

MIAMI
GREATER MIAMI & MIAMI BEACH

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

Annual Planning Workshop

POWERED BY:



July 12, 2024



INCLUSION BY INTENTION: Increasing Business Opportunities by Elevating and Expanding DEIA in Travel & Tourism





Connie Kinnard

Senior Vice President
Multicultural Tourism &
Development



Multicultural Tourism & Development

Considerations – Diverse groups identified

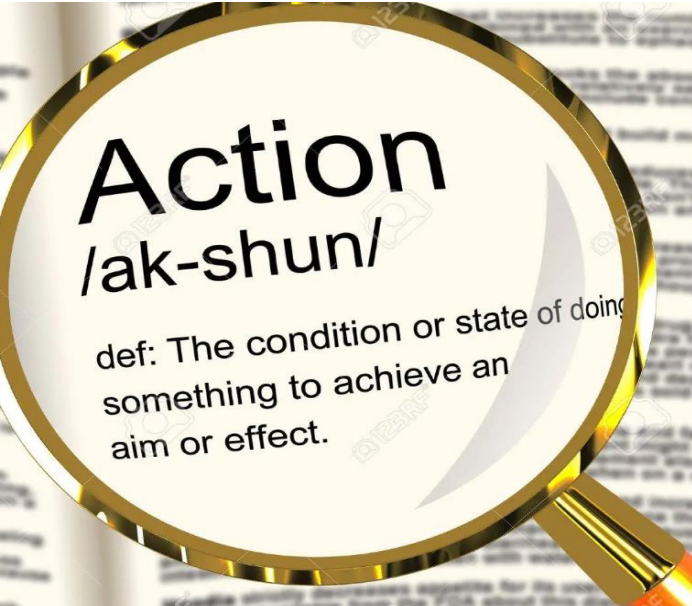
- Racial/ethnic background
- Ability/disability, neurodiversity, body size
- Language
- Socioeconomic status
- Citizenship, land of origin
- Faith, religion, and/or spiritual affiliation
- Gender identity, gender expression
- Sexual orientation
- Age
- Marital status



Multicultural Tourism & Development

intentional (adj.)

an action performed with awareness; done deliberately, consciously, on purpose



- **GMCVB-Wide Program Development:** Advertising & Digital Marketing, Research & Business Intelligence, Communications, Content & Creative Services, Convention Sales & Services, Cultural Tourism, LGBTQ Marketing, Partnership & Business Development, Sports & Entertainment Tourism, Travel Industry Sales & Marketing, Finance/Accounting/Human Resources and *Multicultural Tourism & Development*.
- **Black Hospitality Initiative (BHI):** Established in 1991 by the GMCVB, the mission of the BHI is to advance economic participation of Black Americans in the Hospitality and Tourism Industry through educational scholarships. Hospitality Open Golf Tournament (H.O.T. Challenge): Annual golfing event organized by the GMCVB to raise funds for the Black Hospitality Initiative.
- **Destination Miami Town Halls held In our Heritage Neighborhoods:** During the development of our 5-Year Strategic Plan, we conducted Town Hall Meetings to gather ideas from various communities including Miami Gardens, Historic Overtown, North Miami, and South-Dade. Virtual townhalls continue to take place.
- **Multicultural Tourism & Development:** Our mission is to ensure that the diversity of Miami’s multicultural communities, attractions and events are promoted by working locally to build consistency and economic sustainability, broadening the scope of initiatives and maximizing marketing opportunities
- **LGBTQ+ Marketing:** Miami Begins with Me with LGBTQ Diversity & Inclusion Customer Service Champion program is a free training program for Miami's hospitality industry which aims to empower hospitality professionals on ways to engage with LGBTQ customers.
- **Accessibility:** We are taking steps and devoting resources to further enhance the accessibility links and info on our website however this is an area overall whether it is dealing with marketing and the overall visitors experience that we plan to improve.



MIAMI | begins with **me.**

LGBTQ Diversity & Inclusion Training

Multicultural Tourism & Development



Multicultural Tourism & Development (MTDD)

Created in 2015 as a new department within the GMCVB, MTDD's mission is to promote the diversity of Miami's multicultural communities, attractions, and events and connect the dots to these entities to tourism opportunities.

MISSION: Focus efforts locally to build consistency and economic sustainability while broadening the scope of initiatives and maximizing marketing opportunities to target national and global audiences.

Many of the programs facilitated by this department are directly related and created to support business partnerships, cultural organizations, and tourist attractions in our heritage communities and neighborhoods.

Webpage: www.multiculturalmiami.com



Multicultural Tourism & Development (MTDD) - POW

Programs of work. Leading or collaborating include:

- **Tourism Business Enhancement (TBE):** Launched in 2016, TBE focuses on creating sustainable businesses in Miami's heritage neighborhoods by providing workshops, consulting, and business resources.
- **Art of Black Miami (AOBM):** Launched in 2013, AOB Miami is a GMCVB marketing program created to elevate art, artists, and galleries that highlight and celebrate the African Diaspora throughout Miami-Dade.
- **Multicultural Marketing:** Identify and implement promotional opportunities through print and digital that target art/culture seekers and support securing conventions. These year-round, domestic and international marketing campaigns are developed in partnership with our global brand agency.
- **Conventions & Travel Industry:** Support and foster travel/trade relations through convention outreach when needed to support the convention & travel industry departments.
- **Events:** Partner with events of all sizes geared to showcase the diversity of cultures we have in Miami Dade as well as drive room nights.
- **Black Hospitality Initiative:** Scholarships, Advocacy, Talent Development, Careers



POWERED BY:



TOURISM BUSINESS ENHANCEMENT INITIATIVE

ADVOCATE

SUPPORT

STRENGTHEN

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

Miami Bayside Small Business Graduation

Small Business Workshop



Entrepreneur small business training



Professional business workshop series



GMCVB partnership development and engagement

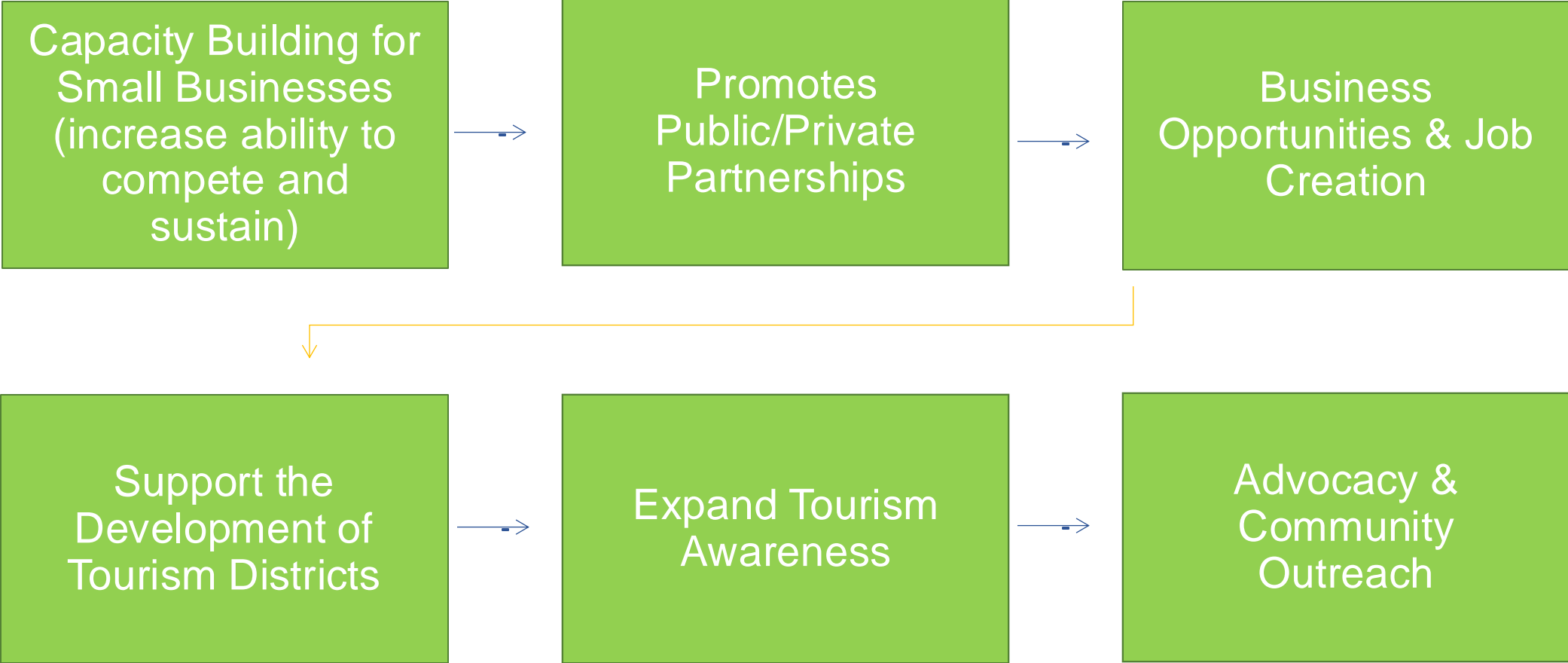


Educational resource



Advocacy and community outreach

Multicultural Tourism & Development



Multicultural Tourism & Development



- GMCVB Participates in Small Business Expo at Top Golf Miami Gardens
- TBE Business Legal Workshop at OPAC



GMCVB TOURISM BUSINESS ENHANCEMENT PRESENTS:

Legal Essentials for Small Business Success: A Workshop Guide

In today's business landscape, understanding legal fundamentals is essential for success. Entrepreneurs and small business owners may face a myriad of challenges, and navigating the legal landscape can often seem daunting. Join us as we explore key topics to help equip you with the tools and understanding necessary to make informed decisions and thrive in the competitive marketplace.

Topics to cover:

- Business structuring
- Contracts
- Intellectual Property
- Business Immigration

The workshop is designed for entrepreneurs and small business owners at all stages. Come ready to engage and leave with actionable strategies to strengthen the legal foundation of your business.

This event is organized by the Greater Miami Convention & Visitors Bureau's Multicultural Tourism & Development department as part of the Tourism Business Enhancement program. For more information, please [click here](#).

Date & Time:
Friday, April 19, 2024
9:30 a.m. - 12:00 p.m.

Location:
Overtown Performing Arts Center
1074 NW 3rd Avenue
Miami, FL 33136



ART OF BLACK MIAMI

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

ArtofBlackMiami.com



ARTS & CULTURE



ECONOMIC DRIVER



DESTINATION DRIVER FOR COMMUNITIE S



JOB CREATION



PROMOTES DIVERSITY



SOCIAL CHANGE



DIVERSIFY THE TOURIST EXPERIENCE

Multicultural Tourism & Development - AOBM Podcast Series



KANDY LOPEZ

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU
10 YEARS ART OF BLACK MIAMI ORGANIZED BY THE GREATER MIAMI CONVENTION & VISITORS BUREAU
P O D C A S T



MARK DELMONT

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU
10 YEARS ART OF BLACK MIAMI ORGANIZED BY THE GREATER MIAMI CONVENTION & VISITORS BUREAU
P O D C A S T

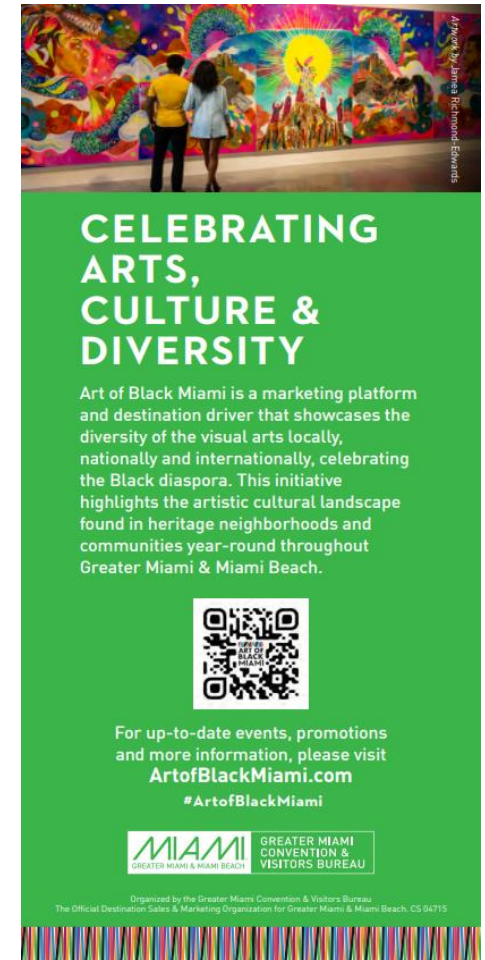


NICOLE SALCEDO

MIAMI GREATER MIAMI CONVENTION & VISITORS BUREAU
10 YEARS ART OF BLACK MIAMI ORGANIZED BY THE GREATER MIAMI CONVENTION & VISITORS BUREAU
P O D C A S T

Multicultural Tourism & Development - AOBM 10 Year Anniversary

- Art of Black Miami Podcast Series 4
- TBE Art Related Workshop
- Art Talk and Panel Discussion
- Anniversary Exhibition
- Kickoff Event
- Anniversary AOBM MIA Magazine
- Branding Refresh (new assets)
- Ad Placements



Multicultural Tourism & Development - Program Management

GMCVB Department Collaborations:

- Partnership
- Media Relations
- Content Development
- Conventions Sales & Services
- Communications
- Travel Industry Sales
- Temptations Program
- Heritage Months



MIAMI'S HERITAGE NEIGHBORHOODS

Allapattah

Brownsville

Coconut Grove Village West

Doral

Homestead

Hialeah

Historic Overtown

Liberty City

Little Haiti

Little Havana

Miami Gardens

North Miami

Opa-Locka

Richmond Heights

South Dade

*MTDD represents all diverse offerings in every community throughout
Greater Miami & Miami Beach



For a sampling of multicultural gems please see the
Multicultural Guide or visit www.multiculturalmiami.com



Multicultural Tourism & Development - Annual MC Events

<p>January</p> <ul style="list-style-type: none"> • Dr. Martin Luther King Jr. Day Parade and city-wide festivities • Miami Jewish Film Festival • South Beach Jazz Festival • Lunar New Year city-wide festivities 	<p>February</p> <ul style="list-style-type: none"> • Coconut Grove Arts Festival • Melton Mustafa Jazz Festival • Black History Month events • NoMi Music Festival 	<p>March</p> <ul style="list-style-type: none"> • Asian Culture Festival • Carnival on the Mile • Calle Ocho Festival • Jazz in the Gardens Music Festival • Art on the Drive • St. Sophia Greek Festival • Ultra Music Festival • Miami Beach Live 	<p>April</p> <ul style="list-style-type: none"> • Miami Downtown Jazz Festival • Sankofa Jazz Festival • Redland Blues and Barbeque Festival 	<p>May</p> <ul style="list-style-type: none"> • Haitian Compas Festival • Best of the Best Music Festival • Haitian Heritage Month events • Asian American Heritage Month events • Jewish American Heritage Month events • Sweet Heat • Cuba Nostalgia 	<p>June</p> <ul style="list-style-type: none"> • American Black Film Festival • Caribbean American Heritage Month events • Juneteenth festivities • Goombay Festival • Third Horizon Film Festival • Gemini Take Over Weekend
<p>July</p> <ul style="list-style-type: none"> • International Hispanic Theatre Festival • Historic Overtown Music Festival • NABHOOD • Miss Nigeria Cultural Pageant • Miami Takeover • Junkanoo Festival • Bahamian Independence Celebration • Rolling Loud Miami • HBCU Picnic 	<p>August</p> <ul style="list-style-type: none"> • Brazilian Film Festival of Miami • International Ballet Festival of Miami • Black Pepper Food & Wine Festival • African Diaspora and Drum Festival • IFE-ILE Afro Cuban-Dance Festival 	<p>September</p> <ul style="list-style-type: none"> • Orange Blossom Classic • Urban Film Festival • Hispanic Heritage Month events • AfricANDO • Brazilian Film Festival 	<p>October</p> <ul style="list-style-type: none"> • Miami One Carnival • Celebrate Orgullo • Oktoberfest • iGen Film Festival 	<p>November</p> <ul style="list-style-type: none"> • Miami Reggae Festival • Smooth Jazz Festival • Sunny Isles Beach Jazz Festival • Miami Book Fair 	<p>December</p> <ul style="list-style-type: none"> • Art of Black Miami Art Week events • Art Basel • Art, Blues & BBQ Festival • Miccosukee Indian Arts & Crafts Festival

Multicultural Tourism & Development - Multicultural Guide 2024



New Multicultural Guide

- Streamlined with QR Codes
- Tentative distribution in late August



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

WELCOME
TO DIVERSITY.
WELCOME TO
MULTICULTURAL
MIAMI.



You will find a mosaic
of cultures represented
through art, music,
food and unique
communities.

Welcome to Greater Miami & Miami Beach. Here, you will find a mosaic of cultures represented through art, music, food and our unique communities. Miami's diverse population comes from many cultural backgrounds and infuses our destination with a soulful, genuine multicultural presence.

Are you thinking about visiting or planning a reunion or conference in Miami? I hope so! Miami offers an abundance of amazing hotels, one-of-a-kind venues, the reimagined Miami Beach Convention Center, diverse heritage neighborhoods and many memorable experiences. Please come taste, touch and indulge. You won't be disappointed.

This *Multicultural Guide* was created with you in mind. I hope the information included in this publication highlighting our multicultural offerings is helpful as you plan your trip to Greater Miami & Miami Beach and that you consider it your indispensable companion once you arrive. For more information about things to do and places to go, visit MulticulturalMiami.com.

Sincerely,

Connie Kinnard

Connie W. Kinnard
Senior Vice President
Multicultural Tourism & Development



POWERED BY:



Multicultural Tourism & Development - Monthly Newsletter

MAMI GREATER MIAMI CONVENTION & VISITORS BUREAU

MULTICULTURAL MAMI




Calle Ocho Music Festival Returns to Little Havana on March 13th.

WHAT'S NEW



Experience a weekend of great vibes at Jazz in the Gardens on March 12-13

ART OF BLACK MIAMI



"Soul of Africa" by Janetta Abigun

Honoring the Woman: A Collective Art Exhibition & Night Market

FESTIVALS AND EVENTS



Coconut Grove Food and Wine Festival

BUSINESS DEVELOPMENT



Are You a Small Business Owner in Miami Trying to Scale?

CONVENTIONS, LEISURE & TRAVEL



Early Bird Registration Opening Soon

RELIEF GRANTS, LOANS AND RESOURCES



The Mayor's Career & Job Fair

COMMUNITY HIGHLIGHTS



The 9th Annual Virginia Key Grassroots Festival

HOSPITALITY INDUSTRY & EDUCATION



Miami Meets Los Angeles at the Travel & Adventure Show

Multicultural Tourism & Development - Black Hospitality Initiative



MISSION

We are a not-for-profit organization based in Miami, Florida working to encourage the equitable economic and increase workforce participation of African Americans and Blacks of African Descent in the Greater Miami visitor industry.

WWW.BLACKHOSPITALITYMIAMI.ORG



Current BHI Scholars 2023-2024

- 6 - Miami Dade College
- 3 - Florida International University
- 2 - Florida Memorial University
- 1 - St. Thomas University

BHI Scholarship Recipient's Directory



Hellen Thompson, FIU
 Event Management, BS
HThompson@flymia.com
 Goal: Own an Event Planning & Catering Company.
 Hellen is a certified wedding planner.



Alem K. Richardson, FIU
 Restaurant Management, BA
alem.richardson@gmail.com
 Goal: Own a restaurant and bakery.
 Alem has earned a hospitality administration degree from MDC.



Sarah Aikens, MDC
 Culinary Arts Management, AS
aikensarah69@gmail.com
 Goal: Restaurant Management. Sarah has earned a Food Handler Certification from MDC.



Shekinah Rogers, MDC
 Culinary Arts Management, AS
shekinahrogers27@gmail.com
 Goal: Own a restaurant and open a bed & breakfast inn.
 Shekinah holds a degree in communications.



Twilla Jones, MDC
 Culinary Arts Management, AS
twilla.jones001@mymdc.net
 Goal: Expand her business with catering and a food truck. Twilla is the owner and chef of Twisted Salads.



Chaz Allen, MDC
 Culinary Arts Management, AS
chazallen826@gmail.com
 Goal: Own a Seafood and Soul food restaurant. Chaz has earned a Chef's Apprentice certification from MDC.



Kiara Fernandez, MDC
 Culinary Arts Management, AS
kiarasanchals@gmail.com
 Goal: Open a restaurant and work with farmers and fishermen. Kiara has earned her ServSafe Food Manager's Certification from MDC.



Carlton Williams, STU
 Sports Management, BA
williamsdabb@gmail.com
 Goal: Become a sports manager.
 Carlton hopes to be involved with all that STU sports dept has to offer.



Widler Boucher, MDC
 Aviation Administration, AS
boucherwidler20@gmail.com
 Goal: Air Traffic Controller.
 Widler hopes to make an impact in his community and the industry.



Draeden Ramsay, MDC
 Aviation Management, AS
dramsay000@gmail.com
 Goal: Air Traffic Controller.
 Draeden plans to continue his studies at FMU's bachelor's program.



Landon Biscombe, MDC
 Aviation Management
landon.biscombe001@mymdc.net
 Goal: Air Traffic Controller.
 Landon hopes to help pioneer diversity in the aviation industry.

Multicultural Tourism & Development - Black Hospitality Initiative

GOALS

- Increase Scholarships (Pipeline/Recruitment)
- Increase Industry Partnership Development and Alliances
- Activate Internships and Apprenticeships Program
- Expand Neighborhood and Community Alliances
- Board Development



Multicultural Tourism & Development - Black Hospitality Initiative

PARTNERS IN EDUCATION



MISSION

The Black Hospitality Initiative of Greater Miami & Miami Beach works to advance economic participation and open doors of opportunity for African Americans and Blacks of African descent in Miami's visitor industry. To achieve its mission, the Black Hospitality Initiative of Greater Miami & Miami Beach focuses on three program components: Advocacy, Talent Development and Career Coaching.



PROGRAMS

- Airport & Airline Management
- Culinary Arts Alliances
- Event Management
- Hotel & Lodging
- Sports Management
- Travel & Tourism
- Apprenticeships and Internships



Career Coaching - Providing Career Coaching and Job Connections/Networking that lead to employment (internships).

For more information, contact us at BHI@GMCVB.com or visit our website at BlackHospitalityMiami.com



POWERED BY:



Multicultural Tourism & Development - Black Hospitality Initiative



HOT Challenge Record Fundraising - \$230,000

Accessible Travel



Multicultural Tourism & Development - Accessibility



Multicultural Tourism & Development - Accessibility



An official certified autism center



50+ Certified GMCVB Autism Travel Professionals



POWERED BY:



Best-in-Class Accessible Website

Content

Authentic storytelling makes MiamiandBeaches.com the top ranked site for “Accessible Miami”

Search Features

New site will allow users to search hotels and restaurants using detailed accessibility amenities

Technology

Our new state-of-the-art platform, AXE Monitor, helps make our website more accessible for everyone

Talent

Investing in training and ongoing monitoring with Deque, a consultant whose experts hold more accessibility certifications than any other company in the world



Accessible Travel



Accessibility Information Verified



Dan Rios

Director, LGBTQ+ Tourism Marketing



POWERED BY:



LGBTQ+ Tourism Marketing



LGBTQ+ Tourism Marketing Strategic Focus

The LGBTQ+ Tourism Marketing Division creates and implements programs that are targeted to LGBTQ+ travelers. These are designed to enhance and facilitate the expansion of visitor attendance at hotels, local events, local businesses and attractions.

LGBTQ+ TOURISM TASK FORCE

Works with GMCVB's LGBTQ+ Tourism Task Force to provide guidance, input and support in the planning, development and implementation of a coordinated marketing plan and program of work.

CONTENT

Develops targeted marketing collateral and ensures that relevant assets are part of GMCVB's library.

Coordinates photo shoots to highlight all segments of the LGBTQ+ community and the destination.

ADVERTISING

Works with global advertising agency to select LGBTQ+ advertising partners and develop advertising plan.

Ensures that all ad messaging incorporates LGBTQ+ segment.

Supports LGBT Visitor Center on Miami Beach Advertising Co-Op

MEETINGS

Support the Convention Sales team with identifying leads and help attract LGBTQ-centric meetings and conventions.

Supports the Sports & Entertainment team with securing leads and help attract LGBTQ+ sports, fitness and wellness events.

SOCIAL MEDIA

Manages LGBTQ+ social media channels.

Identifies and engages social media influencers with the support of Communication team.

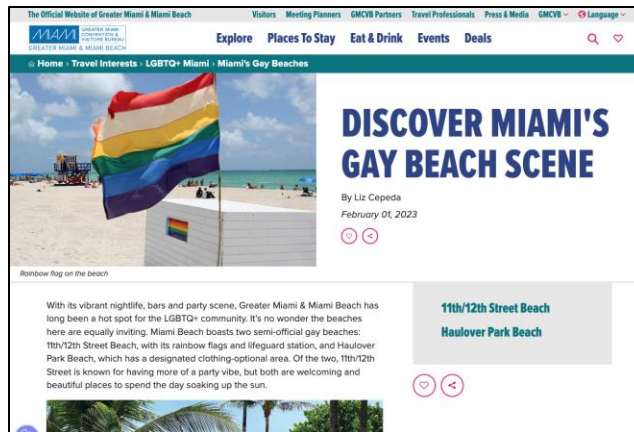
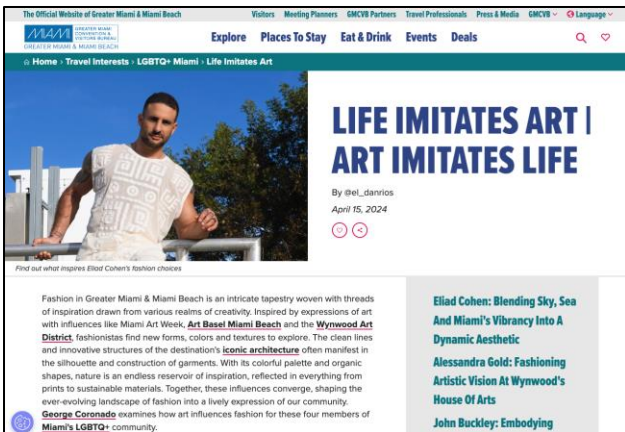
Works with GMCVB partners to cross-promote via social media channels.

PARTNERS

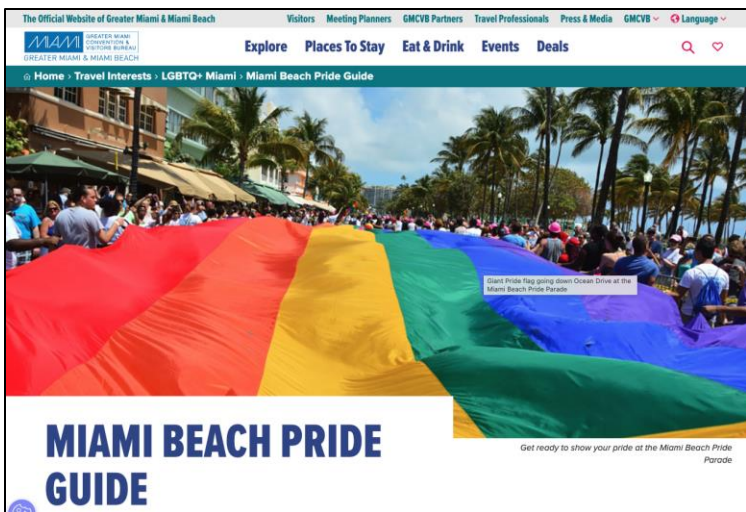
Coordinates the roll-out of MBWM LGBTQ+ Diversity & Inclusion Training to hospitality industry professionals.

Support local community organizations in promoting events that attract visitors.

CONTENT

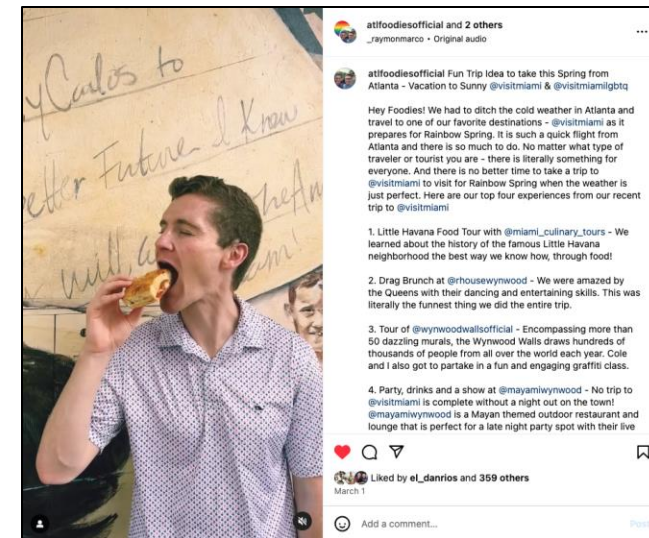
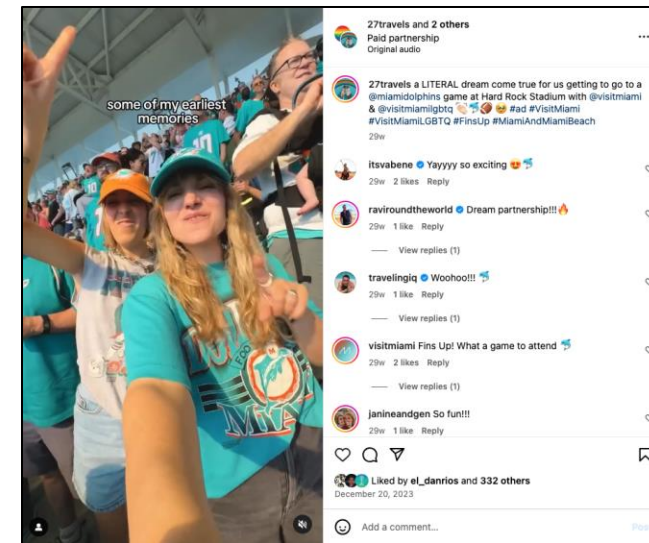


PARTNERS



MIAMI begins with me.

SOCIAL MEDIA





ADVERTISING

MIAMI
GREATER MIAMI & MIAMI BEACH

A COLORFUL DESTINATION

From blue skies to swaying palms and playful designs, you'll find all the colors of the rainbow in Greater Miami & Miami Beach. VisitMiamiLGBTQ.com

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celovebration

It's the feeling of loving and living life to its fullest while appreciating art and rooftop views in a destination that welcomes everyone. That's my Miami. Learn more at FindYourMiami.com

FIND YOUR MIAMI
GREATER MIAMI AND MIAMI BEACH

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----- VISITOR CENTER CO-OP -----

MIAMI GREATER MIAMI & MIAMI BEACH

MIAMI DADE COUNTY

MIAMI BEACH VISITOR AND CONVENTION AUTHORITY

LGBT Visitor Center

GOGAYMIAMI.COM

RAINBOW SPRING

A MIAMI BEACH LGBTQ+ CELEBRATION!

MARCH - JUNE



MIAMI
GREATER MIAMI & MIAMI BEACH

GREATER MIAMI CONVENTION & VISITORS BUREAU

POWERED BY:

MEETINGS



IGLTA[®]
ADVANCING
LGBTQ+ TRAVEL

IGLTA Global Partner Summit — May 2024



FLOCC — August 2024



LGBT MEETING
PROFESSIONALS
ASSOCIATION



GLOBAL
DIVERSITY
ALLIANCE

COMPETE
SPORTS. DIVERSITY.

Connect
SPORTS

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POWERED BY:



Expedia Hotels.com Vrbo

Celebrating Pride Month



Pride Month – Social Media Campaign across all platforms + Pride event support and promotion.



In the Works for FY 24-25

RAINBOW SPRING 2025

Collaborate with GMCVB Partners to expand the program.

- Hotel Partners
- Restaurant Partners
- Attractions Partners
- Art & Culture Partners

ADVERTISING CO-OP*

Co-op advertising plan that leverages Expedia and highlights hotel partners.

- Hotel Partners
- Airline Partners

TRAVEL TRADE FAM

Highlighting GMCVB Partners on collaborate with airline partners to host travel trade from key regions that is focused on LGBTQ+ market.

- Hotel Partners
- Restaurant Partners
- Attractions Partners
- Art & Culture Partners

SOCIAL MEDIA COLLABORATIONS

Social media promotions and giveaways that will grow audiences while promoting GMCVB Partners and the destination.

- Hotel Partners
- Restaurant Partners
- Attractions Partners
- Art & Culture Partners

TRADE SHOW PARTICIPATION*

Join GMCVB's LGBTQ+ Marketing Division at trade shows that feature LGBTQ+ Pavilions such as ITB Berlin and FITUR.

- Hotel Partners
- Event Partners

* Paid Opportunity

Open Discussion



THANK YOU!

