, the app helps travelers discover more of Miami Beach and encourages exploration beyond the traditional visitor experience. App downloads have continued to grow as calls-to-action are increasingly integrated across our marketing, PR, digital and on-the-ground communications. For the first time, we deployed campaigns with iHeart Radio's podcast network and took our efforts to new heights with an in-flight wi-fi partnership with American Airlines and Jet Blue alongside a terminal video integration at Miami International Airport.

Our work continues to earn recognition from both travelers and the tourism industry. The Travel Weekly Magellan Awards recognized our work with five awards—four Gold and one Silver—including Gold honors for destination social media efforts featuring The Art of Miami Beach and Stylish Stays on Miami Beach, as well as recognition across beach and LGBTQ+ destination categories. In 2026, our work earned additional recognition, including the Platinum Pinnacle Award for Marketing & Communications – Social Media Campaign of the Year and a Gold Merit Award for

Multichannel Customer Engagement Innovation. These honors validate our strategy of meeting travelers across channels with creative, relevant and actionable content.

Earned media remains an equally important part of our approach. Miami Beach continues to generate national attention across travel, lifestyle, culinary, design and culture media, helping us tell a more complete destination story. From national broadcast exposure through the TODAY Show to coverage highlighting our hotels, restaurants, beaches, architecture, events and cultural offerings, media relations continue to reinforce Miami Beach as a destination that is both iconic and constantly evolving with coverage in Architectural Digest, Conde Nast Traveler, Travel + Leisure, Better Homes and Gardens, Southern Living and more.

Our extensive calendar of events remains another important driver of visitation. Signature experiences including the South Beach Wine & Food Festival, Miami Swim Week, Model Volleyball, South Beach Seafood Festival, Art Deco Weekend and Open House Miami continue to attract diverse audiences while providing opportunities to extend stays and experience different sides of the destination. We remain committed to supporting both established and emerging events that create demand to visit throughout the year.

As we look ahead, our focus is on building upon this momentum. Travelers are changing. They are increasingly discovering destinations through social media and content creators, looking to trusted voices for recommendations, seeking authentic and personalized experiences, and expecting digital tools to make travel planning easier. Our approach will continue to evolve with them.

We will expand the "Only in Miami Beach" platform through new storytelling centered around the destination's art, architecture, culinary scene, hotels, wellness, events and hidden gems. We will continue investing in ExperienceMiamiBeach.com as a powerful source of inspiration and conversion, strengthen our content creator and social strategy, cultivate innovative national partnerships and identify new ways to connect with travelers before, during and after their stay.

Most importantly, we will continue to focus on what makes Miami Beach impossible to duplicate. There are beautiful beaches around the world. There are destinations known for great food, art, architecture, design and nightlife. But there is only one place where all of these experiences come together with the energy, diversity, history and unmistakable character of Miami Beach.

That is the story we are actively telling. And as we move toward 2027, we are energized by the opportunity to share it with even more travelers around the world.

Grisette Marcos
Executive Director

2026

- 2026 Merit Award: Multichannel Customer Engagement Innovation, Gold
- 2026 Pinnacle Award: Platinum award for Social Media Campaign of the Year
- 2026 Travel Weekly Magellan Awards: Marketing – Website: ExperienceMiamiBeach.com: Creating a Digital Front Door to One of America's Most Iconic Destinations, Gold
- 2026 Travel Weekly Magellan Awards: Marketing – Social Media: Only in Miami Beach: Building One of America's Fastest-Growing Destination Social Communities Through Art, Culture, Style and Authentic Storytelling, Gold
- 2026 Travel Weekly Magellan Awards: LGBTQ+ Destination – Miami Beach – A Year-Round Icon of LGBTQ+ Inclusion and Celebration, Gold
- 2026 World Travel Awards: North America's Leading Beach Destination 2026: Miami Beach, Florida, USA

2025

- 2025 Travel Weekly Magellan Awards: United States - Overall Destinations-Beaches for Destinations, Miami Beach – The World's Most Iconic Beach Destination, Gold
- 2025 Travel Weekly Magellan Awards: United States - Overall Destinations-LGBTQ+ Destination for Destinations, Miami Beach – A Year-Round Icon of LGBTQ+ Inclusion and Celebration, Gold
- 2025 Travel Weekly Magellan Awards - Destination Marketing - Campaign-Advertising/Marketing for Destinations, The Art + Style of Miami Beach Campaign, Gold
- 2025 Travel Weekly Magellan Awards - United States - Overall Destinations-Honeymoon Destination for Destinations, Miami Beach - No.1 Honeymoon Destination in the US, Silver
- 2025 Pinnacle Award: Marketing and Communications-Social Media Campaign of the Year, Platinum
- 2025 Merit Award: Multichannel Customer Engagement Innovation, Gold

The Miami Beach Visitor and Convention Authority (MBVCA) supports, recruits, and develops events, festivals, projects, programs, and activities that are innovative, excellent, and representative of the global status of the City of Miami Beach (CMB) in order to increase the business of tourism and improve hospitality while strengthening the Miami Beach brand and reputation worldwide. Collaboration with tourism partners is a critical core commitment. Leveraging the power of the budget is a core competency.

Fiscal Year 2025/2026 Key Initiatives

Over the course of more than two decades, the MBVCA has engaged in an annual process of strategic review and analysis. During this time, we have meticulously developed, evaluated, and put into action the appropriate funding support for each of the targeted core initiatives. These initiatives have consistently yielded positive results, including the growth of hotel room bookings, the enhancement of global branding efforts, and the successful attraction of visitors to Miami Beach.

The MBVCA maintains an ongoing commitment to evaluating the effectiveness of its funding allocations within these specific categories. When data indicates that future funding would be beneficial and it aligns with our objectives, the MBVCA actively seeks out and supports events and projects within these areas. This strategic and data–driven approach ensures that resources are allocated in ways that continually benefit Miami Beach as a top destination.

Core Initiative	Hotel Room Nights	Viewership	Impressions
Cultural Tourism	6,431	0	1,699,096,039
Customer Service	0	0	695,654
Design and Architecture	0	0	574,000
Entertainment and Nightlife	909	103,276,280	2,024,695,450
Festivals	2,222	0	22,262,031,081
Film and Fashion	1,289	82,274,588	24,524,183,527
Gay and Lesbian	254	0	2,573,277,310
Group Stimulus	4,883	103,276,280	2,664,226,598
Health and Wellness	4,342	5,080,757	4,962,600,775
Promotional Campaign	0	0	0
Television Origination	4,043	79,209,561	17,739,027,910
Wine and Food	2,222	0	22,262,031,081
TOTAL	**23,785**	**269,841,186**	**76,445,115,614**

Destination Marketing

In 2011, the Miami Beach Visitor and Convention Authority (MBVCA) engaged Hill & Knowlton (H+K) to provide strategic destination marketing and communications services designed to enhance Miami Beach's visibility and competitive positioning. Efforts focused on key market segments, including Leisure/Lifestyle, Arts and Culture, Sports/Celebrity/Entertainment, and the global LGBTQ+ market. H+K supported the MBVCA through strategic communications, media relations, social media engagement, influencer initiatives, promotional campaigns, and amplification of MBVCA-funded programs and events. Following the pandemic, targeted campaigns, including "My Miami Beach, Your Escape" and "Why I Love Miami Beach," supported the destination's tourism recovery and generated increased exposure through media placements, influencer engagement, and hosted media visits.

In 2022, Private Label Marketing, LLC (PLM) became the MBVCA's Agency of Record and continued to advance the Authority's destination marketing objectives through integrated communications, media relations, influencer and FAM trips, strategic partnerships, press releases, and targeted campaigns. Initiatives included "Connect with the Waters," "Architectural Tourism," "Beyond the Beach," "Beyond the Waters," Open House Miami, and a partnership with Saks Fifth Avenue. These efforts generated substantial earned-media exposure and strengthened Miami Beach's positioning as a premier international destination. As of September 2026, PLM had distributed 11 press releases that generated approximately 1.6 billion media impressions with an estimated media value of $15 million.

During FY 2025/2026, Destination Marketing represented approximately 13% of the MBVCA's total budget and supported continued investment in strategic communications and destination promotion. The allocation provided for influencer and FAM initiatives, press release development and distribution, PR Newswire placements, social media engagement, promotional sweepstakes, and ticket giveaways associated with MBVCA-funded events. These investments, together with the MBVCA's longstanding agency partnerships, enhanced destination awareness, generated significant media exposure, supported tourism-related programs and events, and reinforced Miami Beach's recognition as a leading destination for leisure, culture, arts, entertainment, lifestyle, and hospitality.

The Destination Marketing allocation reflects 12% of the total budget for FY 2026/2027. This allocation provides for the additional placement of stories and press releases on the PR Newswire as well as the continuation of our FAM trips, online sweepstakes to promote increased activity on our social media channels, as well as ticket giveaway promotions/sweepstakes from MBVCA-funded events.

Mobile APP

The Miami Beach Visitor and Convention Authority (MBVCA) launched the Miami Beach Information App in 2014, earning a Gold Magellan Award in 2015. The app was subsequently rebranded as the Experience Miami Beach (EMB) App and enhanced with improved event visibility, visual offers, and destination information designed to enrich the visitor experience. As of 2024, the app had generated approximately 34,038 downloads and demonstrated significant international reach.

In 2023, the MBVCA introduced EXPMiamiBeach.Tours, a destination-focused mobile application featuring curated tours developed in collaboration with the City of Miami Beach and local partners. The platform showcased the destination's arts, culture, architecture, history, and other tourism assets and generated 3,743 downloads. Additional tours and content were incorporated to expand the platform and provide visitors with new opportunities to explore Miami Beach.

During FY 2025/2026, the MBVCA continued its collaboration with the City and local partners to enhance and expand the EXPMiamiBeach.Tours platform. New and updated tours were developed to reflect Miami Beach's diverse year-round tourism offerings, as well as major events with significant destination impact. These continued investments supported the MBVCA's objective of utilizing technology to enhance the visitor experience, promote destination assets, and encourage greater exploration of Miami Beach. To date, the app has been downloaded a total of 3,052 times through both the Apple Store and Google Play.

Over the past year, destination marketing was transformed into a cultural movement that leveraged Miami Beach's unmistakable identity while giving travelers new reasons to discover the destination through architecture, arts and culture, design, culinary experiences, luxury hospitality, and one-of-a-kind experiences. A fully integrated, cross-channel destination campaign was implemented across premium national media, digital advertising, social media, content creators, podcasts, streaming content, email marketing, and strategic partnerships, all unified under the Only in Miami Beach platform. The campaign also leveraged the centennial of Art Deco as a major cultural moment, using one of Miami Beach's most recognizable assets to reinforce the destination's heritage while introducing its architecture, arts, culture, and design to a new generation of travelers. Campaign efforts targeted a highly qualified luxury travel audience, including consumers with household incomes of $250,000 or more and demonstrated interest

in luxury travel and warm-weather destinations, supported by retargeting strategies designed to extend engagement across participating media platforms.

The Only in Miami Beach campaign delivered measurable results across the marketing funnel. ExperienceMiamiBeach.com attracted more than 58,000 visitors in 2026 and 69,000 visitors since the campaign's October 2025 launch, demonstrating the campaign's ability to move consumers from awareness to active destination exploration. Targeted audience segmentation and integrated campaign content contributed to more than 5,000 new @experiencemiamibeach Instagram followers, representing nearly 30% year-over-year follower growth, while downloads of the EXP Miami Beach Tours App increased 6% during the campaign period. Direct partner email distributions reached more than 175,000 consumers, generated more than 114,000 opens, and achieved a 13%+ click-through rate. Content promoted the EXP Miami Beach Tours App, public art programming, Open House Miami, and @experiencemiamibeach, providing multiple pathways for consumers to engage with the destination.

Premium national media partnerships further expanded the campaign's reach and performance. Full-page, full-color advertisements in the April 5 and June 28, 2026 issues of The New York Times Magazine each reached approximately 600,000 Sunday subscribers, while a New York Times email distribution reached 528,000 opt-in subscribers and achieved a 23% open rate, 10 percentage points above the 13% benchmark. An iHeart podcast activation contributed to an almost 200% increase in website visits during its first 15 days, June 1–15, 2026. Dedicated GQ emails generated more than 5,600 new users to ExperienceMiamiBeach.com in June alone, successfully converting premium lifestyle media exposure into measurable destination interest.

Creator-led storytelling provided another important channel for audience engagement. The Chewed Up x Experience Miami Beach collaboration became one of the series' highest-performing episodes, generating more than 150,800 views and 6,400+ hours of watch time across YouTube and streaming platforms. The accompanying Chewed Up newsletter reached 18,000 subscribers and generated more than 50% engagement, extending the campaign beyond video and driving additional consumer interaction. A debut partnership with American Airlines, JetBlue, and Miami International Airport also exceeded its contracted goal of 10,000 units, delivering 10,101 billable activations, or 101.01% of the contracted goal, and achieving a 96.76% completion rate. The activation generated 10,101 direct redirects to Experience Miami Beach landing pages, demonstrating strong passenger engagement and creating an opportunity to influence travel intent before visitors arrived in Miami.

Collectively, these initiatives created an interconnected consumer journey rather than a collection of standalone advertisements. National media and premium partnerships generated awareness; content creators and podcasts built consideration; email marketing and digital retargeting reinforced destination messaging; Instagram expanded Miami Beach's owned audience; and ExperienceMiamiBeach.com and the EXP Miami Beach Tours App converted interest into deeper trip planning and destination exploration. Most importantly, the campaign delivered measurable results throughout the marketing funnel, expanding perceptions of Miami Beach beyond sun and sand while simultaneously increasing website visitation, social audiences, app downloads, email engagement, and consumer action.

In FY 2026/2027, the new grants portal system will continue to be utilized to allow for ease-of-use for new and returning applicants. The Experience Miami Beach website will continue to feature deals, influencer-designed itineraries during a Miami Beach stay, and where to dine, play, and enjoy all Miami Beach has to offer. In addition, organizations will have the opportunity to submit their upcoming events to be featured on the Experience Miami Beach website, upon administrative approval, through a newly developed online event submission form.

A total of $20,000, or >1% of the total budget, will be allocated towards IT development.

Forbes Travel Guide Hospitality Training

The Miami Beach Visitor and Convention Authority (MBVCA) maintained a comprehensive hospitality training program designed to elevate service standards and reinforce Miami Beach's position as a premier tourism destination.

In partnership with Forbes Travel Guide, the MBVCA provided luxury hospitality standards training, online webinars, and professional development opportunities for the local hospitality industry.

During FY 2025/2026, the MBVCA continued its partnership with Forbes Travel Guide to provide Leadership and Front-Line level webinars addressing relevant and evolving hospitality industry topics. The program supported the professional development of Miami Beach's hospitality workforce while promoting consistent, high-quality service standards throughout the destination.

In 2026/2027, projects will include the continuation of the Forbes Travel Guide Hospitality Training, offering free hospitality training webinars, that were originally incorporated during the pandemic when live trainings could not be conducted. Due to their popularity, they will again be offered during the upcoming fiscal year, for both Frontline and Leadership level employees, and available to all hospitality employees. A different topic will once again be introduced during each session, and one live session will be offered.

Since the program's inception in 2017, approximately 6,673 hospitality professionals had participated in training focused on enhancing customer service, leadership, and the overall visitor experience.

Partnerships

Tourism Enrichment was budgeted at $240,000 for FY 2025/2026, representing approximately 6% of the MBVCA's total budget. The allocation supported strategic partnerships with the Miami Beach Cultural Arts Council and signature cultural tourism initiatives, including No Vacancy, Miami Beach and Open House Miami. These programs enhanced the destination's cultural offerings, expanded access to arts and architectural experiences, and strengthened Miami Beach's position as a leading cultural tourism destination.

No Vacancy, Miami Beach continued as an annual public art initiative that transformed Miami Beach hotels into temporary exhibition spaces showcasing local and international artists during the destination's annual Art Week season. During FY 2025/2026, the MBVCA again partnered with the City of Miami Beach to present the fifth rendition of No Vacancy from November 13 through December 20, 2025. The program expanded significantly since its inception, increasing the number of participating hotels and artists and extending from an initial two-week presentation to six weeks. Participating locations remained within walking distance or were accessible through the Miami Beach Trolley system, supporting a free and accessible cultural experience for residents and visitors.

In Fiscal Year 2026/2027, the MBVCA will once again partner with the City of Miami Beach to present the seventh edition of No Vacancy, scheduled for November 12 through December 19, 2026. Since its inaugural year, the program has grown from 10 participating hotels and artists to 12 hotels and artists participating in 2026. All participating properties will remain within walking distance of or accessible via the Miami Beach Trolley system. Additionally, the exhibition has expanded from a two-week event into a six-week citywide cultural experience over time, further enhancing visitor engagement and showcasing Miami Beach as a premier destination for art, culture, and tourism.

The MBVCA also continued to support Open House Miami following its successful collaboration with the Greater Miami Convention & Visitors Bureau (GMCVB) and Miami Center for Architecture & Design (MCAD). The initiative featured approximately 131 unique tours across 25 neighborhoods attracting over 6,500 people including experiences within the Art Deco District, private residences, The Betsy South Beach, the Miami Design Preservation League, and the Miami Beach Bandshell. Together, these Tourism Enrichment initiatives expanded opportunities for cultural engagement, highlighted Miami Beach's distinctive arts, architecture, and hospitality assets, and supported year-round visitation and destination awareness.

In addition, the MBVCA will once again partner with the GMCVB and MCAD to launch the 4th iteration of Open House Miami, hoping to expand the number of tours offered through Miami Beach and beyond and expanding the number of days from 2 to 3.

About the MBVCA Grant Program

The Miami Beach Visitor and Convention Authority (MBVCA) strategically directed its Tourism Advancement Program (TAP) funding toward events, programs, and projects that generated measurable tourism, economic, marketing, and publicity benefits for the City of Miami Beach. The MBVCA maintained a multi-level review process that began with a required pre-proposal conference, during which administration reviewed program eligibility, grant categories, policies and procedures, application requirements, deadlines, and prior applicant concerns. The application process incorporated an initial eligibility review and emphasized measurable performance criteria, including contracted hotel room nights, confirmed media exposure, viewership, engagement, and economic impact. Fully executed hotel agreements and supporting media documentation were required, while post-performance reporting, social media analytics, and other supporting documentation provided additional verification and accountability. The application portal was also enhanced to streamline submissions, automate grantee contract distribution, align lobbyist registration requirements with City standards, and strengthen cross-promotional requirements supporting @ExperienceMiamiBeach.

The MBVCA continued its declining-scale funding policy for recurring projects to encourage events to diversify revenue through corporate and private sponsorships and reduce long-term reliance on MBVCA funding. Grant criteria were strengthened in FY 2024/2025, including increased hotel room night, media impression, and viewership thresholds for several categories. For FY 2025/2026, the Tourism Partnerships maximum grant request increased to $35,000, with minimum eligibility requirements increasing to 200 hotel room nights, 650,000 media impressions, and 2,000 engagements. Hotel agreements were subject to enhanced documentation requirements, including fully executed contracts identifying applicable group names, while third-party hotel pickup forms were not accepted. Grantees were also required to report changes to qualifying hotel agreements prior to their events. Internal auditing and detailed final reporting continued to support verification of contractual performance and grant compliance.

Social media and cross-promotional requirements were expanded to strengthen the visibility of MBVCA-funded programs and the @ExperienceMiamiBeach brand. Grantees were required to produce a minimum of six social media posts per applicable channel, including live event activations and post-event content, and submit supporting analytics documenting reach, engagement, and other key performance indicators within the required reporting period. Participation in promotional giveaways coordinated with the MBVCA's public relations agency was also encouraged. In addition, the Film Incentive Grant Program continued to support eligible scripted feature films and television productions, non-political and non-sports documentaries, and short films, with promotional support provided through local and statewide film industry partners. Collectively, these policies strengthened accountability, measurable tourism impact, destination exposure, and collaboration between the MBVCA and its funded partners.

Additional grant revisions will include:

- Allowing organizations to only apply once per fiscal year to encourage new events to apply
- Increasing the maximum criteria for Special Projects and Special Projects Recurring to attract larger events and continue supporting past grant recipients
- Requiring applicants to create either a promotional deal for their events or a social media campaign giveaway of their choosing
- Requiring applicants whose events take place on public property to obtain city permitting prior to applying to the MBVCA
- Revamping the Film Incentive Grant Program to attract both community-based and feature films to the destination.
- Reviewing events that take place on public property to ensure the proper permitting is in place prior to accepting a grant application

Professional Advancement

The Miami Beach Visitor and Convention Authority (MBVCA) remained committed to the professional development and advancement of its staff by recognizing performance, dedication to service, and continuing education. Employees were encouraged to participate in professional development opportunities, including customer service, technology, artificial intelligence, digital marketing, research and development, and time management training. Staff also attended relevant conferences, seminars, and networking events within the technology, tourism, and hospitality industries to remain informed of emerging trends, innovations, and best practices.

Staff members further supported the organization through participation on community and industry boards, local Chambers of Commerce, and City of Miami Beach ad-hoc committees, as appropriate. The MBVCA also maintained memberships in tourism organizations, including Visit Florida and the U.S. Travel Association, which provided access to industry resources, advocacy, research, professional development, and opportunities for collaboration within the broader travel and tourism sector.

Continued investment in staff development strengthened organizational capacity, enhanced professional expertise, and supported the MBVCA's ability to respond effectively to an evolving tourism environment. Through professional development, industry engagement, strategic collaboration, and a continued commitment to service excellence, the MBVCA supported its mission of advancing tourism and contributing to the long-term success of the City of Miami Beach as a premier destination.

The MBVCA's administration and benefits costs are budgeted at $605,000 for FY 2026/2027. This figure represents 14% of the total budget. The overhead allocation is budgeted at $155,000, which reflects 4% of the overall budget, with $5,000 allocated for capital expenses. The increase from FY 2025/2026 is attributed to the purchase of updated office equipment, technology, and the updated equipment for the reconfigured conference room utilized by the Board for their monthly meetings, along with a 3% COLA increase for all employees. The total administration and overhead costs are 18% of the total budget.

Key Intended Outcome	FY 2026/2027 Strategy	FY 2026/2027 Initiatives	FY 2025/2026 Accomplishments
Increase tourism related business activities through strategic funding	**Grant effectively and impartially to support goals that achieve maximum impact, within budgetary limits** **Refine methodology for measurements: improve collection of economic impact data** **Develop, fund and support world-class events that can be repeated annually**	Partner with complementary organizations or businesses to leverage collective resources and expertise through Tourism Enrichment Program. Leverage social media, platforms, and online communities to promote grant applications. Utilize compelling storytelling, data visualization, and influencer partnerships to amplify your brand's mission and grant objectives. Meet with potential partners worldwide to attract transformative events to Miami Beach and strengthen Miami Beach brand equity, by promoting the destination and available funding opportunities especially in the shoulder season Increase maximum criteria for Special Projects and Special Projects Recurring Revamp Film Incentive Grant Program to attract both community based and feature films to the destination Require applicants whose events take place on public property to obtain city permitting prior to applying Allow organizations to only apply once per fiscal year	Funded 29 projects in FY 2025/2026 Revamped contract forms to include checklists and specific deadlines for each part of the required documents due. Implemented 3rd party web-based grant application submission system for increased accuracy and efficiency. Reduced criteria on Film Incentive Grant Category to attract film production to Miami Beach Allowed for 3rd party hotel partner agreements to be utilized for grant eligibility and qualifications Allowed applicants to submit their most recent income tax return and verified compilation as part of their grant requirement Updated social media requirements Allowed conventions and conferences with a public component to apply for funding

Key Intended Outcome	FY 2026/2027 Strategy	FY 2026/2027 Initiatives	FY 2025/2026 Accomplishments
Enhance City of Miami Beach brand name	**Bring positive global visibility to the City of Miami Beach** **Partner effectively with the City of Miami Beach** **Continue strengthening a destination-wide Hospitality Training Program with Forbes Travel Guide** **Strengthen and develop additional tourism partnerships by benchmarking other comparable tourist destinations for ongoing creative/watershed/cutting edge programs and events**	Enhance the storytelling approach that showcases the destination's history, culture, and people, making emotional connections with potential visitors Develop immersive experiences (e.g. virtual tours) Highlight sustainable tourism practices Collaborate with GMCVB and other stakeholders Share engaging content (videos, blog posts, infographics) Establish collaboration with one to two marquee backlink/search partners to drive downloads of the EXP Miami Beach Tours App, lift in IG followers and increase web traffic Host 5-7 media contacts and 10-15 content creators to story-tell on behalf of the destination through traditional media coverage and dynamic, online assets, resulting in media coverage and a 25% increase in Instagram followers YoY Partner with one to two national media brands (The Today Show, The Skim, Refinery29, The Points Guy) to tap into lifestyle content and an audience segment interested in beauty, wellness, sports and fashion - leveraging the upcoming year of sports Pursue industry accolades and new award opportunities for the industry and select Board members, as appropriate Continue to showcase Miami Beach to a variety of travelers (both in-state and in key feeder markets) through at least two signature, integrated campaigns with a specific CTA to the new brand.com with an ROI of a 12-15% lift in web site visitors	Created a fully integrated, cross-channel destination Leveraged the centennial of Art Deco as a major cultural moment Reached a highly qualified luxury travel audience Drove measurable visitation to ExperienceMiamiBeach.com Delivered significant social audience growth Converted campaign awareness into destination-planning engagement Generated exceptional partner email performance Secured high-impact exposure through The New York Times Magazine Generated exceptional email engagement through The New York Times Magazine Demonstrated the effectiveness of podcast advertising Converted premium lifestyle media exposure into new audiences Successfully extended the Only in Miami Beach campaign into creator-led storytelling Extended engagement beyond video Debuted partnership with American Airlines, JetBlue and MIA that exceeded the 10,000 contracted unit goal Created an interconnected consumer journey rather than a collection of standalone advertisements

Key Intended Outcome	FY 2026/2027 Strategy	FY 2026/2027 Initiatives	FY 2025/2026 Accomplishments
Improve and maintain organizational communications strategies	**Continue to develop enhanced, stronger collaborations in tourism locally and worldwide through the assistance of PR firm and other partners** **Increase organizational visibility through the MBVCA's PR firm** **Inform Board members about grant recipient events' developments and successes highlighted within the media**	Enhance strong digital presence Engage social media platforms relevant to the audience, sharing content that resonates with the brand Train employees on brand values, messaging; ambassadors Build strategic partnerships and collaborations Identify partners with brand values and target audience Collaborate on events, content, or initiatives that amplify the brand message Leverage partnerships to expand reach, credibility, and influence	Created consistent visual identity elements (logo, color palette, typography, style guide) Redesigned MBVCA website Updated distribution lists within Constant Contact to offer promotional opportunities to the hospitality industry Posted all press releases and Miami Beach News articles written by Agency of Record to the MBVCA website Participated in GMCVB Boards and Committees Included grantee events within the event calendar on the Experience Miami Beach App and MBVCA website Featured MBVCA-focused stories on LinkedIn Updated MBVCA Logo

Key Intended Outcome	FY 2026/2027 Strategy	FY 2026/2027 Initiative	FY 2025/2026 Accomplishments
Empower professional staff	**To support MBVCA Board initiatives and strategies**	Improve operational efficiency: Streamline processes, reduce redundancy, and enhance productivity through effective time management, workflow optimization, and technological integration Enhance communication and collaboration: Foster open communication, build strong relationships with colleagues and stakeholders, and facilitate effective teamwork to achieve shared objectives Develop strategic planning and implementation: Contribute to organizational goal setting, prioritize tasks, update Employee Handbook and ensure successful execution of plans and projects Cultivate professional development and growth: pursue training, certifications, or education to enhance administrative skills, stay updated on industry trends, and career advancement Ensure compliance and risk management: Maintain accurate records, adhere to policies and regulations, and identify and mitigate potential risks to safeguard organizational integrity Incorporate current technologies into the workspace environment	Attended City Board and Committee, GMCVB, and Miami Beach Chamber of Commerce tourism-related meetings Hosted part-time employee Represented MBVCA by participating in community and industry boards such as the GMCVB Marketing Committee and various ad-hoc committees throughout the City of Miami Beach and local partners as requested Encouraged employee participation in industry events to stay current Encouraged employees to participate in courses on AI, social media, and other relevant topics through city of Miami Beach and 3rd party platforms.

MIAMI BEACH VISITOR AND CONVENTION AUTHORITY

FY 2026/2027

	APPROVED FY 2025.2026	PROPOSED FY 2026.2027	VARIANCE
REVENUES			
Reserves	$ 300,000	$ 540,000	$ 240,000
Projected Resort Tax	$ 3,494,000	$ 3,672,000	$ 178,000
TOTAL REVENUES	**$ 3,794,000**	**$ 4,212,000**	**$ 418,000**
EXPENDITURES			
Administration & Benefits	$ 586,894	$ 605,000	$ 18,106
Operating Expenses	$ 150,000	$ 155,000	$ 5,000
Capital	$ 5,000	$ 5,000	$ -
Total Administration	**$ 741,894**	**$ 765,000**	**$ 23,106**
GRANTS - Tourism Advancement Program			
Tourism Partnerships	$ 90,000	$ 90,000	$ -
Major Events	$ 120,000	$ 120,000	$ -
Special Events Recurring	$ 581,000	$ 745,000	$ 164,000
Special Projects	$ 240,000	$ 240,000	$ -
Special Projects Recurring	$ 610,000	$ 830,000	$ 220,000
Film Incentive	$ 70,000	$ 70,000	$ -
Development Opportunities	$ 105,000	$ 105,000	$ -
Total Tourism Adv. Program	**$ 1,816,000**	**$ 2,200,000**	**$ 384,000**
PARTNERSHIPS			
Tourism Enrichment	$ 240,000	$ 245,000	$ 5,000
Total	**$ 240,000**	**$ 245,000**	**$ 5,000**
MARKETING/PR/TECHNOLOGY			
Marketing/Communications & PR	$ 200,000	$ 250,000	$ 50,000
Destination Marketing	$ 500,000	$ 500,000	$ -
Forbes		$ 20,000	
APP Marketing	$ 30,000	$ -	$ (30,000)
IT Development	$ 50,000	$ 20,000	$ (30,000)
Total	**$ 780,000**	**$ 790,000**	**$ 10,000**
OTHER			
Initiatives	$ 150,000	$ 150,000	$ -
R&D	$ 64,106	$ 60,000	$ (4,106)
Projected Cash Flow Reserve	$ 2,000	$ 2,000	$ -
Total Other	**$ 216,106**	**$ 212,000**	**$ (4,106)**
TOTAL	**$ 3,794,000**	**$ 4,212,000**	**$ 418,000**

Direct Impact

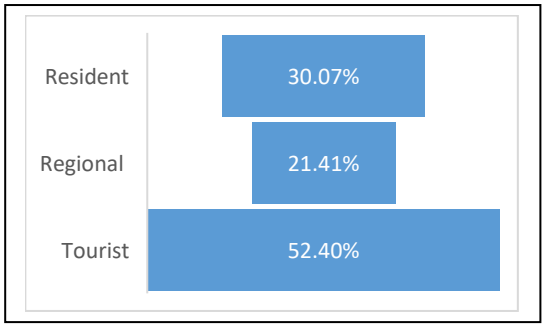
Direct impact of MBVCA sponsored events in Miami Beach is derived from calculating the average of the projects' overall impacts to the City of Miami Beach. Grant recipients are asked for the hotel room nights, media impressions, and/or viewership figures their events generated. The figures are determined by adding contracted figures as well as figures related to coverage. A project's direct impact is also determined through the number of attendees for each event; the percentage of attendees who paid an admission fee, and the range of said admission fees. Other significant impact figures such as an event's economic impact reflect the number of events that took place in Miami Beach; if and how an event had a financial impact on Miami Beach through the jobs created and local businesses employed, as well as its overall audience demographics. These figures are reported to the MBVCA in the grant recipients' final reports and compiled within a detailed economic impact report for each grant recipient.

2025/2026 General Tourism Highlights

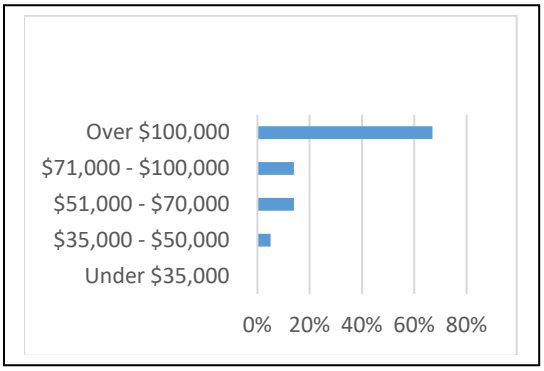
- Hotel rooms (as of September 2026) – 21,485
- Overnight Visitors (2025-Miami Beach) – 6,000,000 est. (of 28.2 million overnight visitors to Miami-Dade County)
- Average Room Rate (as of September 2026) - $308.04
- Average RevPar (January to August 2026) – $245.65
- Average Occupancy (as of September 2026) – 70.5%

Total Attendance of MBVCA Sponsored Events – 1,631,666

- Resident 30.07%
- Regional 21.41%
- Tourist 52.40%



- Number of Events in Miami Beach – 387
- Job Creation – 4,101
- Average Organizational Budgets of MBVCA sponsored events – $38,717,253
- Annual Income of Attendees
  - Under $35,000 – 0%
  - $35,000 - $50,000 – 5%
  - $51,000 - $70,000 – 14%
  - $71,000 - $100,000 – 14%
  - Over $100,000 – 67%



Category	Recipient	Event/Project	Grant Request	Amount Awarded
Development Opportunities	INK Miami Art Fair, Inc.	INK Miami Art Fair	$35,000	$35,000
	Bravo Story LLC	IOScholarships STEAM Career Summit powered by Bravo Story	$35,000	$35,000
Film Incentive	**Applications were not received in FY 2025/2026**			
Major Events	IFCM Corp.	FilmGate Interactive 12	$60,000	$40,000
	PADELPRO USA, Inc.	Miami Premier Padel P1	$60,000	$60,000
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival	$40,000	$40,000
	Exclusive Sports Marketing, Inc of Florida dba Exclusive Sports Marketing, Inc.	Miami Beach Halloween Half Marathon & Freaky 4-Miler	$40,000	$40,000
	Fish Hard Events	Miami Billfish Tournament of Champions	$40,000	$40,000
	GroundUP Music Foundation, Inc.	10th Annual GroundUp Miami Beach	$40,000	$40,000
	LTF Operations Holdings, Inc.	Life Time Miami Marathon & Half	$30,000	$30,000
	National LGBTQ Task Force	2026 Winter Party Festival	$30,000	$30,000
	Red Door Construction, LLC acting as fiscal agent for WZA Sports, LLC	Wodapalooza Miami Beach Fitness Festival	$50,000	$50,000
	South Beach Seafood Festival, Inc.	South Beach Seafood Festival	$50,000	$50,000
	The Miami Takeover, LLC	18th Annual Miami Takeover	$35,000	$35,000
	Upsolut Sports America Inc. dba HYROX	HYROX Miami Beach	$50,000	$50,000
Special Projects	Miami Music Festival, Inc.	Miami Beach Memorial Day Weekend Festival of Lights	$120,000	$109,875
	Model Volleyball, LLC	Model Volleyball	$120,000	$120,000
	NMSDC - National Minority Supplier Development Council	NMSDC Conference and Exchange	$120,000	$120,000
	SCOPE Art Fair, Inc.	SCOPE Miami Beach	$120,000	$120,000
	South Florida CFPNCG Host Committee, LLC	2026 CFP National Championship	$120,000	$120,000
Special Projects Recurring	A National Salute to America's Heroes	National Salute to America's Heroes	$80,000	$80,000
	Florida International University-SOBEWFF	Food Network South Beach Wine & Food Festival	$70,000	$70,000
	FUNKSHION LABS	Paraiso Miami Beach - Miami Swim Week	$100,000	$100,000
	Miami Music Festival, Inc	Miami Beach Holiday Festival of Lights	$80,000	$80,000
	Miami Music Festival, Inc.	Miami Beach Classical Music Festival 2026	$100,000	$100,000
	Orange Bowl, LLC	The College Football Playoff Quarterfinal at the Capital One Orange Bowl	$80,000	$80,000
Tourism Enrichment	City of Miami Beach	No Vacancy, Miami Beach	$100,000	$100,000
	Miami Center for Architecture & Design, Inc.	Open House Miami	$90,000	$90,000
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBTQ Visitor Center	$30,125	$30,125
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	$30,000	$30,000

Category	Recipient	Event/Project	Hotel Room Nights	Viewership	Impressions
Development Opportunities	INK Miami Art Fair, Inc.	INK Miami Art Fair	253	0	2,952,907
	Bravo Story LLC	IOScholarships STEAM Career Summit powered by Bravo Story	76	0	237,536,454
Film Incentive	**Applications were not received for this category in 2025/2026**				
Major Events	IFCM Corp	FilmGate Interactive 12	255	0	2,630,000
	PADELPRO USA, Inc	Miami Premier Padel P1	1,165	5,080,757	31,038,972
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival	479	0	9,576,637,595
	Exclusive Sports Marketing, Inc of Florida dba Exclusive Sports Marketing, Inc.	Miami Beach Halloween Half Marathon & Freaky 4-Miler*	0	0	0
	Fish Hard Events	Miami Billfish Tournament of Champions	250	0	3,168,732
	GroundUP Music Foundation, Inc.	10th Annual GroundUp Miami Beach	321	0	19,176,118
	LTF Operations Holdings, Inc.	Life Time Miami Marathon & Half	256	0	4,132,854,582
	National LGBTQ Task Force	2026 Winter Party Festival	254	0	2,571,165,881
	Red Door Construction, LLC acting as fiscal agent for WZA Sports, LLC	Wodapalooza Miami Beach Fitness Festival	768	0	14,495,898
	South Beach Seafood Festival, Inc.	South Beach Seafood Festival	250	0	1,862,031,081
	The Miami Takeover, LLC				
	Upsolut Sports America Inc. dba HYROX	18th Annual Miami Takeover	274	0	36,674,694
		HYROX Miami Beach	397	0	6,136,776
Special Projects	Miami Music Festival, Inc.	Miami Beach Memorial Day Weekend Festival of Lights	1,542	0	428,256,192
	Model Volleyball, LLC	Model Volleyball	1,506	0	774,905,815
	NMSDC National Minority Supplier Development Council	NMSDC Conference and Exchange	3,624	0	365,320,000
	SCOPE Art Fair, Inc.	SCOPE Miami Beach*	0	0	-
	South Florida CFPNCG Host Committee, LLC	2026 CFP National Championship	4,043	49,304,025	9,635,863,012
Special Projects Recurring	A National Salute to America's Heroes	National Salute to America's Heroes	909	103,276,280	2,024,695,450
	Florida International University-SOBEWFF	Food Network South Beach Wine & Food Festival	1,972	0	20,400,000,000
	FUNKSHION LABS	Paraiso Miami Beach - Miami Swim Week	555	82,274,588	14,944,915,932
	Miami Music Festival, Inc	Miami Beach Holiday Festival of Lights	2,606	0	584,971,021
	Miami Music Festival, Inc.	Miami Beach Classical Music Festival 2026	2,030	0	428,296,799
	Orange Bowl, LLC	The College Football Playoff Quarterfinal at the Capital One Orange Bowl	0	29,905,536	8,103,164,898
Tourism Enrichment	City of Miami Beach	No Vacancy, Miami Beach	0	0	254,619,720
	Miami Center for Architecture & Design, Inc.	Open House Miami	0	0	574,000
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBTQ Visitor Center	0	0	2,111,429
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	0	0	695,654

* Data not available as of the publication of this report

Category	Event	Rooms	Average Daily Room Rate	Occupancy	Estimated Revenue to Hoteliers	Estimated Income to the City 2% Resort Tax	Estimated Income to MBVCA; 5% of 2% Resort Tax
Development Opportunities	INK Miami Art Fair	253	$489.30	82.1%	$128,792.88	$2,475.86	$123.79
	IOScholarships STEAM Career Summit powered by Bravo Story	76	$179.76	51.0%	$13,661.74	$ 273.23	$ 13.66
Film Incentive	**Applications were not received in FY 2025/2026**						
Major Events	IFCM Corp	250	$406.15	88.6%	$101,537.48	$2,030.75	$101.54
	PADELPRO USA, Inc.	1,165	$453.06	83.2%	$527,814.88	$10,556.30	$527.81
Special Events Recurring	10th Annual GroundUp Music Festival	321	$406.15	88.6%	$130,374.13	$2,607.48	$130.37
	18th Annual Miami Takeover	274	$213.81	60.5%	$ 58,583.92	$1,171.68	$58.58
	2026 Winter Party Festival	254	$414.51	84.7%	$105,285.52	$2,105.71	$105.29
	American Black Film Festival	479	$282.21	69.1%	$135,178.57	$2,703.57	$135.18
	HYROX Miami Beach	397	$438.25	82.5%	$173,985.23	$3,479.70	$173.99
	Life Time Miami Marathon & Half	256	$364.12	87.8%	$ 93,214.70	$1,864.29	$93.21
	Miami Beach Halloween Half Marathon & Freaky 4-Miler*	0	0	0	0	0	0
	Miami Billfish Tournament of Champions	250	$370.63	74.7%	$92,657.48	$1,853.15	$92.66
	South Beach Seafood Festival	250	$256.76	71.5%	$64,189.98	$1,283.80	$64.19
	Wodapalooza Miami Beach Fitness Festival	250	$406.15	88.6%	$101,537.48	$2,030.74	$101.54
Special Projects	2026 CFP National Championship	4,043	$363.36	81.8%	$1,469,064.46	$29,381,29	$1,469.06
	Miami Beach Memorial Day Weekend Festival of Lights	1,542	$282.21	69.1%	$435.167.80	$8,703.36	$435.17
	Model Volleyball	1,506	$350.40	78.6%	$527,702.38	$10,554.05	$527.70
	NMSDC Conference & Exchange	3,624	$280.39	78.2%	$1,016,133,34	$20,322.67	$1,016.13
	SCOPE Miami Beach*	0	0	0	0	0	0
Special Projects Recurring	College Football Playoff Quarterfinal at the Capital One Orange Bowl	0	$354.65	73.5%	0	0	0
	Food Network South Beach Wine & Food Festival	1,972	$414.51	89.4%	$817,413.70	$16,348.27	$817.41
	Miami Beach Classical Music Festival 2026	2,030	$265.69	63.6%	$539,350.68	$10,787.01	$539.35
	Miami Beach Holiday Festival of Lights	2,606	$354.65	73.5%	$924,217.88	$18,484.36	$924.22
	National Salute to America's Heroes	909	$282.21	69.1%	$256,528.87	$5,130.58	$256.53
	Paraiso Miami Beach - Miami Swim Week	555	$282.21	69.1%	$156,626.53	$3,132.53	$156.63
Tourism Enrichment	No Vacancy, Miami Beach	0	$288.58	70.3%	$0	$0	$0
	Open House Miami	0	$414.51	89.4%	$0	$0	$0
Tourism Partnerships	LGBTQ Visitor Center	0	$306.91	70.5%	$0	$0	$0
	Miami Beach Visitor Center	0	$306.91	70.5%	$0	$0	$0

* Data not available as of the publication of this report

Category	Organization	Event	Total Dollar Value Spent on Advertising	Domestic Advertising	International Advertising	Total Dollar Value Spent on Television
Development Opportunities	Bravo Story LLC	IOScholarships STEAM Career Summit powered by Bravo Story	$5,000	$4,000	$1,000	$50,000
	INK Miami Art Fair, Inc.	INK Miami Art Fair	$7,752	$0	$0	$0
Film Incentive	**Applications were not received in FY 2025/2026**					
Major Events	IFCM Corp	FilmGate Interactive 12	$12,000	$6,000	$6,000	$0
	PADELPRO USA, Inc.	Miami Premier Padel P1	$14,916	$14,916	$0	$0
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival	$65,000	$59,800	$5,200	$0
	Exclusive Sports Marketing, Inc. of Florida dba Exclusive Sports Marketing, Inc.	Miami Beach Halloween Half Marathon & Freaky 4-Miler	$50,000	$45,000	$5,000	$0
	Fish Hard Events	Miami Billfish Tournament of Champions	$20,000	$20,000	$0	$0
	GroundUP Music Foundation, Inc.	10th Annual GroundUp Music Fest	$34,150	$17,075	$17,075	$0
	LTF Operations Holdings, LLC	Life Time Miami Marathon & Half	$60,671	$56,424.03	$4,246.97	$0
	National LGBTQ Task Force	2026 Winter Party Festival	$26.931	$26,931	$0	$0
	Red Door Construction, LLC acting as fiscal agent for WZA Sports, LLC	Wodapalooza Miami Beach Fitness Festival	$511,385	$357,969.50	$153,415.50	$0
	South Beach Seafood Festival, Inc.	South Beach Seafood Festival	$193,000	$193,000	$0	$30,000
	The Miami Takeover LLC	18th Annual Miami Takeover	$8,000	$8,000	$0	$0
	Upsolut Sports America Inc. dba HYROX	HYROX Miami Beach	$58,600	$55,670	$2,930	$0
Special Projects	Miami Music Festival, Inc.	Miami Beach Memorial Day Weekend Festival of Lights	$5,435	$0	$0	$0
	Model Volleyball, LLC	Model Volleyball	$25,000	$22,500	$2,500	$0
	NMSDC - National Minority Supplier Development Council	NMSDC Conference and Exchange	$0	$0	$0	$0
	SCOPE Art Fair, Inc.	SCOPE Miami Beach*	$0	$0	$0	$0
	South Florida CFPNCG Host Committee, LLC	2026 CFP National Championship	$1,231,051	$1,231,051	$0	$176,064.00
Special Projects Recurring	A National Salute to America's Heroes	National Salute to America's Heroes	$171,676	$171,676	$0	$0
	Florida International University-SOBEWFF	Food Network South Beach Wine & Food Festival	$179,000	$173,630	$5,370	$0
	FUNKSHION LABS	Paraiso Miami Beach - Miami Swim Week	$55,000	$16,500	$38,500	$2,000,000
	Miami Music Festival, Inc	Miami Beach Holiday Festival of Lights	$5,824	$5,824	$0	$0
	Miami Music Festival, Inc.	Miami Beach Classical Music Festival 2026	$1,605	$1,444,50	$160.50	$0
	Orange Bowl, LLC	The College Football Playoff Quarterfinal at the Capital One Orange Bowl	$717,000	$717,000	$0	$81,140.00
Tourism Enrichment	City of Miami Beach	No Vacancy	$29,150	$29,150	$0	$0
	Miami Center for Architecture & Design, Inc.	Open House Miami	$15,581	$15,581.00	$0	$0
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBTQ Visitor Center	$23,025	$13,815	$9,210	$0
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	$21,000	$21,000	$0	$0

* Data not available as of the publication of this report

Category	Recipient	Event/Project	Funding	HRN Contracted	HRN Generated	Variance
Development Opportunities	INK Miami Art Fair, Inc.	INK Miami Art Fair	$35,000	235	253	7.66%
	Bravo Story LLC	IOScholarships STEAM Career Summit powered by Bravo Story	$35,000	75	76	1.33%
Film Incentive	**Applications were not received in FY 2025/2026**					
Major Events	IFCM Corp	FilmGate Interactive 12	$40,000	250	768	207.2%
	PADELPROUSA, Inc.	Miami Premier Padel P1	$60,000	1,200	1,165	-2.92%
Special Events Recurring	ABFF Ventures, LLC	American Black Film Festival	$40,000	368	479	20.16%
	Exclusive Sports Marketing	Miami Beach Halloween Half Marathon & Freaky 4-Miler*	$40,000	415	0	0
	Fish Hard Events	Miami Billfish Tournament of Champions	$40,000	270	250	-7.41%
	GroundUP Music Foundation, Inc.	10th Annual GroundUp Music Fest	$40,000	450	321	-28.67%
	LTF Operations Holdings, LLC	Life Time Miami Marathon & Half	$30,000	385	256	-33.51%
	National LGBTQ Task Force	2026 Winter Party Festival	$30,000	250	0	0
	Red Door Construction, LLC acting as fiscal agent for WZA Sports, LLC	Wodapalooza Miami Beach Fitness Festival	$50,000	1,500	1,506	.4%
	South Beach Seafood Festival, Inc.	South Beach Seafood Festival	$50,000	265	250	-5.66%
	The Miami Takeover, LLC	18th Annual Miami Takeover	$35,000	255	274	7.45%
	Upsolut Sports America Inc. dba HYROX	HYROX Miami Beach*	$50,000	415	397	-4.34%
Special Projects	Miami Music Festival, Inc.	Miami Beach Memorial Day Weekend	$120,000	1,500	1,542	2.8%
	Model Volleyball, LLC	Model Volleyball	$120,000	1,500	1,506	.4%
	NMSDC National Minority Supplier Development Council	NMSDC Conference and Exchange	$120,000	4,390	3,624	-17.45%
	SCOPE Art Fair, Inc.	SCOPE Miami Beach*	$120,000	0	0	0
	South Florida CFPNCG Host Committee, LLC	2026 CFP National Championship	$120,000	3,081	4,043	31.22%
Special Projects Recurring	A National Salute to America's Heroes	National Salute to America's Heroes	$80,000	172	909	428.49%
	Florida International University-SOBEWFF	Food Network South Beach Wine & Food Festival	$70,000	2,024	1,972	-2.57%
	FUNKSHION LABS LLC	Paraiso Miami Beach/Miami Swim Week	$100,000	0	555	0
	Miami Music Festival, Inc	Miami Beach Holiday Festival of Lights	$80,000	1,500	2,606	73.73%
	Miami Music Festival, Inc.	Miami Beach Classical Music Festival 2026	$100,000	1,500	2,030	35.33%
	Orange Bowl, LLC	The College Football Playoff Quarterfinal at the Capital One Orange Bowl	$80,000	0	0	0
Tourism Enrichment	City of Miami Beach	No Vacancy, Miami Beach	$100,000	0	0	0
	Miami Center for Architecture & Design, Inc.	Open House Miami	$90,000	0	0	0
Tourism Partnerships	MDGLCC Foundation, Inc.	LGBTQ Visitor Center	$30,125	0	0	0
	Miami Beach Chamber of Commerce	Miami Beach Visitor Center	$30,000	0	0	0

* Data not available as of the publication of this report

Yearlong

Forbes Travel Guide Online Hospitality Training– Forbes Travel Guide

FY 2025/2026	**$11,800**
FY 2024/2025	$11,200
FY 2023/2024	$10,600
FY 2022/2023	$9,750
FY 2021/2022	$22,500
FY 2020/2021	$22,500
FY 2019/2020	$38,943.75
FY 2018/2019	$50,025
FY 2017/2018	$42,000
FY 2016/2017	$14,000

Through the ongoing partnership with Forbes Travel Guide and support from the Greater Miami and The Beaches Hotel Association (GMBHA), the MBVCA hosted several online training events for Miami Beach based employees. Due to the successful implementation of the online webinars during the pandemic, the MBVCA has continued to offer online webinars throughout the year for a total of 8 during FY 2025/2026. Each webinar included different topics while providing the fundamentals of customer service, as offered worldwide by Forbes Travel Guide. The online training sessions remained free of charge to anyone who resides and/or works within the City of Miami Beach as well as to those in the hospitality industry. A total of **430 learners** participated in the Leadership webinars, with **268 learners** participating in the 4 Frontline webinars offered. In total, **698 hospitality employees** received training throughout the fiscal year

This event satisfied the MBVCA's customer service core initiative.

www.forbestravelguide.com and www.miamibeachvca.com/forbes-training

LGBTQ Visitor Center - MDGLCC Foundation, Inc.

FY 2025/2026	**$30,125**
FY 2024/2025	$30,000
FY 2023/2024	$30,000
FY 2022/2023	$30,000
FY 2021/2022	$22,329
FY 2020/2021	$12,000
FY 2019/2020	$19,530
FY 2018/2019	$28,300
FY 2017/2018	$30,000
FY 2016/2017	$30,000
FY 2015/2016	$30,000
FY 2014/2015	$30,000
FY 2013/2014	$30,000
FY 2012/2013	$30,000
FY 2010/2011	$30,000

The LGBTQ Visitor Center provides tourists with the resources to ensure a successful stay in Miami Beach, while promoting socioeconomic development and tourism. In addition to their daily services, the Center proudly offers ongoing panel discussions, educational workshops, special social events, recovery & support groups, and dance & fitness classes. In 2024/2025, the Center received **9,141 total walk-in visitors, 1,250 phone calls, and 4,366 emails.** It also maintained its online presence generating **2,111,429 media impressions** through its partnership with HotSpots magazine and Q Digital, as well as through its social media channels to include Facebook, Instagram, and X. The Center received additional promotional support through the GMCVB, social media, flyers, and the LGBT Weekly E-Blast Newsletter. A total of **2,707 users** visited the Center's website over the course of the year, yielding **10,638** hits.

This program satisfied the MBVCA's core initiative of generating year-round programming and providing visitor services; thereby, developing a Tourism Partnership with the MBVCA within the gay and lesbian niche market.

www.gogaymiami.com/www.sobevisitorcenter.com

Miami Beach Visitor Center – Miami Beach Chamber of Commerce

FY 2025/2026	**$30,000**
FY 2024/2025	$30,000
FY 2023/2024	$30,000
FY 2022/2023	$30,000
FY 2021/2022	$30,000
FY 2020/2021	$30,000
FY 2019/2020	$19,530
FY 2018/2019	$30,000
FY 2017/2018	$30,000
FY 2016/2017	$30,000
FY 2015/2016	$30,000
FY 2014/2015	$30,000
FY 2013/2014	$30,000
FY 2012/2013	$30,000
FY 2011/2012	$30,000
FY 2010/2011	$30,000
FY 2009/2010	$30,000
FY 2008/2009	$30,000
FY 2007/2008	$30,000
FY 2006/2007	$30,000
FY 2005/2006	$30,000
FY 2004/2005	$40,000
FY 2003/2004	$40,000
FY 2002/2003	$20,000
FY 2001/2002	$75,000
FY 2000/2001	$26,000
FY 1999/2000	$26,000
FY 1998/1999	$25,000
FY 1997/1998	$25,000
FY 1996/1997	$25,000

Miami Beach Visitor Center is located at 100 16th Street, Suite 6, and has been operating from its new location since they re-opened their doors to the public post-pandemic. The Center's main objective is to promote the City of Miami Beach as the ultimate tourist destination. Their friendly staff assists locals as well as tourists with a multitude of needs such as hotel and restaurant reservations, tours, attractions bookings and much more. The Miami Go Card and Explorer pass are also sold at the Visitors Center. In addition, their updated website, MiamiBeachGuest.com, attracts visitors from international, regional, and local destinations and promotes a variety of local businesses. The Center works closely with the City of Miami Beach, the GMCVB, and other tourist related entities to ensure that their resources on promoting the destination are coordinated and maximized. During FY 2025/2026 the Center welcomed **3,311 walk-ins and received 16,545 website views.** The Center continued to focus its efforts on promoting the destination and getting back to normal operations and generated **921,656 media impressions** last fiscal year.

This program satisfied the MBVCA's core initiative of generating year-round programming and providing visitor services, thereby developing a Tourism Partnership with the MBVCA.

www.miamibeachvisitorcenter.com

October 2025

South Beach Seafood Festival, Inc. – South Beach Seafood Festival

FY 2025/2026	**$50,000**
FY 2024/2025	$27,000
FY 2023/2024	$28,000
FY 2022/2023	$32,000
FY 2021/2022	$40,000
FY 2019/2020	$24,000
FY 2018/2019	$28,000
FY 2017/2018	$32,000
FY 2015/2016	$40,000
FY 2014/2015	$40,000

The South Beach Seafood festival is a 4-day festival that took place from **October 22 – 25, 2025**. This culinary festival created an experience to attract tourists and locals to enjoy a culinary showcase featuring some of Miami Beach's very own restaurants and kicking off stone crab season. Events included the kickoff event at Carbones, followed by other events at Rao's, Catch, and Pubbelly Sushi, the Chef Showdown, and the main seafood festival at Lummus Park. The event attracted **14,657 attendees** to its 3 events, all of which took place in locations on Miami Beach. The event was covered by over 200 media representatives from local and regional media organizations. The Festival delivered **250 hotel nights** and generated **1,862,031,081 media impressions** through local and national promotional efforts and media coverage.

This event satisfied the MBVCA's core initiative of attracting wine and food festivals to Miami Beach.

www.sobeseafoodfest.com

Miami Beach Halloween Half Marathon & Freaky 4-Miler – Exclusive Sports Marketing

FY 2025/2026	**$40,000**
FY 2024/2025	$45,000
FY 2017/2018	$28,000
FY 2016/2017	$32,000
FY 2015/2016	$40,000
FY 2014/2015	$20,000

This annual event, that took place **October 24 - 25, 2025**, has placed a creative twist on the traditional running event. The majority of participants were dressed in full costume while running the 13.1-mile course. **Final data was not available as of the date of this publication**

This project satisfied the MBVCA's core initiatives of attracting health and wellness events to Miami Beach.

www.HalloweenHalfMarathon.com

November 2025

2025 Annual Conference and Exchange - National Minority Supplier Development Council

FY 2025/2026	**$120,000**

The National Minority Supplier Development Council (NMSDC) hosted one of the nation's most influential business connection events by bringing together thousands of entrepreneurs, corporate leaders, and policymakers to fuel innovation, expand supplier opportunity and drive year-round growth. The event took place from **Sunday, November 2 – Wednesday, November 5, 2025,** at the Miami Beach Convention Center. A total of **3,462 attendees** attended, of which 78% (2,700) were tourists. There were **3,624 hotel room nights** generated at the W South Beach, the Nautilus Sonesta Miami Beach Residence Inn, Loews Miami Beach, Eden Roc, AC Hotels, Kimpton Surfcomber, and Cadillac Hotel. In addition, **365,320,000 media impressions** were generated. Component events include a Golf tournament at the Miami Beach Golf Club, a Welcome Reception at Wynwood Marketplace and a Worldwide Technology Reception at Tulum Rooftop Bar & Restaurant (Miami).

This event satisfied the MBCVA's core initiative of group stimulus.

www.nmsdc.org

No Vacancy – City of Miami Beach

FY 2025/2026	**$100,000**
FY 2024/2025	$100,000
FY 2023/2024	$100,000
FY 2022/2023	$100,000
FY 2021/2022	$75,000
FY 2020/2021	$75,000

No Vacancy, Miami Beach, took place **November 13 - December 20, 2025**, as a contemporary art experience that celebrated artists, provokes critical discourse, and invited the public to experience Miami Beach's famed hotels as destination art spaces by turning hotels into temporary cultural institutions – the very definition of Cultural Tourism. Like last year, the art exhibition was held at 12 hotels in Miami Beach, where lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools served as a canvas. Public voting took place through an online social media campaign for the Public Prize Award. In addition, to the online votes it is estimated that over **62,500 persons** experienced at least one of the art projects in person. The selected hotels included the Avalon Hotel, The Betsy Hotel South Beach; Cadillac Hotel & Beach Club; Catalina Hotel, Esme, Miami Beach, Casa Faena Hotel Miami Beach, Hotel Croydon, International Inn by the Bay, Kimpton Hotel Palomar, South Beach, The Royal Palm South Beach, Sherry Frontenac Hotel, and Kimpton Surfcomber Hotel. A total of **254,619,720 social media impressions** were generated this year.

This event satisfied the City's efforts to promote Cultural Tourism to the destination.

www.mbartsandculture.org/no-vacancy

December 2025

SCOPE Miami Beach 2025 – SCOPE Art Fair Inc.

FY 2025/2026	**$120,000**
FY 2024/2025	$36,000
FY 2023/2024	$40,000
FY 2022/2023	$24,000
FY 2021/2022	$28,000
FY 2019/2020	$32,000
FY 2018/2019	$40,000
FY 2017/2018	$24,000
FY 2016/2017	$28,000
FY 2015/2016	$32,000
FY 2014/2015	$30,000
FY 2013/2014	$45,000

SCOPE Miami Beach took place **December 2 - December 7, 2025. Final data was not available as of the date of this publication**

This event satisfied the MBVCA's core initiative of attracting cultural tourism to Miami Beach.

www.scope-art.com

INK Miami Art Fair – INK Miami Art Fair, Inc

FY 2025/2026	**$35,000**

INK Art Fair took place **December 3 - December 7, 2025,** and welcomed **4,671 attendees** to the show which took place at the Dorchester Suites Hotel. Events included a 5-day art with a focused curatorial vision and a commitment to Education that seeks to elevate printmaking both as a historic and contemporary artistic practice. A total of 253 hotel room nights were generated in Miami Beach as a result. Media coverage generated **2,952,907 media impressions**.

This event satisfied the MBVCA's core initiatives of attracting cultural tourism to Miami Beach.

www.inkartfair.com

Miami Beach Holiday Festival of Lights – Miami Music Festival, Inc.

FY 2025/2026	**$80,000**
FY 2024/2025	$95,000
FY 2023/2024	$90,000

The Miami Beach Holiday Festival of Lights made the holiday season a bit brighter with a blend of music, lights, and projection mapping displays that celebrated the rich tapestry of international holiday traditions intended to captivate audiences of all ages. Taking place from **Thursday, December 10, 2025 – Monday, January 1, 2026** and presented by the Miami Music Festival, the event attracted an estimated **25,000 attendees**, of which 39% (9,750) were expected to be tourists. A total of **2,606 hotel room nights** were generated at The Betsy Hotel and **584,971,021 media impressions**. The festival featured a series of live performances spanning a variety of genres and will include appearances by holiday characters such as Santa Claus, Elsa (Frozen) and the Grinch. Cutting edge projection displays were combined with the music to create exciting and memorable experiences for all to enjoy. The use of projection mapping technology created vibrant imagery onto some of Ocean Drive's many façades. There were 9 events that took place over the three-week period of the festival.

This event satisfied the MBVCA's core initiative of attracting cultural tourism to Miami Beach.

wwwmiamimusicfestival.com

The College Football Playoff Quarterfinal at the Capital One Orange Bowl – Orange Bowl, LLC.

FY 2025/2026	**$ 80,000**
FY 2024/2025	$ 95,000
FY 2023/2024	$ 51,000
FY 2022/2023	$ 59,500
FY 2021/2022	$ 68,000
FY 2019/2020	$ 85,000
FY 2018/2019	$ 51,000
FY 2017/2018	$ 59,500
FY 2016/2017	$ 68,000
FY 2015/2016	$ 85,000
FY 2014/2015	$ 48,450
FY 2013/2014	$ 59,500
FY 2012/2013	$ 68,000
FY 2011/2012	$ 70,000
FY 2010/2011	$ 68,000
FY 2009/2010	$ 50,000
FY 2008/2009	$ 80,000
FY 2007/2008	$ 65,000
FY 2006/2007	$ 50,000
FY 2005/2006	$100,000
FY 2004/2005	$100,000
FY 2003/2004	$ 40,000
FY 2002/2003	$ 20,000
FY 2001/2002	$ 25,000
FY 2000/2001	$ 25,000
FY 1999/2000	$ 25,000
FY 1998/1999	$ 10,000
FY 1997/1998	$ 25,000

The College Football Playoff Semi-Final Game took place at the Hard Rock Stadium on **January 1, 2026,** surrounded by a series of events that took place from **December 14, 2025 through January 1, 2026**. The events welcomed members of the community along with college football fans from around the country to the destination, for a total of **65,021 fans**. Aside from the game itself, events such as the team beach outings at the Fontainebleau hotel; special dinners at Dolce Italian; Joe's Stone Crab; Coaches Luncheon at Indian Creek Country Club and others. A total of **8,103,164,898 media impressions** were generated as a result of promotional efforts and press coverage, while the event was televised on ESPN, generating **29,905,536 in viewership**.

This event satisfied two of the MBVCA's core initiatives of attracting events related to health and wellness with a television component to the destination.

www.orangebowl.org

January 2026

2026 CFP National Championship – South Florida CFPNCG Host Committee, LLC

FY 2025/2026	**$120,000**
FY 2020/2021	$90,000

The College Football National Championship Game returned to South Florida on **January 19,2026**. While approximately **67,277 fans** saw the game at Hard Rock Stadium, over **100,000 people** took part in the 13 ancillary events that took place in Miami Beach leading up to the big game. A total of **4,043 hotel room nights** were generated as were **9,635,863,012 media impressions** and an additional **49,304,025 in viewership**.

This event satisfied the MBVCA's core initiative of attracting sporting events and events related to health and wellness with a television component to the destination.

www.2026miami.com

Life Time Miami Marathon and Half Marathon– LTF Operations Holdings, LLC

FY 2025/2026	**$30,000**
FY 2024/2025	$31,500
FY 2023/2024	$32,000
FY 2022/2023	$40,000
FY 2021/2022	$24,000
FY 2019/2020	$28,000
FY 2018/2019	$32,000
FY 2017/2018	$40,000
FY 2016/2017	$68,000
FY 2015/2016	$85,000
FY 2014/2015	$51,000
FY 2013/2014	$59,500
FY 2012/2013	$68,000
FY 2011/2012	$85,000
FY 2010/2011	$75,000
FY 2009/2010	$50,000
FY 2008/2009	$70,000
FY 2007/2008	$70,750
FY 2006/2007	$60,000
FY 2005/2006	$30,000
FY 2004/2005	$11,250
FY 2003/2004	$15,000
FY 2002/2003	$20,000

This full marathon (26.2 miles), half marathon (13.1 miles), and Tropical 5K took place throughout Miami Beach **from January 23 through January 25, 2026.** The full and half marathons hosted participants from 48 states, and 50 countries, throughout the weekend's events. In addition, the Health and Fitness Expo, held at the Miami Beach Convention Center, kicked off and was attended by **36,000 people** over the three days. The Tropical 5K sold out in record time again for the fifth consecutive year, with the Half Marathon and Full Marathon had a 10,000 person wait list and attracted **23,758 runners.** The events generated **256 hotel room nights** in Miami Beach and received **4,132,854,582 in media and marketing impressions** through Yahoo! Sports, Despierta America!, CNN En Español, BBC Mundo, Local News 7, NBC6 News and Six in the Mix, CBS 4, Telemundo, Univision, ESPN Run, and many more.

This event satisfied the MBVCA's core initiatives of attracting health and wellness events to Miami Beach.

www.themiamimarathon.com

February 2026

Miami Billfish Tournament of Champions – Fish Hard Events

FY 2025/2026	**$40,000**
FY 2024/2025	$45,000
FY 2023/2024	$45,000
FY 2022/2023	$30,000

This event took place on the waters off Miami Beach and at the Miami Beach Marina **February 5 – February 7, 2026**. The competition for a substantial $365,000 purse by **30 separate teams** was cheered on by crowds at the Marina over the course of the two days. Spectators were also invited to come out prior to the start of the tournament. Dinners from local eateries including Joe's Stone Crab, Rusty Pelican, Lobster Shack, and others were held as well as an awards ceremony at the conclusion of the tournament to celebrate the winners. A total of **250 hotel room nights** were generated as were **3,168,732 media impressions** through a combination of digital marketing, direct mail, sport fishing publications, and social media.

This event satisfied the MBVCA's core initiative of attracting sporting events to Miami Beach.

questfortheringfl.com/tournament-of-champions/

2026 Food Network South Beach Wine & Food Festival – Florida International University-SOBEWFF

FY 2025/2026	**$70,000**
FY 2024/2025	$76,000
FY 2023/2024	$85,000
FY 2022/2023	$51,000
FY 2021/2022	$59,500
FY 2020/2021	$68,000
FY 2019/2020	$85,000
FY 2018/2019	$51,000
FY 2017/2018	$59,500
FY 2016/2017	$68,000
FY 2015/2016	$85,000
FY 2014/2015	$50,000
FY 2013/2014	$59,500
FY 2012/2013	$68,000
FY 2011/2012	$90,000
FY 2010/2011	$100,000
FY 2009/2010	$70,000
FY 2008/2009	$75,000
FY 2007/2008	$89,416
FY 2006/2007	$100,000
FY 2005/2006	$30,000
FY 2004/2005	$12,757
FY 2003/2004	$14,175
FY 2002/2003	$15,750
FY 2001/2002	$15,000

Celebrating its 25th Year, this 4-day wine, spirits and culinary celebration took place **February 19 – 22, 2026**. The events drew acclaimed chefs, restaurateurs, beverage producers, and tourists from around the world, to Miami Beach. Approximately **60,000 people** attended various events and generated **1,972 hotel room nights** in Miami Beach alone. The Festival received both national and international coverage, generating **20,400,000,000 media impressions**. A total of **108 events** took place, of which 57 were held on Miami Beach. They included a host of participating chefs, a Tribute dinner for Michelle Bernstein and Sasha Lichine with Bobby Flay serving as Master of Ceremonies, the fourth iteration of a new event, FoodieCon described as the first of its kind celebration of the most influential digital content creators in food and beverage, on the annual the Burger Bash and many more.

This event satisfied the MBVCA's core initiative of recruiting top-quality food and wine events to Miami Beach.

www.sobewff.org

Open House Miami – Miami Center of Architecture & Design, Inc.

FY 2025/2026	**$90,000**
FY 2024/2025	$90,000
FY 2023/2024	$90.000

Open House Miami, took place **February 27 - March 1, 2026**, is part of a global network of nearly 60 nonprofit organizations that have created a worldwide movement to open cities and engage citizens in conversations about how to shape the future of where they live. The event provided attendees with behind-the-scenes tours of individual cultural facilities including various museums throughout the Greater Miami area and Miami Beach, specifically, the Art Deco District. In the US, Miami is now only the fourth city following New York City, San Diego, and Chicago to hold this event. This event is supported by organizations such as the GMCVB, Miami Design Preservation League, Dade Heritage Trust, The Miami Chapter of the American Institute of Architects as well as University of Miami and FIU's School of Architecture among others. A total of 131 events including **individual tours** of buildings, of which **25 took place on Miami Beach,** were held, drawing an overall attendance of **6,568 people, across 25 distinct neighborhoods** A total of **574,000 media impressions** were generated as a result of coverage from Travel and Tour World, Bustler, Miami New Times, Miami Community News, Miami Curated, Issuu, Design Courier, Miami Guide, and many more.

This project satisfied the MBVCA's core initiatives of developing promotional campaigns surrounding design and architecture.

www.openhousemia.org

FY 2025/2026	**$30,000**
FY 2024/2025	$31,500
FY 2023/2024	$32,000
FY 2022/2023	$40,000
FY 2019/2020	$15,624
FY 2018/2019	$28,000
FY 2017/2018	$32,000
FY 2016/2017	$40,000
FY 2015/2016	$24,000
FY 2014/2015	$27,350
FY 2013/2014	$32,000
FY 2012/2013	$40,000
FY 2011/2012	$42,000
FY 2010/2011	$35,000
FY 2009/2010	$40,000
FY 2008/2009	$35,000
FY 2007/2008	$41,000
FY 2006/2007	$10,500
FY 2005/2006	$12,757
FY 2004/2005	$14,175
FY 2002/2003	$15,750
FY 2001/2002	$17,500
FY 2000/2001	$20,000
FY 1999/2000	$20,000
FY 1998/1999	$25,000

2026 Winter Party Festival - National LGBTQ Task Force

This festival celebrated its 33rd year and was a week-long celebration of social and cultural events for the LGBTQ community that took place **February 26 – March 2, 2026**, and included Royal Splash at the Palace, The Pool Party at the host hotel the National, Service Station at M2, the Beach Party at 10th Street and Odyssey also at M2 as well as others in Miami. A total of **254 hotel room nights** were generated in Miami Beach as a result of the Festival's estimated **5,000 attendees**. In addition, a total of **2,571,165,881 media impressions** were generated as a result of print and digital outlets from Edge Media Network, Deco Drive, Time Out Worldwide, EDM Tunes, Out Voices, OutCoast, Queerty, WSVN, Hot Spots, Wire, and others.

This event fulfilled the MBVCA's core initiatives of attracting events that are associated with the nightlife industry and the gay and lesbian niche market.

www.winterparty.org

March 2026

Wodapalooza Miami Beach Fitness Festival - Red Door Construction, LLC acting as fiscal agent for WZA Sports, LLC.

FY 2025/2026	**$50,000**
FY 2024/2025	$50,000

A new event for the MBVCA. It took place over a weekend from **March 12 – 15, 2026** with a total attendance of over 13,696 spectators, athletes, staff and volunteers, and brand sponsors. Spectators witnessed world-class fitness competitions, interactive brand experiences, and community-building events. The event generated **250 hotel room nights** and **14,495,898 impressions.** The event also provided seminars and workshops along with hundreds of types of competition throughout the three-day event.

This event satisfied the MBVCA's core initiative of attracting sporting events to Miami Beach.

www.wodapalooza.com

GroundUP Music Festival – GroundUp Music Foundation, Inc.

FY 2025/2026	**$40,000**
FY 2024/2025	$36,000
FY 2023/2024	$90,000
FY 2022/2023	$40,000
FY 2021/2022	$24,000
FY 2019/2020	$28,000
FY 2018/2019	$32,000
FY 2017/2018	$40,000
FY 2016/2017	$45,000

This Festival, that took place **March 13 – 15, 2026** in the North Beach area of Miami Beach, created an immersive experience where attendees could enjoy the music up close and interact. Through this endeavor a total of **1,807 people attended** the 2-day event, generating **321 hotel room nights** in Miami Beach. The event included 19 performances, in which many featured multiple artists. The event generated an estimated **19,186,118 media impressions** through ad placement and promotion on media such as the Miami New Times, WLRN, WDNA, NPR, NBC6 South Florida Live, Telemundo Acceso Total, and many more.

This event satisfied the MBVCA's core initiatives of attracting festivals within the entertainment industries to Miami Beach.

festival.groundupmusic.net

FiLMGATE Interactive 12 – IFCM Corp

FY 2025/2026	**$40,000**

This 5-day immersive media festival, that took place **March 18 – 22, 2026** featured exhibitions, panels, live performances and public activations across Miami Beach and Downtown Miami. Through 25+ events and performances a total of **5,000 people attended**, generating **255 hotel room nights** in Miami Beach. The event generated an estimated **2,630,000 media impressions** utilizing venues including the Bass Museum and the Public Wallcast at the New World Symphony as well as 420 Lincoln Road and activations at Kill Your Idol and Citizen M Hotel.

This event satisfied the MBVCA's core initiatives of attracting festivals within the entertainment industries to Miami Beach.

www.filmgate.miami

Miami Premier Padel P1 – PADELPROUSA, Inc.

FY 2025/2026	**$60,000**

A new event for the MBVCA. It took place over a weekend from **March 22 – 29, 2026** with a total attendance of over **13,458 spectators, athletes, staff and volunteers, and brand sponsors.** Spectators witnessed elite competition sponsorship activations, brand experiences, and worldwide broadcast and streaming distribution. The event generated **1,165 hotel room nights** and **31,038,972 impressions.** The event also generated 5,080,757 in viewership across 4,000+ hours of broadcast coverage.

This event satisfied the MBVCA's core initiative of attracting sporting events to Miami Beach.

www.miamipremierpadel.com

April 2026

HYROX Miami Beach – Upsolut Sports America Inc. dba HYROX

FY 2025/2026	**$50,000**
FY 2024/2025	$50,000

HYROX is the fastest growing mass-participant event in the world and includes a combination of functional strength exercises, high-intensity interval training and endurance which makes HYROX, as a fitness event, unique. The event expanded from last year's single day event and took place on **April 3 - 5, 2026** at the Miami Beach Convention Center. A total of **25,000 athletes and spectators** attended the event and generated **397 hotel room nights** in Miami Beach**.** The event also generated **6,136,776 media impressions.**

This event satisfied the MBVCA's core initiatives of attracting health and wellness events to Miami Beach.

www.hyrox.com

Model Volleyball - Model Volleyball

FY 2025/2026	**$120,000**
FY 2024/2025	$45,000
FY 2023/2024	$24,000
FY 2022/2023	$28,000
FY 2021/2022	$32,000
FY 2019/2020	$40,000
FY 2018/2019	$24,000
FY 2017/2018	$28,000
FY 2016/2017	$32,000
FY 2015/2016	$40,000
FY 2014/2015	$43,200

Since its inception in 2010, the Model Volleyball Tournament, that took place **April 16 – 20, 2026**, has become one of the staple events in Miami Beach. Models and modeling agencies participated in the 2-day tournament that attracted approximately **8,000 attendees**. As an expanded event, activity kicked off *on* Thursday prior to the tournament with the remaining events taking place on Miami Beach including a Model Fitting Party at the Boulon Hotel as well as an Earth Day Clean up post-tournament . As a result, a total of **1,506 hotel room nights** were generated in Miami Beach. Through a combination of promotional efforts and media coverage, the event generated **774,905,815 media impressions**. Media promotion and coverage included a partnership with iHeart Media, promotion through various social media outlets, and coverage by the Miami Herald, Miami New Times, Fox Sports and many more.

This event satisfied the MBVCA's core initiatives of attracting health and wellness events within the fashion industry to Miami Beach.

www.modelvolleyball.com

May 2026

A National Salute to America's Heroes - National Salute to America's Heroes

FY 2025/2026	**$80,000**
FY 2024/2025	$95,000
FY 2023/2024	$90,000
FY 2022/2023	$40,000
FY 2021/2022	$24,000
FY 2020/2021	$28,000
FY 2018/2019	$32,000
FY 2017/2018	$40,000
FY 2016/2017	$45,000

This event, that took place **May 21 – 24, 2026**, and is a year-round initiative anchored by what has become the largest Air & Sea Show and 2-day Beachside concert in the U.S. This year's entertainment included 3D mapping projection and was hosted by Music Explosion along Ocean Drive followed by the fireworks Extravaganza sponsored by the Florida Restaurant and Lodging Association on Sunday. Other events included performers' parties, a media day, and dignitary dinners. The events attracted over **1 million spectators** and generated **909 hotel room nights** on Miami Beach. A One-Hour Nationally Syndicated Television Special delivered a total **viewership of 103,276,280**, Also, the event attracted local, national, and international media such as Audacy, Miami Herald and local television media outlets among many others, generating **2,024,695,450 media impressions.**

This event satisfied the MBVCA's core initiatives of attracting events with group stimulus.

www.usasalute.com

Miami Beach Memorial Day Weekend Festival of Lights – Miami Music Festival, Inc.

FY 2025/2026	**$109,875**
FY 2024/2025	$95,000
FY 2023/2024	$90,000

The Miami Beach Memorial Day Weekend Festival of Lights is a new event bringing together residents and visitors for a community celebration honoring service and sacrifice of America's military. Taking place from **Sunday, May 24, 2026 – Monday, May 26, 2026,** and presented by the Miami Music Festival, the event attracted an estimated **10,000 attendees.** A total of **1,542 hotel room nights** were generated at The Betsy Hotel and **428,256,192 media impressions**. The festival featured a series of live performances blended with the audiovisual experience fostering reflection, remembrance and community pride. There were 2 public performances that took place over the holiday weekend of the festival.

This event satisfied the MBVCA's core initiative of attracting cultural tourism to Miami Beach.

www.miamimusicfestival.com

American Black Film Festival - ABFF Ventures LLC

FY 2025/2026	**$40,000**
FY 2024/2025	$45,000
FY 2023/2024	$24,000
FY 2022/2023	$28,000
FY 2021/2022	$32,000
FY 2017/2018	$24,000
FY 2016/2017	$25,200
FY 2015/2016	$32,000
FY 2012/2013	$40,000
FY 2011/2012	$50,000
FY 2010/2011	$35,000
FY 2009/2010	$37,000
FY 2008/2009	$35,000
FY 2003/2004	$20,000

The American Black Film Festival (ABFF) is an annual event dedicated to showcasing quality film and television content by and about people of African descent. It celebrated its 30th anniversary in 2026. The festival events, that took place **May 27 – 31, 2026**, included educational workshops, informative panel discussions, celebrity conversations, as well as networking receptions. In addition, independent features, documentaries, shorts, and world premieres of several films. The festival's 90+ events, all took place in Miami Beach, attracted **8,000 attendees** and generated **479 hotel room nights** in Miami Beach. The festival also received local, national, and international coverage from media such as Empower Magazine, The Root, IMDb, JetMag.com, Miami New Times, and many more, generating **9,576,637,595 media impressions.**

This event satisfied two of the MBVCA's core initiatives of attracting festivals within the film industry to Miami Beach.

www.abff.com

Paraiso Miami Beach/Swim Week Miami - FUNKSHION Labs

FY 2025/2026	**$100,000**
FY 2024/2025	$57,000
FY 2023/2024	$59,500
FY 2022/2023	$68,000
FY 2021/2022	$85,000
FY 2020/2021	$51,000
FY 2019/2020	$30,000
FY 2018/2019	$59,500
FY 2017/2018	$68,000
FY 2016/2017	$76,500
FY 2015/2016	$51,000
FY 2014/2015	$58,310
FY 2013/2014	$68,000
FY 2012/2013	$85,000
FY 2011/2012	$90,000
FY 2010/2011	$62,500
FY 2009/2010	$45,000
FY 2008/2009	$70,000
FY 2007/2008	$50,000
FY 2006/2007	$15,000
FY 2005/2006	$15,000

This 4-day event took place **May 27 – May 31, 2026**, and expanded to a total of 82 events that brought the best designers from all around the world to showcase their newest collections in Miami Beach. The event attracted over **10,000 attendees** and took place at numerous Miami Beach venues. All **events** were held in Miami Beach. The event generated **555 hotel room nights** in Miami Beach and received national and international coverage from media outlets such as Yahoo! Entertainment/Finance, Daily Mail UK, Marca.com, Hollywood Life, Hola Magazine, Fashion Week Online, Parade.com, Bustle, Ocean Drive, Byrdie, FOX, and many others, generating **14,944,915,932 media impressions**. The fashion shows were featured on Fashion TV, Deco Drive and other international media outlets throughout the world, generating **82,274,588 in viewership**.

This event satisfied the MBVCA's core initiative of attracting events in the fashion, entertainment, and nightlife industries with a television component.

www.funkshion.com

June 2026

Miami Beach Classical Music Festival 2025 – Miami Music Festival, Inc.

FY 2025/2026	**$100,000**
FY 2024/2025	$57,000
FY 2023/2024	$59,500
FY 2022/2023	$68,000
FY 2021/2022	$85,000
FY 2020/2021	$90,000

The Miami Beach Classical Music Festival brought over 150 talented pre-professional and emerging classical music artists ranging in age from 16-30 from 25 different countries to study and perform public concerts and operatic performances throughout Miami Beach, between **June 8 and July 26, 2026**. Performances included symphonic concerts, chamber music, and masterclasses culminating with 6 sold-out performances at the Faena Forum. A total of **12 performances** took place in various venues throughout Miami Beach. All events were free with a selected few offering upgraded seating. The festival attracted an estimated **30,000 attendees**, including the July 4th concert. As a result, a total of **2,030 hotel room nights** were generated in Miami Beach. Public concerts were held in local venues such as Faena Forum, Temple Beth Emanu-El, Ocen Drive Promenade, and the Betsy Hotel. Through a combination of promotional efforts and coverage, the festival generated **428,296,799 media impressions.**

This event satisfied the MBVCA's core initiative of generating cultural tourism in Miami Beach.

www.miamimusicfestival.com

July 2026

18th Annual Miami Takeover – The Miami Takeover

FY 2025/2026	**$35,000**
FY 2024/2025	$31,500
FY 2023/2024	$32,000
FY 2022/2023	$40,000
FY 2021/2022	$45,000
FY 2020/2021	$30,000

This signature event for the mature urban traveler (ages 28-45), took place **July 24 - 27, 2026**. The aim of the event is to bring together like-minded individuals looking for a stress-free getaway and participate in several social events that included peer networking, an Art of Laughter Comedy event, an All-White Mega Yacht Party, and a pool party at the Marseilles Host Hotel among others. The event attracted **3,315 event participants** to the area, of which 75% were tourists. A total of approximately **274 hotel room nights** were generated as well as an estimated **36,674,694 million media impressions** through a combination of media partnerships and event coverage.

This event satisfied the MBVCA's core initiative of attracting events that generate group stimulus to the destination.

www.themiamitakeover.com

August 2026

IOScholarships STEAM Career Summit powered by Bravo Story – Bravo Story, LLC

FY 2025/2026	**$35,000**

This new single-day event took place **August 29, 2026**. The aim of the event was to bring together students, educators, corporate partners and industry leaders for a summit focused on science, technology, engineering, arts and mathematics and strengthen Miami Beach's position as a destination for diverse STEAM talent The event attracted **120 event participants and 380 virtual views.** A total of approximately **76 hotel room nights** were generated as well as an estimated **237,536,454 media impressions** through a combination of media partnerships and event coverage.

This event satisfied the MBVCA's core initiative of attracting events that generate group stimulus to the destination.

www.bravostory.com/about and www.ioscholarships.com/summit-2026/

September 2026

The MBVCA did not receive any applications for this month

Mohan Koka, Chair



Mohan Koka was appointed to the MBVCA in May 2024 and serves as General Manager of the Kimpton Surfcomber Hotel in Miami Beach. With more than 24 years of hospitality experience, Mohan has built his career around developing high-performing teams, elevating guest experiences, and driving strong business results.

Prior to joining Kimpton, Mohan spent much of his career with Loews Hotels & Resorts, holding leadership positions at the Loews Miami Beach Hotel, Loews Atlanta Hotel, and Loews New Orleans Hotel. Beginning in sales, he was selected for the Loews Leadership Development Program, which expanded his operational experience across Housekeeping and Front Office and ultimately led to executive leadership roles.

As General Manager of Loews New Orleans Hotel, Mohan focused on strengthening employee culture, guest satisfaction, and commercial performance while actively engaging with the local tourism and hospitality community.

Mohan returned to Miami in 2018 to lead the Kimpton Surfcomber Hotel, where he has built a strong leadership team and overseen significant improvements in hotel performance, guest satisfaction, and market positioning. He guided the property through the challenges of the pandemic and its recovery while continuing to evolve the Surfcomber as a distinctive Miami Beach destination.

Committed to the local hospitality and tourism community, Mohan also serves on the board of the Florida Restaurant & Lodging Association's Miami-Dade Chapter. He is passionate about strengthening Miami Beach's position as a leading global destination and supporting the people and businesses that make its hospitality industry thrive.

A graduate of Florida International University's Chaplin School of Hospitality & Tourism Management, Mohan is fluent in six languages and enjoys yoga, biking, cooking, and spending time with his family. His leadership philosophy centers on developing people, creating a culture of accountability and belonging, and delivering memorable experiences for guests and employees.

Ana Cecilia Velasco, Vice Chair



Ana Cecilia Velasco better known as Ceci, is an energetic and highly dynamic executive with extensive leadership experience across public, private, and non-profit sectors. Currently serving as Executive Director of the Ocean Drive Association, Velasco has led major restructuring efforts, developed compliance bylaws, and enhanced stakeholder representation. Notably, Velasco established the Tourism Oriented Policing Service in partnership with the City of Miami Beach and managed high-profile events such as the Super Bowl programming and New Year's Eve celebrations. As a recognized media spokesperson and primary Spanish-language contact for South Beach hospitality issues, Velasco has worked closely with policymakers on COVID-19 business measures. Velasco also serves on several boards and advisory panels, including the Miami Beach Visitor and Convention Authority, Florida Restaurant and Lodging Association, FIU Leeds, and Power Access, Inc., focusing on disability awareness and producing the South Beach Jazz Festival.

Previously, Velasco held executive roles at Mango's Tropical Café and the Miami Beach Chamber of Commerce, overseeing multimillion-dollar budgets, staff management, and strategic initiatives. Earlier in her career, Velasco managed asset portfolios for the City of Miami Beach and directed programs for the Illinois Department of Transportation, championing minority and women-owned business enterprises.

Velasco holds a B.A. in Political Science and English Literature from Eastern Illinois University and has participated in graduate studies at the University of Illinois Springfield. Her leadership has been recognized with awards such as the Hispanic Business Advocate Award, A Woman Worth Knowing, and the Better Beach Citizen Award. She is the founder of the C Note breast cancer awareness event.

Lisette Garcia, Board Member



Lisette Garcia was appointed to the MBVCA in February 2026. Lisette is a passionate advocate for inclusive economic empowerment and serves as the President and CEO at the Miami-Dade LGBTQ+ & Allied Chamber of Commerce (MDGLCC). With over 25 years of experience spanning marketing, business development, government relations, event production and community engagement, Lisette brings a powerful blend of strategic vision and grassroots connection to her work.

Lisette's career reflects her deep commitment to representation, inclusion, and opportunity. From launching the first free-floating car share program in Miami to driving multimodal mobility initiatives nationwide, she has consistently opened doors and created pathways in both the public and private sectors. Her background includes leadership roles at companies like Lime, Gotcha, Ofo, Sony Music, and Color Magazine—where she helped tell the stories of professionals of color and promote inclusive narratives in media and business. She has also launched three of her own businesses one of which was the first gay wedding planning business in Massachusetts, co-founded a diversity publication in Boston called Color Magazine and ran her own consulting business, c3 Strategies.

Fluent in English, Spanish, and Portuguese, Lisette is a connector, a builder, and a champion of inclusive innovation and growth. She is proud to leverage her expertise and passion for entrepreneurship to help grow and support Miami's vibrant LGBTQ+ and allied business ecosystem.

Lisette is also a proud native Miamian who attended MDC and holds a Bachelor of Science in Management with a concentration in Entrepreneurship from Simmons University in Boston, MA.

Faye Goldin, Board Member



Faye Goldin was appointed to the MBVCA in February 2024. Faye was born in Brooklyn, New York and has been a resident of the City of Miami Beach since 1976. Faye has dedicated her time to various Boards in Miami Beach to include the Fine Arts Board; Beautification Committee; Police Citizens Relations Committee; Miami Beach Sister Cities Committee; and most recently on the Miami Beach Commission for Women. She was also previously an active member of the Mount Sinai Young Presidents Club and the Mount Sinai Founders Club. She currently resides in the Mid-Beach area of Miami Beach.

Jorge Gonzalez, Board Member



Jorge Gonzalez was appointed to the MBVCA in February 2026. Mr. Gonzalez has served as the Village Manager of Bal Harbour Village since November 12, 2013. Mr. Gonzalez is responsible for providing executive level leadership, vision and guidance to the organization, providing recommendations to the Village Council and implementing policy directives in an efficient and effective manner – all part of an incredibly diverse and dynamic community.

Previously, Mr. Gonzalez served as the City Manager of the City of Miami Beach from August 21, 2000 through September 30, 2012, becoming the City's 19th Manager since its incorporation in 1915, and to date, has been the longest-serving City Manager in the City's modern era. During his twelve-year tenure, Mr. Gonzalez developed and implemented the City's strategic planning framework, establishing a formal planning process and fostering an organizational culture focused on teamwork, performance measurement, effectiveness and out-of-the box thinking. This focus resulted in the City of Miami Beach's recognition for a variety of projects and initiatives, including one project selected as the Governor's Florida Sterling Council 2007 Quality Team Showcase State Champion. That program, the Public Area Cleanliness Program, was created to address community feedback on cleanliness throughout the City and was recognized as the project that imparted the greatest community impact. The American Planning Association (APA) Gold Coast Section also recognized the value and effectiveness of the City's strategic planning process in 2007,

as they selected our City's Strategic Planning Process to receive the Award for Excellence for an Outstanding Strategic Planning Project or Study.

During his tenure, Mr. Gonzalez led the City of Miami Beach into a number of exciting joint partnerships to include AEG and Live Nation, The New World Center and Soundscape Park, Symphony, and Art Basel Miami Beach. Mr. Gonzalez was also instrumental in attracting and promoting high-profile special events for the destination, ranging from Super Bowl (2007 and 2010), the Food Network's South Beach Food & Wine Festival (celebrating its eleventh year), the Latin Grammys, MTV Latin Music Awards, the SOURCE Awards, and the Latin Billboard Awards. As a result, the City of Miami Beach enjoys a reputation as a trend-setting destination.

Prior to joining the City of Miami Beach, Mr. Gonzalez was the Senior Assistant Chief Administrative Officer (CAO) for Montgomery County, Maryland, the highest position in the County merit employment system. As Senior Assistant Chief Administrative Officer, Mr. Gonzalez was part of the County's management team and was responsible for the coordination, direction and guidance of all aspects of the organization's operations, with special focus on technology, budget, personnel and labor/management issues.

From 1995-1999, Mr. Gonzalez was an Assistant County Manager for Arlington County, Virginia. While at Arlington County, he helped to coordinate the functions of a variety of departments, developed the County's plan and budget to prepare for Y2K, and was the County's point person on all interactions with Arlington Public Schools. In addition, he served concurrently as acting director of the Human Resources Department for almost two years.

From 1990 – 1995, Mr. Gonzalez held a number of positions with Miami-Dade County, including Assistant Director of Administration for the Center for the Fine Arts; Management Consultant with the Audit and Management Services Department; and a Management Trainee with the Office of the County Manager.

Christopher Rollins, Board Member



Christopher Rollins was appointed to the MBVCA in February 2026. Chris has over 25 years of leadership experience in the hospitality industry and is a results-driven executive known for successfully driving operational excellence, enhancing guest experiences, and optimizing business growth. He has held senior leadership roles with renowned global brands, managing multi-million-dollar portfolios across luxury hotels, resorts, and multi-property operations.

At the core of Christopher's career is a passion for delivering outstanding service while leading teams to exceed expectations and foster long-term customer loyalty. With a proven track record in financial management, brand positioning, and strategic planning, Christopher consistently leverages a deep understanding of market trends to identify new opportunities, streamline operations, and increase profitability.

Throughout his career, Christopher has demonstrated expertise in corporate restructuring, hospitality marketing, and team development, making a significant impact on revenue growth and operational efficiency. His leadership style is collaborative, building high-performance teams, inspiring innovation, and creating cultures that value excellence, integrity, and customer satisfaction.

As a forward-thinking executive, Christopher continues to shape the future of hospitality by embracing technology, sustainability, and data-driven strategies to meet the evolving needs of both guests and businesses. Whether through redefining service standards or introducing cutting-edge initiatives, Christopher remains committed to making a lasting impact on the hospitality landscape.

As a proud invited member of the Miami Dade International Trade Consortia, Miami Beach Chamber of Commerce Board, Greater Miami Convention and Visitors Bureau Board, Florida Restaurants & Lodging Association Board, and Greater Miami and the Beaches Hotel Association board, enables Christopher to promote the image of Miami and Miami Dade County locally, nationally, and internationally as a vibrant community and a beautiful tourist destination. Christopher has a passion for our city. He facilitates partnerships with local leaders and elected officials for decision making in the city's future, convention center, infrastructure, and new development. He cares about the success of Miami and works tirelessly to bring visitors to our wonderful destination and churn the economic engine that keeps Miami moving into the future.

Public Relations Total Placement and Pick Up Data

Year 16

Total Pick-Up Data	Date	Press Release/Article	Circulation	Value	Total Monthly Circulation	Total Monthly Value	Running Total Circulation	Running Total Value
October 2025	10/29/2025	Miami Beach Honored with Multiple 2025 Magellan Travel Weekly Awards	200,631,002	$ 1,576,636.64	200,631,002	$1,576,636.64	200,631,002	$1,576,636.64
November 2025	11/24/2025	Bright Lights, Welcoming Sands & Artful Delights: Miami Beach Unveils a Magical Holiday Season This December	150,586,618	$ 1,387,006.21	150,586,618	$1,387,006.21	351,217,620	$2,963,642.85
December 2025	12/19/2025	Miami Beach Welcomes the New Year with a Global Celebration of Architecture and Design — and Special Hotel Offers for Visitors	148,677,201	$ 1,368,690.17	148,677,201	$1,368,690.17	499,894,821	$4,332,333.02
January 2026	1/27/2026	Complimentary Tickets Now Available for Open House Miami 2026	142,799,326	$ 1,320,893.77	142,799,326	$1,320,893.77	642,694,147	$5,653,226.79
February 2026	2/23/2026	Experience Miami Beach Through Iconic Culinary Traditions This Season	124,805,146	$ 1,154,424.64	124,805,146	$1,154,424.64	767,499,293	$6,807,651.43
March 2026	3/27/2026	Visitors are Invited to Experience the Spirit of Miami Beach — Where Pride, Passion, and Community Take Center Stage	152,093,502	$ 1,404,087.76	152,093,502	$1,404,087.76	919,592,795	$8,211,739.19
May 2026	5/6/2026	Experience Culture, Cuisine, and Coastline Activities Found Only in Miami Beach this Travel Season	148,775,160	$ 1,370,707.50	148,775,160	$1,370,707.50	1,068,367,955	$9,582,446.69
June 2026	6/16/2026	Go Beyond the Match and Experience Miami Beach During the World Cup This Summer	140,003,611	$ 1,289,322.45	140,003,611	$1,289,322.45	1,208,371,566	$10,871,769.14
July 2026	7/16/2026	Make it A Perfect Day in One of the World's Most Famous Destinations with Experiences Found Only in Miami Beach	150,000,000	$ 1,387,500.00	150,000,000	$1,387,500.00	1,358,371,566	$12,259,269.14
August 2026	8/31/2026	There's Still Time to Experience Miami Beach This Summer Season with Curated Itineraries, Insider Recommendations and Special Offers at Destination Hotels	150,000,000	$ 1,387,500.00	150,000,000	$1,387,500.00	1,508,371,566	$13,646,769.14
September 2026	9/30/2026	Miami Beach Heads into Fall with an Extended Miami Spice, South Beach Seafood Festival and New Hotel Offers	150,000,000	$ 1,387,500.00	150,000,000	$1,387,500.00	1,658,371,566	$15,034,269.14
YTD TOTAL							**1,658,371,566**	**$15,034,26 9.14**

2024 World Travel Awards: North America's Leading Honeymoon Destination
2024 World Travel Awards: North America's Leading City Destination
2024 Travel Weekly Magellan Awards: Social Media Campaign for Hospitality - Beyond the Beach, Silver
2024 Travel Weekly Magellan Awards: United States - Overall Destinations-City for Destinations, Silver
2024 Travel Weekly Magellan Awards: Hospitality Marketing-Mobile App for Hospitality, Gold
2023 Travel Weekly Magellan Awards: LGBTQ+ Destination, Destination App (EXPMiamiBeach.Tours App), Gold
2023 Travel Weekly Magellan Awards: Best Beaches, Adventure Destination, Hospitality Social Media, Silver
2023 World Travel Awards: North America's Leading Beach Destination
2023 World Travel Awards Leading City Destination
2022 World Travel Awards: World's Leading Lifestyle Destination 2022
2022 Travel Weekly Magellan Awards: Hospitality Marketing - Social Media for Hospitality @ExperienceMiamiBeach, Gold
2022 Travel Weekly Magellan Awards: Overall Destinations – Culinary Destination for Destinations – Culinary Mecca, Silver
2022 World Travel Awards: North America's Leading City Destination
2022 World Travel Awards: North America's Leading Tourist Board
2021 World Travel Awards: North America's Leading City Destination
2021 World Travel Awards: North America's Leading Tourist Board
2020 World Travel Awards: World's Leading Lifestyle Destination
2020 World Travel Awards: North America's Leading Destination
2020 World Travel Awards: North America's Leading Tourist Board
2020 Travel Weekly Magellan Awards: Overall Destinations - Cultural and Arts, Gold
2020 Travel Weekly Magellan Awards: Overall Destinations - Family Destination, Silver
2020 Travel Weekly Magellan Awards: Overall Destinations - Honeymoon Destination, Silver
2020 Travvy Awards: Best LGBTQ Destination, Silver
2020 Travvy Awards: Best Luxury Destination U.S. & Canada, Silver
2020 Travvy Awards: Best Tourism Board U.S. & Canada, Silver
2020 Flagler Award-Visit Florida: Creativity in Public Relations
2019 World Travel Awards: North America's Leading Beach Destination
2019 World Travel Awards: North America's Leading Honeymoon Destination
2019 World Travel Awards: North America's Leading Tourist Board
2019 Travvy Awards: Best Honeymoon Destination, U.S. & Canada, Gold
2019 Travvy Awards: Best Tourism Board, U.S. & Canada, Silver
2018 Magellan Awards: Best Overall Honeymoon Destination in the United States & Canada, Gold
2018 Magellan Awards: Best Overall Beach Destination in the United States & Canada, Silver
2018 Magellan Awards: Best Overall Spa Destination in the United States & Canada, Silver
2018 World Travel Awards: Leading Honeymoon Destination
2018 World Travel Awards: North America's Leading Tourist Board
2017 World Travel Awards: North America's Leading Beach Destination
2017 World Travel Awards: North America's Leading Tourist Board
2017 Miami Today: Gold Medal Award
2017 Magellan Awards: Miami Beach named Best Overall Beach Destination in U.S./Canada, Gold
2018 Travvy Awards: Miami Beach named Best LGBTQ Destination, Domestic, Gold
2017 Travvy Awards: Miami Beach named Best LGBTQ Destination, Domestic, Gold
2017 Travvy Awards: Best Luxury Destination, U.S./Canada, Silver
2016 Travvy Awards: Best LGBTQ Destination-Domestic Category, Gold
2016 Travvy Awards: Best Luxury Destinations-US/Canada Category, Silver
2016 World Travel Awards: North America's Leading Tourist Board
2016 World Travel Awards: World's Leading Tourist Board
2016 Magellan Awards: Destination Winner for Overall Destinations, Beaches in U.S./Canada, Silver
2016 Magellan Awards: Beaches Destinations category in the USA/Canada, Silver
2016 Travvy Awards: Best Wedding Destination in U.S./Canada
2015 Magellan Awards: Spalicious Miami Beach, Overall Best Spa Destination in U.S./Canada, Silver
2014 Magellan Awards: Miami Beach Information App, Gold