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# MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

## COMMISSION MEMORANDUM

TO: Finance and Citywide Projects Committee

FROM: Jimmy L. Morales, City Manager

DATE: August 21, 2013

SUBJECT: **DISCUSSION REGARDING THE GREATER MIAMI CONVENTION AND VISITORS BUREAU SUB-MARKET INITIATIVES.**

### **BACKGROUND**

The City has been contracting with the Greater Miami Convention and Visitor's Bureau (GMCVB) since 1984 for the purpose of promoting the Miami Beach Convention Center and the destination. The GMCVB is the entity primarily responsible for pursuing and securing Convention business for the Convention Center, with the Convention Center management company also responsible for pursuing booking business, which typically includes shorter term uses. A booking policy governs priority of bookings. The GMCVB also engages in local, national and international marketing of the overall destination in an effort to promote tourism. The goal of both the convention booking and destination marketing is to secure hotel room nights in the City, and further enhance the City's tourism economy. Funding for the City's Agreement with the GMCVB is derived from the Municipal Resort Tax revenue. The GMCVB derives additional funding from Miami-Dade County, Village of Bal Harbour, member fees and cooperative marketing partnerships. The GMCVB's activities are focused primarily in marketing and convention sales/meeting sales.

In 1984, the City of Miami Beach (CMB), Miami Dade County, the City of Miami and the Village of Bal Harbour, entered into an Interlocal Agreement with the Greater Miami Convention and Visitor's Bureau to perform tourism and convention sales and promotion functions. On July 7, 1999 the Mayor and City Commission adopted Resolution No. 99-23237 approving an agreement with the GMCVB for an initial term commencing on October 1, 1999 and ending on September 30, 2002 with one, two (2) year renewal option, at the City's discretion. On December 8, 2004, the City Commission adopted Resolution No. 2004-25767 which approved an agreement with the GMCVB for five (5) years from October 1, 2004 – September 30, 2009. On July 7, 2009, the Finance and Citywide Projects Committee directed the Administration to negotiate a new five (5) year agreement with the GMCVB. On September 24, 2009, the City Commission adopted Resolution No. 2009-27217 approving a new five (5) year agreement commencing on October 1, 2009, and ending on September 30, 2014.

### **SUB-MARKET INITIATIVES**

The Agreement included not less than \$950,000 annually to support and implement sub-market initiatives developed by the City, in partnership with the Bureau, that market, promote or support activities or events in the City, or that directly benefit the City. These sub-market initiatives will be revisited annually and established by the City, in its reasonable discretion, on an annual basis. The attached summary of funding allocated for the sub-market initiatives is presented for your review.

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## Greater Miami Convention & Visitors Bureau / City of Miami Beach Targeted Initiatives

	<b>Projected</b>	<b>Planned</b>
	<b>2012/2013</b>	<b>2013/2014</b>
<b>Goal 1: Enhance the Destination's Tourism Infrastructure and Expand Attraction Assets</b>		
Shop Miami Beach	19,938	25,000
Miami Beach Golf Club / Normandy Golf Course - Targeted Advertising	12,775	15,000
 <b>Goal 2: Enhance the Visitor Experience</b>		
Miami Beach Visitor Center	30,000	30,000
Miami Beach Latin Chamber of Commerce Visitor Center	5,000	5,000
Customer Service Initiatives (Airport, Seaport, Taxi) - Training, Surveys, Etc.	10,000	10,000
 <b>Goal 3: Optimized Sales and Marketing</b>		
Boutique Hotel Marketing Program / Advertising	225,000	225,000
Boutique Hotel Brochure	60,468	
LGBT Tourism Advertising	150,000	150,000
Gay Pride - Sponsorship	5,000	15,000
Orgullo (Hispanic Gay Pride) - Sponsorship	7,000	7,000
Support of CMB Film Office in Involvement in Film, Fashion, Entertainment Trade Shows	20,000	20,000
 <b>Dedicated Event Support:</b>		
Art Basel Miami Beach - Sponsorship and Media Familiarization Trip	65,000	60,000
Art Basel Miami Beach - CMB Staff Travel	6,161	6,000
South Beach Wine and Food Festival - Sponsorship	46,800	45,000
South Beach Comedy Festival - Sponsorship	5,000	5,000
Untitled Art Fair - Sponsorship	25,040	
Miami Beach Polo - Sponsorship	10,000	
American Black Film Festival - Sponsorship	15,000	
World Out Games - Miami Beach - Sponsorship	55,849	
 <b>Other Marketing Support:</b>		
Welcome Channel Promotion of CMB Parking, Transportation, Culture and Shopping	15,000	15,000
DiscoverMiamiBeach.com	10,854	
Major Event Communication / "Respect the Scene" Campaign	25,524	25,000
General Marketing / Public Relations for CMB	250,000	250,000
<b>Total</b>	<b>1,075,409</b>	<b>908,000</b>
<b>Minimum Annual Commitment</b>	<b>950,000</b>	<b>950,000</b>
<b>Under (Over)</b>	<b>(125,409)</b>	<b>42,000</b>