MIAMI™

GREATER MIAMI CONVENTION & VISITORS BUREAU

GMCVB Communications

Activities and Press Clippings

JULY 2020

GREATER MIAMI CONVENTION & VISITORS BUREAU

The Official Accredited Destination Marketing Organization for Greater Miami and the Beaches

July 2020

Dear Reader,

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

The Communications Activity report is constructed of four sections:

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

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

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

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

Sincerely,

William D. Talbert, III, CDME
President & CEO

Jennifer Diaz
Vice President of Communications

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

Key Performance Indicators

	July 2020	**Year to Date**
Overall Total Circulation:	382,523,021	6,416,654,500
Overall Total Media Impressions:	1956,307,553	16,041,036,250
Overall Total Ad Equivalency:	$763,919	$21,529,038
General Circulation:	382,494,760	6,323,686,845
General Media Impressions:	956,236,900	15,809,271,112
General Ad Equivalency:	$763,863	$21,293,031
MICE Circulation:	28,261	92,967,655
MICE Media Impressions:	70,653	232,419,137
MICE Ad Equivalency:	$55	$236,006
Corporate Comm Circulation:	81,631	62,473,269
Corporate Comm Media Impressions:	2,500	155,981,595
Corporate Comm Ad Equivalency:	$1,000	$158,063
Number of FAMS:	0	14
Number of Media Visits:	1	76
Number of Media Missions:	0	11
Number of Promotions:	0	4

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

COMMUNICATIONS DIVISION
Activity Summary Report
July 2020

CORPORATE COMMUNICATIONS:

- **MIAMIANS WHO SHINE: WILLIAM AND MAC OSBORNE** – July 5, 2020: As part of the GMCVB's tourism recovery campaign, Miami Shines, the GMCVB honors individuals who have helped Miami "Shine" during the Covid-19 Pandemic through their extraordinary efforts. In response to the COVID-19 pandemic, Will and Mac Osborne founded Meals for Heroes Miami, a not-for-profit, donation-based organization created to feed the stressed and exhausted first responders risking their lives daily while providing revenue and protecting jobs at restaurants throughout Miami-Dade County. Later partnering with the Miami Beach Chamber of Commerce and the Greater Miami Convention & Visitors Bureau through its Miami Eats program, Meals for Heroes Miami has provided thousands of meals to hospital emergency rooms and ICUs, EMS and first responder teams, and COVID-19 mobile testing centers with fresh meals cooked and prepared by local Miami restaurants and caterers. GMCVB Communications organized the interview, handled all interview preparations and prepared statements to announce the honor which were distributed via the What's Happening Newsletter, Stakeholder communications and through social media posts.
- **MIAMIANS WHO SHINE: MICHAEL CHENG - DEAN, F.I.U. CHAPLIN SCHOOL OF TOURISM & HOSPITALITY MANAGEMENT**– July 13, 2020: As part of the GMCVB's tourism recovery campaign, Miami Shines, the GMCVB honors individuals who have helped Miami "Shine" during the Covid-19 Pandemic through their extraordinary efforts. Michael Cheng, Dean of the F.I.U. Chaplin School of Tourism & Hospitality Management was recognized for helping to establish the SOBEWFF® & FIU Chaplin School Hospitality Industry Relief Fund. GMCVB Communications organized the interview, handled all interview preparations and prepared statements to announce the honor which were distributed via the What's Happening Newsletter, Stakeholder communications and through social media posts.
- **MIAMIANS WHO SHINE: STEPHEN SHELLEY, CEO & PRESIDENT, FARM SHARE** – July 19, 2020: As part of the GMCVB's tourism recovery campaign, Miami Shines, the GMCVB honors individuals who have helped Miami "Shine" during the Covid-19 Pandemic through their extraordinary efforts. Farm Share and its President and CEO Stephen Shelley was recognized for providing food to those in need during the Covid-19 Pandemic. As a disaster relief organization, Farm Share has a history of responding to disasters and since March 21st, at the beginning of the pandemic, the organization has distributed more than 43 tons of food to people in need across the state of Florida.

- **MIAMI BEACH CHAMBER OF COMMERCE "BADASS WOMEN AWARD"** – July 30, 2020: The Communications Team submitted the nomination of Connie Kinnard, GMCVB Vice President of the Multicultural Tourism Development Department (MTDD) for the Greater Miami Beach Chamber & City National Bank Badass Women of The Year (BWOTY) Award in the category of Diversity, Inclusion & Equity. The Team followed up the nomination with an application citing her leadership and personal impact in the travel industry and her years of experience in multicultural tourism sales and development.

MEDIA ASSISTANCE:

Local Media:

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

U.S./Canada:

- **CTV TELEVISION NETWORK/VANCOUVER** (U.S./Canada) July 7, 2020: GMCVB Communications secured a virtual happy hour broadcast travel segment with influencer Natalie Preddie for CTV Television Network, a Canadian English-language terrestrial television network and Canada's largest privately-owned television network. The virtual happy hour segment aired the following week and included segments about Wynwood and Zoo Miami. The Team provided b-roll for the segment.
- **USA TODAY GOESCAPE FLORIDA/CARIBBEAN** (U.S./Canada) July 14, 2020: GMCVB Communications Team organized an interview between GMCVB Chief Operating Officer, Rolando Aedo and Lisa Beach, a freelance writer working on assignment for *USA TODAY GoEscape*

Florida/Caribbean magazine. The article, tentatively titled "Miami's Reopening Outlook: Tourism & Hospitality Officials Open Up About the Future of Travel,"will focus on Miami's comeback during COVID-19. The forward-looking piece will address the reopening phases and protocols as well as what's open for business and what's not. The issue, which will have a focus on winter travel, will be available on newsstands from Aug. 31 through mid-October 2020.

Europe:

- **SMQ-SEÑOR MARQUÉS** (Spain) July 2, 2020: GMCVB Communications Team assisted Pilar Ortega, a journalist preparing a special Tourism & Leisure issue for the Spanish luxury magazine *SMQ-Señor Marqués*, with a section dedicated to Miami. *SMQ* is a 500-page glossy magazine aimed at an elite Spanish target market with a print publication of 15,000 copies and an audience is 36,000 readers. The magazine does not have an online version and has a price of € 50 per copy with distribution available only by subscription. *SMQ* annually organizes the Autobello contest in Barcelona, Madrid, Marbella and Bilbao, an international contest where attendees compete not only with their sports car, but also with their high-end watches.
- **THE TELEGRAPH** (UK) July 7, 2020: GMCVB Communications Team assisted *The Telegraph* provided destination info for an article about U.S. cities reopening titled "Can I visit the US? The latest advice as the country is placed on the 'red' list." Recently named as the UK's leading quality news brand, The Telegraph has a print circulation of 317,817 and its digital content reaches 25 million unique users across the UK.
- **GAYTRAVEL TV** (Germany) July 28, 2020: GMCVB Communications Team assisted Phil Hollister, working on updating Miami content and video for GayTravel TV in their efforts to help gay travel recover. GayTravel TV is building a resource for travelers that will contain the biggest video archive for travel inspiration and an amazing image archive of gay travel destinations, gay friendly hotels, gay prides, gay parties, and more.

MEDIA VISITS:

US/Canada

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

WEBSITE/CONTENT ASSISTANCE:

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

- **VIRTUAL MIAMI PROGRAMMING**: GMCVB Communications Team assisted in writing descriptions for Virtual Miami programming being rolled out on the GMCVB website for the Miami Shines recovery campaign.

*Note: The following section contains a clip report spreadsheet with the quantitative results of the coverage secured by the Communications team for the month of **July 2020**. Following the clip report spreadsheet, you will find the clippings associated with the clip report, if you have any questions please feel free to reach out to us.*

Note: The following section contains a clip report spreadsheet with the quantitative results of the coverage secured by the Communications team for the month of July 2020. Following the clip report spreadsheet you will find the clippings associated with the clip report, if you have any questions please feel free to reach out to us.

MEDIA RELATIONS CLIPPING REPORT FOR THE MONTH OF JULY 2020

PUBLICATION	DATE	AUTHOR'S NAME	KEY MESSAGES	CIRCULATION/ VISITS PER DAY	AD EQUIV	RESULT OF	PUBLICATION TYPE
Assisted Clips: US/CANADA							
The Culture Trip	June 30, 2020	Becca Blond	Community Resilience/Recovery	3,687,955	$4,264	Proactive Pitching	DIGITAL
WSVN 7 News	July 1, 2020	Samantha Branca	Community Resilience/Recovery	344,205	$647	Other	DIGITAL
Maxim	July 1, 2020	Chris Wilson	Community Resilience/Recovery; Destination Miami	455,209	$856	Other	DIGITAL
The Real Deal	July 1, 2020	Erik Bojnansky	Community Resilience/Recovery; Culinary	475,124	$893	Other	DIGITAL
IWB	July 1, 2020	N/A	Community Resilience/Recovery	56,706	$107	Other	DIGITAL
The Real Deal	July 1, 2020	Alexis Manrodt	Community Resilience/Recovery; Culinary	475,124	$893	Other	DIGITAL
Marketers Media	July 1, 2020	N/A	Arts & Culture/Multicultural & Heritage Neighborhoods; Destination Miami	11,915	$22	Other	DIGITAL
Swaay	July 1, 2020	N/A	Destination Miami	10,916	$21	Other	DIGITAL
Haute Living	July 1, 2020	Paige Mastrandrea	Arts & Culture/Multicultural & Heritage Neighborhoods; Culinary	52,522	$99	Other	DIGITAL
Business Insider	July 2, 2020	Leila Najafi	Destination Miami	29,655,503	$55,752	Other	DIGITAL
Maxim	July 2, 2020	Maxim Staff	Culinary	455,209	$856	Other	DIGITAL
Florida Rambler	July 2, 2020	Bob Rountree	Community Resilience/Recovery; Destination Miami	20,479	$39	Other	BLOG
Miami's Community Newspapers	July 2, 2020	N/A	Destination Miami	19,244	$36	Other	DIGITAL
WSVN 7 News	July 2, 2020	Samantha Branca	Community Resilience/Recovery	344,205	$647	Other	DIGITAL
Miami's Community Newspapers	July 2, 2020	N/A	Destination Miami	19,244	$36	Other	DIGITAL
The Real Deal	July 2, 2020	Katherine Kallergis	Community Resilience/Recovery; Culinary	475,124	$893	Other	DIGITAL
Florida Rambler	July 2, 2020	Bob Rountree	Community Resilience/Recovery	20,479	$39	Other	BLOG
Florida Rambler	July 2, 2020	Bob Rountree	Community Resilience/Recovery	20,479	$39	Other	BLOG
Miami's Community Newspapers	July 2, 2020	N/A	Community Resilience/Recovery	19,244	$36	Other	DIGITAL
www.theworldandthensome.com	July 2, 2020	Elle-Rose	Destination Miami	460	$1	Other	DIGITAL
Yahoo News	July 3, 2020	Michelle Marchante, April Rubir	Destination Miami	20,456,916	$38,459	Other	DIGITAL
Fox 35 Orlando	July 3, 2020	N/A	Community Resilience/Recovery; Destination Miami	315,822	$594	Other	DIGITAL
Miami New Times	July 3, 2020	Clarissa Buch	Destination Miami; Culinary	217,635	$409	Other	DIGITAL
Fox 35 Orlando	July 3, 2020	N/A	Community Resilience/Recovery	315,822	$594	Other	DIGITAL
CBS Miami	July 4, 2020	N/A	Community Resilience/Recovery	284,334	$535	Other	DIGITAL
Forbes	July 5, 2020	Ramsey Qubein	Community Resilience/Recovery	33,734,080	$63,420	Other	DIGITAL
Out Coast	July 5, 2020	Rachel Covello	Destination Miami; Culinary; Arts & Culture/Multicultural & Heritage Neighborhoods	11,408	$106	Individual Press Trip	DIGITAL
Society19	July 5, 2020	Jayde Kolb	Destination Miami	233,328	$439	Other	DIGITAL
NBC Miami	July 5, 2020	N/A	Destination Miami	378,470	$712	Other	DIGITAL
96k-Rock	July 6, 2020	N/A	Community Resilience/Recovery; Culinary	16,048	$30	Other	DIGITAL
Newsfeeds	July 6, 2020	N/A	Community Resilience/Recovery; Culinary	21,151	$40	Other	DIGITAL
FOX 7 Austin	July 6, 2020	N/A	Community Resilience/Recovery; Culinary	152,174	$286	Other	DIGITAL
Fox 32	July 6, 2020	N/A	Community Resilience/Recovery; Culinary	368,321	$692	Other	DIGITAL
FOX 4 News	July 6, 2020	N/A	Community Resilience/Recovery; Culinary	373,110	$701	Other	DIGITAL
FOX 29	July 6, 2020	N/A	Community Resilience/Recovery; Culinary	444,065	$835	Other	DIGITAL
Fox 13 Tampa	July 6, 2020	N/A	Community Resilience/Recovery; Culinary	537,850	$1,011	Other	DIGITAL
FOX 10 Phoenix	July 6, 2020	N/A	Community Resilience/Recovery; Culinary	605,303	$1,138	Other	DIGITAL
Yahoo Finanzas | Yahoo Finance	July 6, 2020	Brooke Singman	Community Resilience/Recovery; Culinary	275,811	$519	Other	DIGITAL
FOX Business	July 6, 2020	Brooke Singman	Community Resilience/Recovery; Culinary	4,996,037	$9,393	Other	DIGITAL
WSVN 7 News	July 6, 2020	Andrew Scheinthal	Community Resilience/Recovery; Culinary	344,205	$647	Other	DIGITAL
Marketers Media	July 6, 2020	N/A	Arts & Culture/Multicultural & Heritage Neighborhoods; Destination Miami	14,607	$27	Other	DIGITAL
www.unation.com	July 6, 2020	Cameron Haldin	Destination Miami	5,966	$11	Other	DIGITAL
TravelPulse	July 7, 2020	Laurie Baratti	Community Resilience/Recovery	277,465	$522	Other	DIGITAL
FOX Business	July 7, 2020	Brooke Singman	Community Resilience/Recovery; Culinary	4,996,037	$9,393	Other	DIGITAL
FOX 7 Austin	July 7, 2020	Brooke Singman	Community Resilience/Recovery; Culinary	152,174	$286	Other	DIGITAL
Fox 35 Orlando	July 7, 2020	N/A	Community Resilience/Recovery; Culinary	315,822	$594	Other	DIGITAL
FOX 4 News	July 7, 2020	Brooke Singman	Community Resilience/Recovery; Culinary	373,110	$701	Other	DIGITAL
Fox 13 Tampa	July 7, 2020	Brooke Singman	Community Resilience/Recovery; Culinary	537,850	$1,011	Other	DIGITAL
floridapolitics.com	July 7, 2020	Ryan Nicol	Community Resilience/Recovery	257,763	$485	Other	DIGITAL
Reader's Digest	July 8, 2020	Brooke Nelson	Community Resilience/Recovery	2,908,942	$5,469	Other	DIGITAL
Time Out	July 8, 2020	Virginia Gil	Culinary	4,073,298	$7,658	Other	DIGITAL
TripSavvy	July 8, 2020	Devorah Lev-Tov	Arts & Culture/Multicultural & Heritage Neighborhoods; Destination Miami	2,076,450	$3,904	Proactive Pitching	DIGITAL
Departures	July 8, 2020	Maya Kachroo-Levine	Arts & Culture/Multicultural & Heritage Neighborhoods; Destination Miami; Culinary	94,225	$177	Other	DIGITAL
FOX 10 Phoenix	July 8, 2020	Brooke Singman	Community Resilience/Recovery; Culinary	605,303	$1,138	Other	DIGITAL
honeymoonalways.com	July 8, 2020	N/A	Destination Miami; Culinary	7,514	$14	Other	DIGITAL
ARTnews	July 8, 2020	N/A	Arts & Culture/Multicultural & Heritage Neighborhoods	160,611	$302	Other	DIGITAL
The Real Deal	July 8, 2020	Gregory Prosser	Community Resilience/Recovery	475,124	$893	Other	DIGITAL
WLRN	July 9, 2020	N/A	Community Resilience/Recovery; Culinary	78,090	$147	Other	DIGITAL
Marketers Media	July 9, 2020	N/A	Arts & Culture/Multicultural & Heritage Neighborhoods; Destination Miami	14,607	$27	Other	DIGITAL
BizBash	July 9, 2020	Claire Hoffman	Destination Miami	41,444	$78	Other	DIGITAL
Miami Culinary Tours	July 9, 2020	Grace	Culinary	1,479	$3	Other	BLOG
Yahoo News	July 9, 2020	N/A	Arts & Culture/Multicultural & Heritage Neighborhoods; Community Resilience/Recovery	20,456,916	$38,459	Other	DIGITAL
Miami New Times	July 10, 2020	Clarissa Buch	Culinary	217,635	$409	Other	DIGITAL
Local 10	July 10, 2020	N/A	Community Resilience/Recovery; Culinary	762,555	$1,434	Other	DIGITAL
NBC Miami	July 10, 2020	N/A	Community Resilience/Recovery; Culinary	378,470	$712	Other	DIGITAL
PureWow	July 13, 2020	Clarissa Buch	Culinary	1,128,003	$2,121	Other	DIGITAL
Marketers Media	July 13, 2020	N/A	Arts & Culture/Multicultural & Heritage Neighborhoods; Destination Miami	14,607	$27	Other	DIGITAL
Miami Culinary Tours	July 13, 2020	Grace	Culinary	1,479	$3	Other	BLOG
Time Out	July 14, 2020	Virginia Gil	Arts & Culture/Multicultural & Heritage Neighborhoods	4,073,298	$7,658	Other	DIGITAL
WSVN 7 News	July 14, 2020	Reinaldo Llerena	Community Resilience/Recovery	344,205	$647	Other	DIGITAL
NBC Miami	July 14, 2020	N/A	Community Resilience/Recovery	378,470	$712	Other	DIGITAL
CBS Miami	July 14, 2020	N/A	Community Resilience/Recovery; Culinary	385,416	$725	Other	DIGITAL
floridapolitics.com	July 15, 2020	Spencer Fordin	Community Resilience/Recovery	257,763	$485	Other	DIGITAL
The Real Deal	July 15, 2020	Katherine Kallergis	Community Resilience/Recovery	475,124	$893	Other	DIGITAL
The Real Deal	July 15, 2020	Katherine Kallergis	Community Resilience/Recovery	476,660	$896	Other	DIGITAL
Vocal	July 15, 2020	N/A	Arts & Culture/Multicultural & Heritage Neighborhoods; Destination Miami	659,945	$1,241	Other	DIGITAL
sproutnews.com	July 15, 2020	N/A	Arts & Culture/Multicultural & Heritage Neighborhoods; Destination Miami	1,069	$2	Other	DIGITAL
Marketers Media	July 15, 2020	N/A	Arts & Culture/Multicultural & Heritage Neighborhoods; Destination Miami	14,607	$27	Other	DIGITAL
eprnews.com	July 16, 2020	Sandeep Verma	Community Resilience/Recovery	4,954	$9	Other	DIGITAL
VB|Profiles	July 16, 2020	N/A	Community Resilience/Recovery	48,478	$91	Other	DIGITAL
TD Ameritrade	July 16, 2020	N/A	Community Resilience/Recovery	100,153	$188	Other	DIGITAL
Newswire	July 16, 2020	N/A	Community Resilience/Recovery	126,042	$237	Other	DIGITAL
Benzinga	July 16, 2020	N/A	Community Resilience/Recovery	1,515,160	$2,849	Other	DIGITAL

PR Newswire	July 16, 2020	N/A	Community Resilience/Recovery	3,097,021	$5,822	Other	DIGITAL
InsuranceNewsNet	July 17, 2020	N/A	Community Resilience/Recovery	33,372	$63	Other	DIGITAL
sproutnews.com	July 17, 2020	N/A	Arts & Culture/Multicultural & Heritage Neighborhoods; Destination Miami	1,069	$2	Other	DIGITAL
Marketers Media	July 17, 2020	N/A	Arts & Culture/Multicultural & Heritage Neighborhoods; Destination Miami	14,607	$27	Other	DIGITAL
WSVN 7 News	July 20, 2020	Johari Canty	Community Resilience/Recovery	344,205	$647	Other	DIGITAL
Travel2latam	July 20, 2020	N/A	Community Resilience/Recovery	2,146	$4	Other	DIGITAL
Boxden.Com - The urban web's front page - BX Tech	July 20, 2020	N/A	Community Resilience/Recovery; Destination Miami	110,818	$208	Other	BLOG
Eater Miami - All	July 20, 2020	Olee Fowler	Community Resilience/Recovery	19,235	$36	Other	BLOG
Marketers Media	July 20, 2020	N/A	Arts & Culture/Multicultural & Heritage Neighborhoods; Destination Miami	14,607	$27	Other	DIGITAL
Marketers Media	July 20, 2020	N/A	Arts & Culture/Multicultural & Heritage Neighborhoods; Destination Miami	14,607	$27	Other	DIGITAL
Forbes	July 20, 2020	Suzanne Rowan Kelleher	Community Resilience/Recovery; Destination Miami	33,734,080	$63,420	Other	DIGITAL
Patch	July 21, 2020	N/A	Community Resilience/Recovery; Destination Miami	6,809,639	$12,802	Other	DIGITAL
Yahoo News	July 21, 2020	Paul Scicchitano	Community Resilience/Recovery; Destination Miami	20,432,316	$38,413	Other	DIGITAL
Architectural Digest	July 21, 2020	Allie Weiss	Arts & Culture/Multicultural & Heritage Neighborhoods; Destination Miami	1,421,150	$2,672	Other	DIGITAL
mamabee.com	July 21, 2020	Mamabee	Destination Miami	12,824	$24	Other	DIGITAL
Brides	July 22, 2020	Maggie Kreienberg	Arts & Culture/Multicultural & Heritage Neighborhoods; Destination Miami	860,210	$1,617	Other	DIGITAL
WSVN 7 News	July 22, 2020	Evan Siegel	Community Resilience/Recovery	351,059	$660	Other	DIGITAL
www.saznewspro.com	July 22, 2020	N/A	Arts & Culture/Multicultural & Heritage Neighborhoods; Destination Miami	2,288	$4	Other	DIGITAL
Vocal	July 23, 2020	N/A	Destination Miami; Culinary	606,135	$1,140	Other	DIGITAL
Munaluchi Bride	July 23, 2020	Angela Conner	Arts & Culture/Multicultural & Heritage Neighborhoods; Destination Miami	6,697	$13	Other	BLOG
MSN	July 23, 2020	N/A	Destination Miami	67,151,556	$126,245	Other	DIGITAL
Cape May County Herald	July 23, 2020	N/A	Community Resilience/Recovery; Arts & Culture/Multicultural & Heritage Neighborhoods	29,467	$55	Other	DIGITAL
The Real Deal	July 24, 2020	Francisco Alvarado	Community Resilience/Recovery	476,660	$896	Other	DIGITAL
The Real Deal	July 24, 2020	Francisco Alvarado	Community Resilience/Recovery	476,660	$896	Other	DIGITAL
EDM Sauce	July 24, 2020	N/A	Community Resilience/Recovery; Destination Miami	50,150	$94	Other	DIGITAL
Your EDM	July 24, 2020	Karlie Powell	Community Resilience/Recovery; Destination Miami	135,692	$255	Other	DIGITAL
PubClub	July 25, 2020	Kevin Wilkerson	Community Resilience/Recovery; Destination Miami	5,155	$10	Other	BLOG
Larry Brown Sports	July 26, 2020	Grey Papke	Community Resilience/Recovery; Destination Miami	81,309	$153	Other	BLOG
Tulsa World	July 26, 2020	Steven Wine	Community Resilience/Recovery; Destination Miami	958,008	$1,801	Other	DIGITAL
Blogarama	July 27, 2020	N/A	Destination Miami	45,965	$86	Other	DIGITAL
WLRN	July 27, 2020	N/A	Community Resilience/Recovery	107,492	$202	Other	DIGITAL
Comeback Sports	July 27, 2020	Matt Clapp	Community Resilience/Recovery; Destination Miami	41,494	$78	Other	BLOG
WSVN 7 News	July 27, 2020	N/A	Community Resilience/Recovery	351,059	$660	Other	DIGITAL
NewsDio	July 27, 2020	N/A	Community Resilience/Recovery; Destination Miami	21,052	$40	Other	DIGITAL
NBC Sports	July 28, 2020	Craig Calcaterra	Community Resilience/Recovery; Destination Miami	124,307	$234	Other	DIGITAL
Yahoo! Sports	July 28, 2020	Craig Calcaterra	Community Resilience/Recovery; Destination Miami	7,878,407	$14,811	Other	DIGITAL
WLRN	July 28, 2020	Chris Remington	Arts & Culture/Multicultural & Heritage Neighborhoods; Community Resilience/Recovery; Destination Miami	107,492	$202	Other	DIGITAL
CNN	July 28, 2020	Anderson Cooper	Community Resilience/Recovery	13,510,111	$25,399	Other	DIGITAL
Conde Nast Traveler	July 29, 2020	Caitlin Morton	Destination Miami	1,188,247	$2,234	Other	DIGITAL
MSN	July 29, 2020	Caitlin Morton	Destination Miami	67,151,556	$126,245	Other	DIGITAL
Weird Worm	July 30, 2020	Bo Halkov	Destination Miami	9,400	$18	Other	BLOG
Edible South Florida	July 30, 2020	N/A	Community Resilience/Recovery; Culinary	4,767	$9	Other	DIGITAL
Naples Daily News	July 31, 2020	Laura Layden	Community Resilience/Recovery	170,757	$321	Other	DIGITAL
MTLTimes.com	July 8, 2020	N/A	Arts & Culture/Multicultural & Heritage Neighbourhoods	10,000	$93	Proactive Pitching	DIGITAL
TheSuburban	July 9, 2020	N/A	Arts & Culture/Multicultural & Heritage Neighbourhoods	50,000	$463	Proactive Pitching	DIGITAL
Narcity	July 14, 2020	Tate Jacaruso	Destination Miami	1,440,169	$2,700	Other	DIGITAL
CityTV	July 22, 2020	Natalie Preddie	Arts & Culture/Multicultural & Heritage Neighbourhoods	850,000	$40,000	Proactive Pitching	BROADCAST
Narcity	July 23, 2020	Kareem Gantt	Destination Miami	1,039,617	$2,000	Other	DIGITAL
Travel Industry Today	July 28, 2020	N/A	Arts & Culture/Multicultural & Heritage Neighbourhoods	50,000	$463	Proactive Pitching	DIGITAL
DRIFT Magazine	July 29, 2020	Kaitlin Narciso	Arts & Culture/Multicultural & Heritage Neighbourhoods	550,000	$5,088	Proactive Pitching	DIGITAL
DRIFT Magazine	July 30, 2020	Kaitlin Narciso	Culinary	550,000	$5,088	Proactive Pitching	DIGITAL

Local/Corporate Communications

Miami Herald (PRINT)	6/29/2020	Staff	Runs dedicated feature on Miami Shines.	27,401	$750	PROACTIVE OUTREACH	DIGITAL	PRINT
Florida Trend	6/30/2020	Staff	Included a blurb of Hotel occupency shared by the Miami Herald in the July issue.	54,230	$250	PROACTIVE OUTREACH	PRINT	

MICE Coverage

Hospitality Upgrade	July 28, 2020	N/A	MICE	3,632	$7	Other	DIGITAL
Hotel Online	July 28, 2020	Chloe Phelps	MICE	24,253	$46	Other	DIGITAL
Convention South Magazine	July 28, 2020	Marcia Bradford	MICE	376	$3	Proactive Pitching	DIGITAL

U.S. & Canada

ConventionSouth

With no indoor dining, Greater Miami CVB looks to 'spice' things up

July 28, 2020

With emergency orders prohibiting indoor dining in Miami and Dade County, The Greater Miami CVB has adapted the Miami Spice Restaurant program to promote those participants are offering to-go as well as outdoor dining for their prix-fix meals which include appetizer, main course, and dessert.

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

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

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

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

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

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

This year, Miami Spice is free to all GMCVB partners, while Miami Eats is free and open to all Miami-Dade County restaurants regardless of location, cuisine, or price point.

North America | Film & TV

The Summer of the Drive In: Where to Watch Those Blockbuster Movies

© Alexandra Wong / Culture Trip

Becca Blond
30 June 2020

Add to Plan

The drive-in movie theater – an American Great Depression-era creation that celebrated its 87th birthday this month – is having a return-to-glory moment in the Covid-19 era.

Auto-parts salesman Richard Hollingshead debuted the concept on 6 June 1933, when he opened the world's first drive-in theater in Camden, New Jersey. It fast became a hit. By the 1950s, the number of drive-ins had swelled to more than 4,000, some with lots for thousands of cars, and the concept had become a part of American culture.

Having peaked in the 1960s, however, they began a long, slow slide into oblivion. By the time 2020 rolled around, numbers were down to the 300s.

But now, in the summer of Covid-19, the drive-ins that do still exist in the US are more popular than ever. Beyond the nostalgia factor that everyone seems to be craving right now, the business model fits perfectly in this era of social distancing and face masks.

Existing theaters are seeing record numbers (while still enforcing social distancing mandates), and pop-up theater experiences in stadiums and parking lots from Miami to St Louis are also appearing.

Here are some top spots to catch a drive-in flick across the US this summer.

St Louis

St Louis is taking the drive-in to a new level with Drive in St Louis, located on the site of the former St Louis Mills Mall. The venue is hosting drive-in movie and live concert experiences this summer in an effort to help people "get back to being social, while still social distancing." The events, which require you to stay in your car with sound piped in through the vehicle's radio, often combine music and a movie – on 2 July you can catch the Steve Ewing Band paired with the *Blues Brothers* (1980) movie. Later in the month it's a Grateful Dead cover band followed by a screening of *The Big Lebowski* (1998).

Denver Area

Opened in 1972, the 88 Drive-in Theatre is the Denver Metro area's last original drive-in still standing. It shows at least two features a night – recent flicks included *Jumanji* (1995) and *Fantasy Island* (2020) – using a high-end digital projector. Admission is just $9 per person (children aged 12 and under are free) and vehicles are parked by size, so you don't have to worry about a truck blocking the view from your hatchback.

About an hour north of Denver in the college town of Fort Collins, you'll find another OG. The Holiday Twin Drive-In has been showing movies since the 1960s and has been owned by the same family since 1979. It shows double features each night and also puts on special events.

With indoor theaters in many places still closed due to coronavirus, drive-ins have seen a rise in attendance © Josh Brasted / Getty Images

Around Los Angeles

Set on a 67-acre (27-hectare) plot in Montclair, about 45 minutes east of Los Angeles, Mission Tiki Drive-In Theatre has been in business since 1956, when it opened at a single-screen drive-in. By 1975, the Polynesian themed theater was so popular it had expanded to four screens. In 2006, it received a modern overhaul that upgraded sound systems to run through car stereos and added a state-of-the-art projection system. Today it screens two movies per night, at 8pm and 10pm. On weekends the venue also hosts the Mission Tiki Swap Meet, which draws in vendors from around Southern California selling everything from antiques to baked goods.

San Luis Obispo, California

For a trip back in time, grab dinner first at Gino's Pizza, which offers car-hop service featuring 1950s aluminium window trays. After that, head to Sunset Drive-In, which shows double-header movies that are family friendly nightly. Like other drive-ins around the country, Sunset is abiding by social distancing protocols by limiting the number of cars and asking patrons to stay six feet apart in line for the restrooms and concession stand.

Window trays for food allow people to maintain social distancing while enjoying a drive-in movie © Steve Hawkins Photography / Alamy Stock Photo

Miami

Fans of the NFL's Miami Dolphins can head to Hard Rock Stadium this summer, where the home field is being turned into a massive drive-in movie theater that will showcase classic Miami Dolphins content from the team's 54-year history. The drive-in events are designed to be family friendly and the stadium floor can accommodate up to 230 cars.

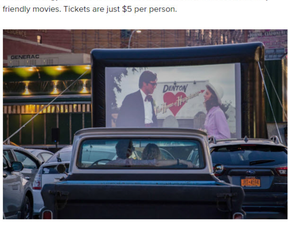
Driggs, Idaho

Showing major blockbusters (some new, some classics) Wednesday through Saturday nights, The Spud Drive-In has been open since 1953. It's impossible to miss the theater as its anchored by a giant potato statue. The location, not far from Yellowstone National Park (meaning it comes complete with a mountain backdrop), is also stellar, and should you wish to stay the night, there are a few cabins and vintage campers to book.

Georgetown, Indiana

These days, drive-in movie sound is pumped in via your car's FM radio, but before this technology existed, you'd listen via speaker poles that you parked next to. At the 69-year-old Georgetown Drive-In in Southern Indiana (roughly 20 minutes west of Louisville, Kentucky), the nostalgically inclined can still listen the old-fashioned way. It is one of the few theaters left with this technology still intact, and features two screens that focus on family-friendly movies. Tickets are just $5 per person.

The Rocky Horror Picture Show has long been a popular drive-in movie © Braulio Jatar / SOPA Images / ZUMA Wire / Alamy Live News



Fort Worth, Texas

The Coyote Drive-In in Fort Worth has four screens that show a mix of classic hits as double features, nightly, at 9pm. The site also has a full canteen serving everything from frito pie to chicken wings, plus beer and wine. Tickets are just $7 per person, and this drive-in is also pet friendly.

Gay Florida Travel Miami Road Trip Guide

Gay Florida Travel Miami Road Trip Guide

Gay Florida Travel Miami Road Trip Guide

Gay Florida Travel Miami Road Trip Guide

The Ultimate East Coast Beach Road Trip

Updated: 07.29.2019 By Jessica Dickler

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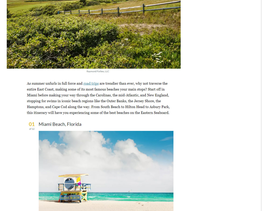


An summer outlook is full fares and road trips are transfer than ever, why not traverse the entire East Coast, making some of its most famous beaches your main stops? Start off in Miami before making your way through the Carolinas, the mid-Atlantic, and New England, stopping for swims in iconic beach regions like the Outer Banks, the Jersey Shore, the Hamptons, and Cape Cod along the way. From South Beach to Hilton Head to Jones Beach, this Itinerary will have you experiencing some of the best beaches on the Eastern Seaboard.

01 Miami Beach, Florida

The vibrant city of Miami Beach, which is actually a narrow island near Miami, is known as one of the most iconic beach destinations in the U. S. Its most famous beach is undoubtedly South Beach, thanks to its preserved Art Deco buildings, vast swaths of sand, and vibrant nightlife. Sunsets bars, restaurants, hotels, and boutiques line the shoreline, and a boardwalk spans the entire length of the beach. Recommended: Ocean Drive, Lincoln Road, Collins Avenue, the Miami Beach Boardwalk, and the Science Museum, a prime Art Deco example. Grab a bite at Joe's Stone Crab, Hillstone Fish Bar, Tuppins, or the Time Out Market food hall. For a late-night snack, stop by Ten One or the Raymond Gallery Bar, and for old school vibes, Ben's Club Dunes (off-island).

Beyond the Beach:

Be sure to rent your way through Little Havana, the area where many Cuban immigrants make their home and Little Haiti, where many Haitian immigrants live; see the Wynwood mural walls and art galleries (and get some jerk chicken at Pakkins Jamaican Restaurant while you're there); and stroll through the Vizcaya Museum and Gardens on Biscayne Bay.

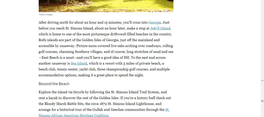
02 St. Augustine, Florida

Alone a dozen north of Miami Beach, St. Augustine, the oldest inhabited city settled by Europeans in the continental U.S., is a charming, historic beach town that's perfect for a full of history. But it also happens to have an array of pristine beaches, including St. Augustine Beach, with its picturesque fishing pier. Eat at St. Augustine's unrivalled restaurants, like Salt Life Food Shack and Sunset Grille, and find more accommodations for all budgets, from camping at the St. Augustine Beach KOA to condo and vacation home rentals to the luxury Casa Monica Resort & Spa, part of Marriott's Autograph Collection.

Beyond the Beach:

History lovers will have a blast here, and the Castillo de San Marcos fort and Fort Matanzas are must-seen. You can also stop by Ponce de Leon's Fountain of Youth and the historic city St. Augustine Lighthouse.

03 St. Simons Island, Georgia

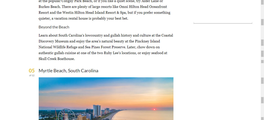


After driving north for about an hour and 45 minutes, you'll cross into Georgia. Just before you reach St. Simons Island, about an hour later, make a stop at Gold Island, a beach bar and restaurant with a Caribbean-inspired menu and a lively atmosphere. Both islands are part of the Golden Isles of Georgia, just off the mainland and accessible by causeway. Perfect stops crowned live oaks striking river roadways, rolling golf courses, charming Southern villages, and of course, long stretches of sand and sea—East Beach is a must—and you'll have a good idea of Hilt. To the east and across the causeway at Sea Island, which is home to a mile-long private beach, a world-class golf course, and a lush, three-Jacuzzi-equipped golf cruiser, not multiple Jacuzzis, mind you, but one Jacuzzi, making it a great place to spend the night.

Beyond the Beach:

Explore the island via bicycle by following the St. Simons Island Trail System, and rent a kayak to discover the rest of the Golden Isles. If you're a history buff, visit the Bloody Marsh Battle Site, the site of a St. Simons Island Lighthouse, and arrange for a historical tour of the Gullah and Geechee communities through the St. Simons African American Heritage Coalition.

04 Hilton Head Island, South Carolina



Hilton Head Island, South Carolina

At about two hours, you'll arrive at the South Carolina barrier island, Hilton Head, which is about 30 miles northeast of Savannah. Even though it's the state's largest barrier island, it's still a relatively small place to spend a few days, with little to do beyond sunbathing and beach-hopping. Hit the sand at Coligny Beach, which is just a stroll away from the Coligny Plaza, or if you like a quiet ocean, try Alder Lane or Burke Beach. There are plenty of large resorts like Disney Hilton Head Oceanfront Resort and the Westin Hilton Head Island Resort & Spa, but if you prefer something quieter, a vacation rental home is probably your best bet.

Beyond the Beach:

Learn about South Carolina's lowcountry and gullah history and culture at the Coastal Discovery Museum and enjoy the area's natural beauty at the Pinckney Island National Wildlife Refuge and Sea Pines Forest Preserve. Later, dive down to authentic gullah cuisine at one of the two Jim Lee's locations, or enjoy seafood at Skull Creek Boathouse.

05 Myrtle Beach, South Carolina

Myrtle Beach, South Carolina

Just before you cross into North Carolina, you'll arrive in Myrtle Beach, one of South Carolina's most popular beach destinations. The city's family-friendly attractions like water and amusement parks, chain restaurants, and shopping malls, it's also home to miles of gorgeous beach, known as the Grand Strand. Check out Surfside and go for a family-friendly stretch, the Golden Mile for a tested-free zone, or hit the sand near Broad Avenue for the gay beach. To save some money, book a campsite at Myrtle Beach State Park for excellent beach access or rent a house.

Beyond the Beach:

Discover the salt marsh ecosystem via kayak or rent Bicycle Cat outfitters. Walk down the Myrtle Grove Marsh Walk, stopping to have live music and dinner at Dagwood's for veg or stroll down the lively Myrtle Beach Boardwalk. And save room for some authentic barbecue at Gay BBQ, owned by Sandy Joseph and Sheila Evans.

06 Kitty Hawk, North Carolina

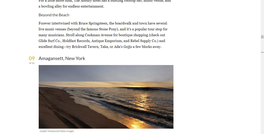
Kitty Hawk, North Carolina

North Carolina's Outer Banks is home to some of the state's best beaches, complete with impressive dunes, wild horses, and epic waves. Make up of several barrier islands off of the coast, the Outer Banks has several towns worth checking out, but Kitty Hawk is a favorite—and it's the closest town to the Wright Memorial Bridge and Wright Brothers National Memorial. Kitty Hawk's beaches are known for being less busy, with few beachfront activities, hotels, and restaurants. Instead, the focus is on enjoying the miles of sand and ocean. There are a handful of hotels in Kitty Hawk, but renting a vacation home is the more popular option here.

Beyond the Beach:

If you like to hike, head to the Kitty Hawk Woods Coastal Reserve or climb to the top of the massive sand dunes at Jockey Ridge State Park—you can even go hang gliding there. See the site of the Wright Brothers' famous first flight at the Wright Brothers National Memorial and learn about the Lost Colony of Roanoke Island through a live reenactment.

07 Rehoboth Beach, Delaware



Jeff Greenberg / UIG via Getty Images

It's a five-hour outlier to Delaware, but when you arrive in Rehoboth or one of its neighboring beach towns like the quiet Bethany or party-central Dewey, it will be well worth it. The beaches are often crowded, but if you manage to get away from the bustling boardwalk, things get calmer. Rehoboth Beach is known for being LGBTQ-friendly, and it also caters to families. There's a mix of accommodation options, from chain hotels to vacation rental homes of all sizes to inns and guesthouses, many of which are pet- and kid-friendly, too.

Beyond the Beach:

The Rehoboth Boardwalk is full of local favorites like amusement park and arcade Funland, which has been around since 1965. Gumballs Kitchen for sweets and ice cream, Thrasher's for fresh fried French Fries, and Grotto Pizza, which has a pizza style all its own. Head to the Cape Henlopen State Park to see the Cape Henlopen Lighthouse. Marshall Dye collts abound at tour of medical spots. For a rainy day, check out the nearby outlets for shopping, or go on a tour of the Dogfish Head Brewery, which includes a tasting of several brews of your choice.

08 Asbury Park, New Jersey

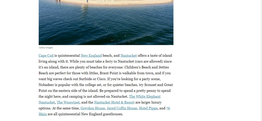
Asbury Park, New Jersey

An East Coast beach trip wouldn't be complete without a stop in the notorious Jersey Shore. Asbury Park is one of the Jersey Shore's most famous beach towns and has one you'll come across on this road trip. It's one of the more fun towns, with a bustling boardwalk, plenty of tasty restaurants, and burgeoning art scene. If you're keen to splurge, book a stay at the Asbury Ocean Club, an inspiring lighthouse that opened in 2019 with a sophisticated design, stunning pool deck, and condescended beach views. For a little beach fun, The Asbury hosts beach-themed rooftop bar, ocean views, and a bowling alley for outdoor entertainment.

Beyond the Beach:

Forever interwoven with Bruce Springsteen, the boardwalk and town have several live music venues, including the Stone Pony. It's also a great place to see the Springsteen memorial, Bond Street Bistro, Cookie's restaurant, the unique shopping District, and the Black Pearl on Bannister's Wharf. But if you need a break from fun, head to Monma for classic landscapes, hot dogs, and the best French fries in town.

09 Amagansett, New York



Joseph Sohm/Visions of America, LLC / Getty Images

The Hamptons are a must for anyone determined to see the country's best beaches, and Amagansett is quintessential Hamptons. A quaint village, pristine shoreline, and discreetly are the hallmarks of any Hamptons town, and Amagansett more than delivers. It's also home to Montauk, the northernmost point in New York State, as well as close to Southampton, East Hampton, and Bridgehampton, offering easy access to the rest of the Hamptons. Stay at the Surf Lodge, a boutique hotel in Montauk Village, but you'll need to either hike or walk there if you don't possess a parking permit. Atlantic Beach is usually more crowded because it offers daily parking for tags, and it also has the Beach Hut, where you can get snacks and sandwiches. If you can't find a rental house, the Roundhouse hotel opened in 2020 with individual cottages as well as rooms and suites.

Beyond the Beach:

Amagansett is small, so there's not a lot to see and do besides relaxing on the beach, but a visit to the Amagansett Square is worthwhile. Shops and restaurants surround the impeccably landscaped lawn in the center, get lunch from the original Sandpiper Chateau or Wolffer Kitchen, coffee from Jack's Rise Bean, or picnic materials from Amagansett Farmers Market. Visit the Montauk Lighthouse and Montauk Point Scotland, and if you are a notable stand, stop for some fresh produce. Adams Farm Stand, Amber Waves Farm Market, and the weekend Amagansett Farmers Market are all excellent options. Driving north to Montauk is worth the trip, head to Montauk Point State Park and pop by Benson red and white Lighthouse.

10 Newport, Rhode Island

Newport is known for its gilded age mansions, sailing, and sweeping New England beaches. While walking the historic Cliff Walk will give you epic views of the ocean, if you want to settle in for a day at the beach you'll have plenty of options. Popular beaches include Bailey's Beach, Gooseberry Beach, Hazard's Beach, and Gooseberry Beach is a cove along busy Ocean Drive and usually has calm waters. There's also a small beach inside Fort Adams State Park. Newport has plenty of high-end boutique hotels like Castle Hill Inn for a splurge, but Cruiser's Newport Beach & Marina, a large resort on its own island, is perfect for families. For something more design-focused, The Tow Hotel, is a pet-opened independent hotel that highlights local makers.

Beyond the Beach:

Tossing ocean of Newport's famous mansions is perfect on a rainy day; there's the Vanderbilt's the Breakers, Rosecliff, Marble House, and many others that are open to the public. Many contend that the best way to see Newport is from a hand-drag the Newport Mansions Carriage Tour, which includes a horse-drawn carriage ride. For your tickets call Ag. Ho Bella Cab in the shipyard or get a classic chowder from the Black Pearl on Bannister's Wharf. But if you need a break from fish, head to Monma for classic landscapes, hot dogs, and the best French fries in town.

11 Nantucket, Massachusetts

Cape Cod

Cape Cod is quintessential New England beach, and Nantucket offers a taste of island living along with it. While you must take a ferry to Nantucket (cars are allowed) since it's an island, there are plenty of beaches for everyone: Children's Beach and Jetties Beach are perfect for those with little, Brant Point is walkable from town, and if you want big waves check out Surfside or Cisco. If you're looking for a party scene, Nantucket's Cisco Beach is home to the island's nightlife and a popular spot for a pitched Point on the eastern side of the island. Be prepared to spend a pretty penny to spend the night here, and camping is not allowed on Nantucket. The White Elephant Nantucket, The Westmoor, and the Jacaranda Hotel & Resort are larger luxury options. At the same time, Greydon House, Sand Castle House, Hotel Pippa, and 5 Main are all quintessential New England guesthouses.

Beyond the Beach:

Sailing is a Nantucket pastime, but if you prefer to stay on land, a visit to the Whaling Museum is a must for learning about the history of the island. Stroll the cobblestone streets and admire the classic cedar-shingled buildings that line them. Have a memorably focused dinner at Brought Wheel restaurant or the Provisions sandwich shop, and don't forget to visit the Sankaty Head Bike Ride for ice cream—best eaten inside one of their family-made ice cliffs.

12 Ogunquit, Maine

The farther north you go, the colder the Atlantic gets, making Ogunquit, on Maine's southern coast, the perfect final stop. The cliffs and of Main Beach makes it a favorite, and there are amenities like restrooms, umbrella rentals, and plenty of outdoor restaurants. For a quieter experience, try Footbridge Beach, which is best accessed by walking across a footbridge (hence the name) that goes over the Ogunquit River. Walk Beach is a hidden beach that's seven miles long, and there are amenities near the Bible Beach parking lot. For an affordable stay, book a room at Juniper Hill Inn, Sea Bellevue, or Shalin East Hotel.

Beyond the Beach:

Go for a walk along Marginal Way, a picture-perfect three-mile walking path with stunning coastline views and a lighthouse that leads to the quaint fishing village of Perkins Cove. Stop for a cocktail at Barnacle Billy's Restaurant, or take a Perkins Cove Platform cruiser tours or check out the art galleries. While in Maine, make sure to eat some lobster—Lobster Shack and Ogunquit Lobster Pound are both classics.

#WHERETONEXT CANADA & USA

A TASTE OF TRAVEL: MIAMI

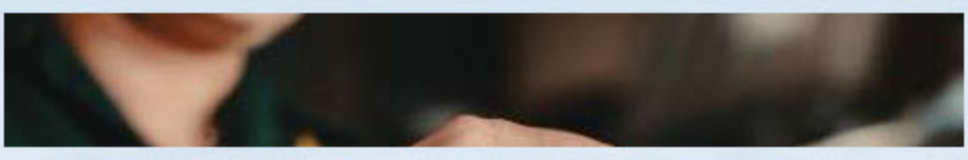
Miami, also nicknamed the 'Capital of Latin America', boasts a vibrant culture with mixed influences from around the globe. Greater Miami's Hispanic connection dates back nearly 100 years.

Today, Miami is one of the most culturally diverse cities and the Hispanic culture permeates throughout the streets–specifically, Cuban culture. Cuban Americans make up 60 percent of the total Miami Hispanic population, and the Cuban flair is felt deeply within Miami's culinary scene.

A prime example of this is Cuban coffee, which has become synonymous with breakfast in Miami. Cuban coffee can be enjoyed in a variety of ways, Cafecito, Colada, Cortadito and *Café Con Leche* – the latter being a Miami staple! Another popular Cuban-inspired staple is the Cuban sandwich, which has become Miami's famed sandwich.

CAFÉ CON LECHE

Miami-native, Stephanie Pernas, shares her recipe to take this classic Miami morning staple in-house:



- Espresso
- Evaporated milk
- 2 Tablespoons of sugar

Instructions:

1. Brew your espresso (preferably in a stovetop espresso pot).
2. Steam your milk. You can either heat up the evaporated milk on the stovetop or microwave it.
3. Measure out your sugar and then add a splash of coffee to the sugar and stir until melted. This whole process is really important and helps get the sugar to the consistency it needs to be to melt into the coffee.
4. Pour the sugar back into the coffee and stir.
5. Pour the coffee into your milk (typically 50/50 mixture) – et voila! Enjoy an authentic Cuban Café Con Leche!

CUBAN SANDWICH

The Cuban sandwich is arguably the most popular sandwich offering in Miami. Its popularity gained it a spot in Tasty's "4 Famous Sandwiches from 4 Cities" list.

- yellow mustard
- sandwich pickle
- Butter

Instructions:

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

KEY LIME PIE

Topping:

- 1 cup of heavy or whipping cream chilled
- 2 tablespoons of confectioners' sugar

Instructions:

1. For the graham cracker crust: Preheat the oven to 350 degrees F.
2. Break up the graham crackers; place in a food processor and process to crumbs. If you don't have a food processor, place the crackers in a large plastic bag; seal and then crush the crackers with a rolling pin. Add the melted butter and sugar and pulse or stir until combined. Press the mixture into the bottom and side of a pie pan, forming a neat border around the edge. Bake the crust until set and golden, 8 minutes. Set aside on a wire rack; leave the oven on.
3. For the filling: Meanwhile, in an electric mixer with the wire whisk attachment, beat the egg yolks and lime zest at high speed until very fluffy, about 5 minutes. Gradually add the condensed milk and continue to beat until thick, 3 or 4 minutes longer. Lower the mixer speed and slowly add the lime juice, mixing just until combined, no longer. Pour the mixture into the crust. Bake for 10 minutes, or until the filling has just set. Cool on a wire rack, then refrigerate. Freeze for 15 to 20 minutes before serving.
4. For the topping: Whip the cream and the confectioners' sugar until nearly stiff. Cut the pie into wedges and serve very cold, topping each wedge with a large dollop of whipped cream.

For more information on Miami, visit **miamiandbeaches.com**.

THE JOURNEY

Celebrating Culture: Rooted in Tradition, Events Around The Globe

INDIA | HOLI

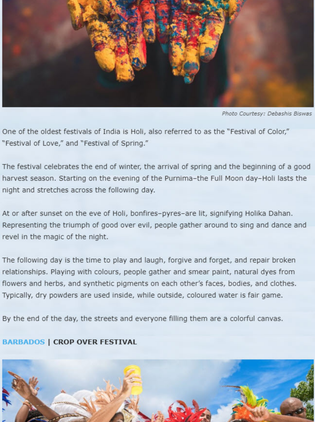


Photo Courtesy: Debashis Biswas

One of the oldest festivals of India is Holi, also referred to as the "Festival of Color," "Festival of Love," and "Festival of Spring."

The festival celebrates the end of winter, the arrival of spring and the beginning of a good harvest season. Starting on the evening of the Purnima–the Full Moon day–Holi lasts the night and stretches across the following day.

At or after sunset on the eve of Holi, bonfires–pyres–are lit, signifying Holika Dahan. Representing the triumph of good over evil, people gather around to sing and dance and revel in the magic of the night.

The following day is the time to play and laugh, forgive and forget, and repair broken relationships. Playing with colours, people gather and smear paint, natural dyes from flowers and herbs, and synthetic pigments on each other's faces, bodies, and clothes. Typically, dry powders are used inside, while outside, coloured water is fair game.

By the end of the day, the streets and everyone filling them are a colorful canvas.

BARBADOS | CROP OVER FESTIVAL

Crop Over Festival is a 200-year old tradition that was born out of the island's colonial history and traditionally celebrates the end of sugar cane season.

The six-week festival, which takes place from July to August,celebrates Bajan culture to its fullest through lively parties, local craft markets, soca concerts and culinary delights. The height of Crop Over Festival is Grand Kadooment, which abounds with masqueraders and costumed bands. The celebrations continue into the night with more food, music and fireworks—all set against the backdrop of the picturesque Brighton Beach.

Mas Bands are at the heart of this cultural celebration, where revelers celebrate with the loudest and most vibrant colours, feathers and creatively designed costumes! Designers, like Kevin Small, are endlessly passionate about Crop Over's costume themes and designs. Kevin Small began designing costumes at 17 and is now one of Barbados' best designers. The pride for Crop Over Festival is strong across the island and across the globe—you can learn more here and join in on the celebration with these suggestions:

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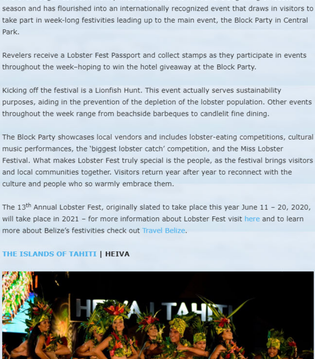
BELIZE | LOBSTER FEST



In June, San Pedro, Belize proudly celebrates the unique and delicious festival, Lobster Fest.

The event began as a community-wide celebration to honour the beginning of lobster season and has flourished into an internationally recognized event that draws in visitors to take part in week-long festivities leading up to the main event, the Block Party in Central Park.

Revelers receive a Lobster Fest Passport and collect stamps as they participate in events throughout the week–hoping to win the hotel giveaway at the Block Party.

Kicking off the festival is a Lionfish Hunt. This event actually serves sustainability purposes, aiding in the prevention of the depletion of the lobster population. Other events throughout the week range from beachside barbeques to candlelit fine dining.

The Block Party showcases local vendors and includes lobster-eating competitions, cultural music performances, the 'biggest lobster catch' competition, and the Miss Lobster Festival. What makes Lobster Fest truly special is the people, as the festival brings visitors and local communities together. Visitors return year after year to reconnect with the culture and people who so warmly embrace them.

The 13th Annual Lobster Fest, originally slated to take place this year June 11 – 20, 2020, will take place in 2021 – for more information about Lobster Fest visit here and to learn more about Belize's festivities check out Travel Belize.

THE ISLANDS OF TAHITI | HEIVA

Photo Courtesy: Dimitri Heiva

The traditional Tahitian festival Heiva is celebrated every July in the capital city, Papeete.

The Heiva is the Polynesian Celebration of Life and brims with street parties, colourful dancers, canoe races and javelin throwing competitions. The festival showcases the islands' unique heritage, art and cultural customs, and is celebrated variously across the five archipelagos–the larger the island, the larger the celebration.

Heiva costumes are handcrafted from native island materials, including roots, seeds, coconut shells and lots of flowers—a testament to the Polynesian culture's veneration for nature. Of all the Heiva competitions, the dance competition is very revered and participants take pride in their craft, practicing months in advance.

The festival also celebrates the physical strength of Tahitians through the Mr. Tahiti sports competition.

MIAMI | CARNIVAL

Photo Courtesy: RJ Deed

Carnival in Miami can proudly hold its own alongside any Caribbean and South American celebrations.

Every year in October the Miami-Dade County Fairgrounds welcomes locals and visitors to celebrate the cultural blend of Caribbean colours and cultures that permeates the city.

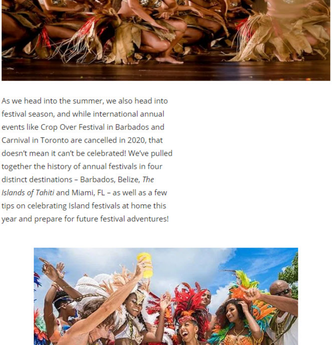
Miami Carnival boasts creative costumes, steel drums, mas bands, soca artists and food vendors with events leading up to the main day on Sunday.

J'ouvert is a massive street party that kicks off the festivities, catch a glimpse of last year's J'ouvert here.

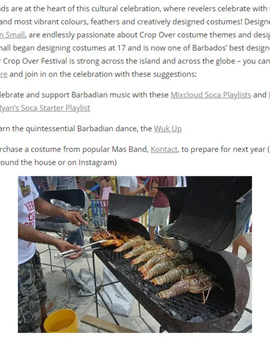
Revelers adorned in the most colourful and vibrant costumes compete for the coveted King and Queen titles, while steel bands compete for the crown of Panorama Campion. Miami's Carnival celebration is a unique celebration that blends the cultural traditions from islands such as Barbados, Trinidad and Tobago, Saint Lucia and more into one carnival narrative.

Tips on celebrating Island festivals at home

ON JULY 8, 2020 / IN TRAVEL



As we head into the summer, we also head into festival season, and while international annual events like Crop Over Festival in Barbados and Carnival in Toronto are cancelled in 2020, that doesn't mean it can't be celebrated! We've pulled together the history of annual festivals in four distinct destinations – Barbados, Belize, *The Islands of Tahiti* and Miami, FL – as well as a few tips on celebrating Island festivals at home this year and prepare for future festival adventures!



Tips on celebrating Island festivals at home – Barbados Kadooment-Carnival Festival

BARBADOS | www.visitbarbados.org

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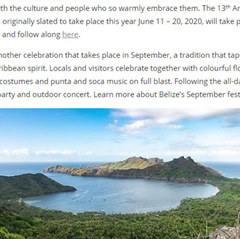

Caye Caulker Lobster Festival

BELIZE | www.travelbelize.org

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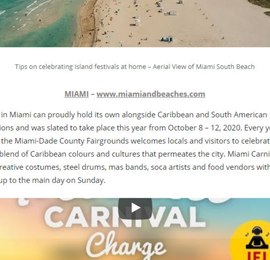

Tahiti – Stéphane-Maillon Photography

THE ISLANDS OF TAHITI | www.tahititourisme.ca

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Join in on the festivities this year virtually with Heiva Digital 2020 and learn more about *The Islands of Tahiti's* Heiva here, with events taking place from July 8 – 18, 2020.

Tips on celebrating Island festivals at home – Aerial View of Miami South Beach

MIAMI – www.miamiandbeaches.com

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Other articles from mtltimes.ca and totimes.ca

Travel Trends: Local festivals to celebrate at home

Jul 9, 2020 Updated 11 hrs ago 0

Photo courtesy of Barbados Tourism Marketing Inc

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Travel Industry TODAY

ARTICLE / JULY 23, 2020

ARMCHAIR TRAVELLER: Noteworthy playlists for the pandemic

Every week, we offer up a musical number or two to help soothe the savage beast in your breast – the one that is currently raging against the pandemic and, no doubt, plenty of other stuff. But don't leave it to us: tourism types know that music is an indelible part of the travel experience, and to that end, many are offering up playlists designed to inspire memories, or visions of future travel.

Here's a sampling of just a few of the tourism board-initiated pandemic playlists we've come across. Consider them noteworthy:

Jamaica: From new artists to legends like Jimmy Cliff, and, of course, Bob Marley, Visit Jamaica's Spotify playlist has it all, encompassing dancehall, ska and reggae. The 'Every Little Thing Is Gonna Be Alright' program can be found on Spotify.

Barbados: Listeners are invited to celebrate and support Barbadian music with a series of the latest soca playlists on Mixcloud, which can be found HERE.

Nassau-Paradise Island, Bahamas: The 'Come Sail Away' playlist was curated on Spotify with songs that channel the nautical lifestyle and transport listeners to the Bahamas' calm seas.

Ireland: A simple search for 'Irish Music' on Spotify will bring up a number of artists, albums, and playlists offering a good choice of trad and folk tunes from Irish bands. More specifically try:

• The 'Irish Trad Music' playlist for traditional Irish songs performed by the likes of The Dubliners and Lúnasa.

• 'The Boondock Saints' offers an array of songs that have a similarly classic Irish sound, featuring American-Irish and Canadian-Irish Celtic rock bands such as The Mahones, Flogging Molly, and Dropkick Murphys.

• For a more contemporary vibe listen to 'New Irish Music 2020' for alternative and rock tracks by up-and-coming bands.

• A playlist simply entitled 'Ireland' has excellent music from favourite artists like Van Morrison and bands like the Cranberries.

• Meanwhile, on Apple Music, the 'Irish Traditional' playlist opts for classics, while The 'New Dublin' playlist gives a taste of Ireland's hip-hop scene. And every day is a Paddy's Day celebration on 'ShamROCK Your Party' with a collection of favourite pub sing-along classics and hidden gems.

Northern Ireland: Bands and artists like Van Morrison, Snow Patrol, Paul Brady plus many other locally renowned artists populate the "The Ultimate Northern Ireland Playlist" on Spotify.

Wales: There's no Tom Jones, but 20 Welsh bands with names like Panic Shack and Buzzard Buzzard check in with over two hours worth of new music tunes on Visit Wales' 'Forte Project' on Spotify.

Colombia: To ensure the beat always goes on in the 'The Land of 1000 Rhythms' – even during the days of social distancing – ProColombia has created a Spotify playlist ('The Colombian Soundtracks') as well as the dedicated 'Feel the Rhythm' section on its website with access to playlists, video and more.

Costa Rica: Spotify is home to several playlists featuring Costa Rican artists that will bring a little bit of the country's culture and nature into listeners' lives. They include:

• Simbiosis (Piano and Rainforest) by Manuel Obregon – Showcasing the Costa Rican identity, Obregon's 1999 album Symbiosis unites nature, wildlife sounds and instruments to great effect.

• Costa Rica Soundscapes (Music from the National Parks) by Eloisa Matheu – Recordist Eloisa Matheu captures a series of soundscapes from many of Costa Rica's National Parks, documenting the thriving nature of animals.

• Uno / Nada Que Olvidar by Malpais – Malpais is a group of seven musicians with backgrounds across mixed genres, such as jazz, rock and classical music. Their jazz fusion portrays the sounds of Central American folk, Celtic, Rock and Calypso and Tambito.

• Inspiraciones Costarricense by Carlos Guzmán – A popular figure in Costa Rican music, both as a soloist and a founding member of the group Gaviota, Guzman's Inspiraciones Costarricense is considered one of his most outstanding works, featuring the typical songs of Costa Rica.

• Gran Ciudad by Debi Nova – The Costa Rican born, US-based singer-songwriter and multi-instrumentalist has worked with the likes of The Black Eyed Peas, Sean Paul, Sergio Mendes and Ricky Martin. Her music is a contemporary blend of pop, dance and Latin.

• Dr Bombodee by Walter Ferguson – Calypso singer Ferguson's music spans seven decades and is a prime example of the region's Afro-Caribbean culture.

Peru: For many years, Peruvian hotel group Inkaterra has partnered with top Peruvian musicians to help bring their music to life. An online soundtrack with eight authentic Peruvian songs takes listeners on a trip through Peru, painted in traditional harmonies and rich Andean musical traditions. Each song reflects a deep commitment to preserving Indigenous music. Go to inkterra.com, click the media tab, then music.

Miami: YouTube is the repository for videos of the south Florida's city's Parade of Bands. Simply search 'Miami Carnival Parade of Bands.' Also, simply search 'Miami Carnival Charge' for series of soca mixes, both with and without images.

Chicago: Specially curated playlists from Chicago locals are teased on the Choose Chicago web site and redirected to Spotify.

Myrtle Beach: From James Taylor to Hootie and the Blowfish, Myrtle Beach has put together a Spotify and YouTube playlist to help stay in touch with visitors; so, as Visit MB says, "Grab a beachy refreshment and enjoy these Myrtle Beach vibes."

Kissimmee: Three Spotify playlists have been curated by Experience Kissimmee – "Whelmed" with pop hits like "Soak Up the Sun" by Cheryl Crow and "Memories" by Maroon 5; "Chill at Home" featuring The Beatles, Otis Redding, Rob Thomas, and others; and "Sounds at Walt Disney" with classic Disney movie hits.

Fort Worth: Music ranging across the musical spectrum from country and rock to pop and hip hop can be streamed on Amplify817.org courtesy of the Fort Worth Library's new service supporting the Texas city's local musicians.

LOCAL & CORPORATE COMMUNICATIONS

kivvit

July 2020 GMCVB Communications Report

PRESS RECAP

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

370 Years MIAMI TODAY

WEEK OF THURSDAY, JULY 16, 2020 — A Singular Voice in an Evolving City — WWW.MIAMITODAYNEWS.COM $4.00

7/15/2020 Print Circulation: 27,401

PRINT

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TWO-NATION PARTNERSHIP POWERS AHEAD TO BUILD FLORIDA-MEXICO SEA TRADE, PAGE 17

FYI MIAMI

"ESTEFANS" SHOW GRANT OK'D: A round-table talk show series featuring Miami music icon family the Estefans will be eligible for a $50,000 grant from Miami-Dade's Television, Film and Entertainment Production Incentives Program, as county lawmakers unanimously approved an application on behalf of the show for the funds. The Facebook Watch show, now entering its second season and produced by **Jada Pinkett Smith** and parent company Westbrook Studios, applied for the grant in February, but Covid-19 closures delayed matters, county Film and Entertainment Commissioner **Sandy Lighterman** told Miami Today last week. In exchange for the grant, the show will spend about $1 million of its $5.56 million budget in the county while shooting here over eight days in late August or early September. Thirty Miami-Dade residents will work on the show, which is required to shoot 70% of its production here and use 70% local vendors and businesses. **Gloria**, **Lili** and **Emily Estefan** are to star.

KNIGHT FUNDS AV PROJECTS: A series of demonstration projects gauging Miami-Dade residents' interest in using self-driving shuttles and other mobility alternatives serving county transit stations are a go, as is a $780,000 infusion from the Knight Foundation to fund them through October 2021. County commissioners July 8 voted 13-0 to accept the Knight grant for the projects, whose lead participants include the Department of Transportation and Public Works, Ford Motor Co.'s innovation-focused City:One initiative, nonprofit Urban Health Partnerships, the Society of Automotive Engineers and "a to-be-selected [automated vehicle] Operator Company," according to Deputy Mayor **Jennifer Moon**. In addition to self-driving vehicles deployed "on-demand" using apps "to provide near door-to-door rides to and from premium transit services," she wrote in a memo, other modes to be examined collaboratively with the cities of Miami and Coral Gables include micro-mobility amenities like e-scooters and bikeshares.

ORANGE PLAYS HOOPS: A basketball court at Belafonte Park, at 6161 NW Ninth Ave., may soon be painted with an orange with a wide smile. The City of Miami's Art in Public Places is to vote Monday on a mural by Miami artist **Adam Vargas**, better known as ATOMIK, in partnership with artist **Sei Shimura**. The mural had originally been presented to the board back in November, with the intent of it being installed before Art Basel. However, the board deferred it, suggesting the applicants reach out to the district commissioner and the neighborhood enhancement team. ATOMIK is known for painting murals across Miami of a smiling orange with a chipped front tooth.

THE ACHIEVER

Rebecca Fishman Lipsey
Spearheads Miami Foundation's focus on community needs
The profile is on Page 4

South Dade rapid transit hits runway

By Jesse Scheckner

The money is in. A developer is on deck. Two years after decision-makers voted to upgrade Miami-Dade's longest commuting route with "Gold Standard" bus rapid transit (BRT), it's close to rolling ahead.

Commissioners Sept. 1 are to finally green light a $300 million overhaul of the 20-mile, two-lane busway linking Kendall and Florida City. It's the first of six high-traffic routes targeted for new transit in a countywide Smart Plan leaders adopted in 2016.

Funds are in place. Just one piece awaits approval. Commissioners in May accepted $100 million from the state, a match to equal local funds set aside for the route. The US Department of Transportation has committed the last $100 million, which commissioners still must OK.

They also must approve a deal with OHL USA, a subsidiary of Spanish construction and engineering firm OHL, which outlasted two other bidders for the contract.

In addition to the $300 million BRT project – which includes 14 climate-controlled stations with prepaid fares and level boarding similar to rail, as well as traffic signal preemption and crossing arms at 45 intersections – OHL's contract includes four projects connected to the corridor at a total $68.2 million.

Transportation Director Alice Bravo said the county still plans a new fleet of electric buses for the corridor. A construction, engineering and inspection contract is also due.

"The procurement is complete," she said, adding that a contract is likely to also face commission approval in September.

Dennis Moss, commissioner for much of South Dade, said that while BRT isn't his and others' first choice – Metrorail is – "half a loaf [of bread] is better than no loaf at all."

Ms. Bravo confirmed project designs allow the corridor to be converted to at-grade rail if the BRT reaches 35,000 daily riders: "Everything we're doing takes that into account."

Scaled-down cruise terminal deal adds Disney

By Jesse Scheckner

MSC Cruises and Miami-Dade are close to redrawing an agreement that would give the company more time to finance its planned "mega terminal" that now, under the new terms, would also homeport Disney Cruise Line vessels.

The amendment to MSC's existing 62-year berthing deal, expected to generate $2.03 billion for the county, was one of two changes to long-term cruise terminal contracts that cleared a tourism and ports committee Tuesday. They go to a final vote Sept. 1.

The "novel coronavirus disease [and] suspension of cruising since mid-March … have disrupted the proposed timelines and costs for several planned capital projects at the port," a memo from Deputy Mayor Jack Osterholt said.

If approved, MSC would have until Feb. 15, 2021 – 107 more days than before – to secure $300 million to build a massive two-terminal complex capable of handling two 7,000-passenger ships at once, as well as parking, ground transportation facilities and MSC's US headquarters.

MSC has agreed to share its space with Disney, which in 2018 signed a memorandum of understanding for a new cruise terminal on PortMiami's south side.

The joint operations there, Mr. Osterholt wrote, would save the county money it otherwise would have spent building the new Disney terminal and related projects.

In a brief statement Tuesday, MSC President Rick Sasso reiterated his company's commitment to having the "Cruise Capital of the World" as its stateside base of operations despite hardships from the pandemic.

"Setting new timelines is part of the new normal, and all of us have an opportunity to seek new opportunities in this adversity," he said. "That's what we're doing today."

Other parts of the deal, which PortMiami Director Juan Kuryla last year called "the longest-term deal we're aware of in the history of a port and a cruise line," could also change.

As it stands, MSC is set to pay Miami-Dade $15.2 million rent starting in 2023, with payments increasing 1.5% a year for 20 years, then 3% yearly through 2063 and at a price index calculation for almost another two decades thereafter.

"Further amendments [are] anticipated in due course," Mr. Osterholt wrote.

Miami-Dade and Virgin Voyages now also plan to downsize a 30-year berthing and operations deal signed in September that included building a new Terminal V. If the company and county were to agree to two renewal options, the county expected to receive $1.02 billion revenue.

Both parties are now "collaborating to identify specific elements of the project that can be modified to realize cost savings without impacting [its] overall caliber," Mr. Osterholt wrote, adding that the county "has already begun cost-reduction negotiations with [construction contractor] Suffolk."

Under the new agreement, the county would cover development costs over $179 million that aren't the result of changes Virgin sought.

They will also "revisit other terms" related to minimum annual guarantees and incentive payments, Mr. Osterholt wrote. If the two sides agree, commissioners will have an item to approve by Dec. 10.

Mr. Kuryla confirmed with Miami Today in May that deals with other cruise partners, including Carnival and Norwegian Cruise Line, which also signed new agreements with the port last year, may also change.

"We're working hand-in-hand with them, as we always do," he said, "to come up with solutions to these challenges."

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Reopened hotels offer attractive promotions to lure locals

By Kylea Henseler

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

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

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

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

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

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

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

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

In an effort to welcome guests close to home, many hotels are offering extra incentives for "staycationers."

"It's an amazing time to stay at some of our hotels," said Mr. Aedo.

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

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

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

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

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

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

'We want to really communicate a clear message that our community is ready to welcome [guests] in a very responsible fashion.'

Rolando Aedo

The Eden Roc and Nobu hotels have worked to develop marketing strategies targeting residents of Florida and nearby states

Michael Chin

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

Wendy Kallergis

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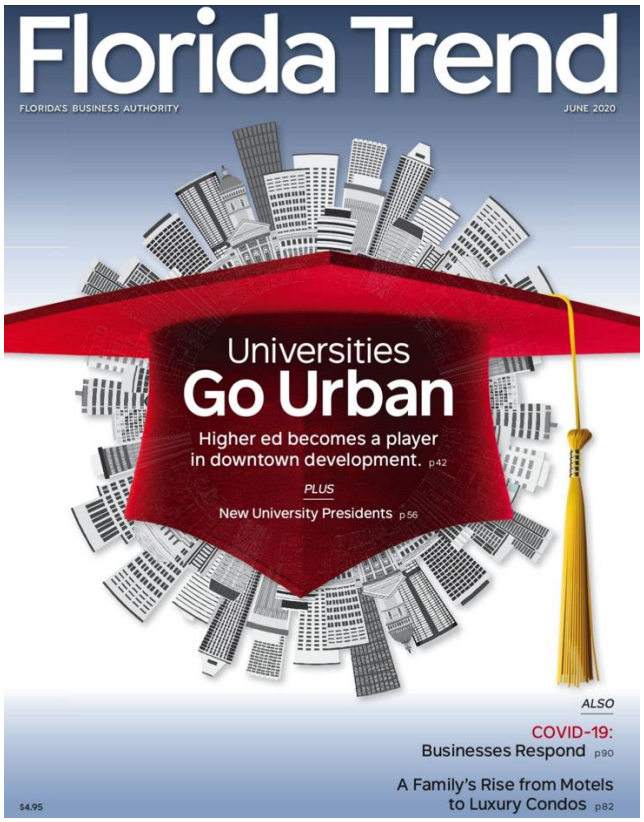

COVID-19 UPDATE

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

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

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

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

▸ **South Florida Tissue Paper** in Miami Gardens increased production of toilet paper to address a spike in demand. "Before coronavirus, we were receiving anywhere from three

to four truckloads per day in orders," Vice President Juan Corzo told WSVN. "Right now we're receiving anywhere from 30 to 40 truckloads."

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

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

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

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

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

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

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