



## Summary of Coronavirus Pandemic Response Program

The GMCVB's ongoing response to the Coronavirus is built on a three-prong approach:


1. **Educate:** Engage all our stakeholders and arm them with the latest information and resources to make informed decisions; amplify messaging of governmental entities on latest measures;
2. **Mitigate:** Adjust sales, marketing, PR activities in a sensitive and responsible fashion; Help maintain business levels where appropriate to blunt the impact to the industry and employees; Identified resources through partners such as the Greater Miami and the Beaches Hotel Association and agencies such as the United Way, South Florida Workforce, etc.
3. **Stimulate:** Deploy a properly timed, comprehensive, yet flexible business recovery plan to help restore business activity as industry segments resume normal operations. This is calibrated on an ongoing basis to align with any updated executive orders regarding openings and closures.

### Key Activities and Programs:

- **Legislative Action (March 6)** – With support of Miami Beach, successfully defeated legislation that would have severely limited County funding used by the GMCVB for tourism promotion. That represents app. 75% of the GMCVB budget and allows us to leverage the City investment which is app. 19% of the GMCVB budget.
- **Organizational Adjustments (April 4)**– Implemented staffing reductions (10%), salary reductions (up to 25%) and suspended sales incentives to allow us to redirect resources to our pre-recovery and recovery programs.
- **Pre-Recovery and Recovery Programs:**
  - ✓ **Coronavirus Information Center (March 2)** – Established a portal for ongoing updates and advisories for our visitors, meeting planners and other partners.
  - ✓ **GMCVB / City of Miami Beach Hotel Forum / Toolkit (March 9)** – Worked with the City and the Health department to update hotels and developed new signage and collateral materials as part of a toolkit for hotels to use prior to shut down.
  - ✓ **MiamiEats (March 19)** – Program to help restaurants and their employees by showcasing those that are offering take-out and delivery and supporting front-line responders through the Miami Beach-based Meals for Heroes initiative.
  - ✓ **Essential Lodging Program (March 22)** – Developed and maintained an up-to-date database of hotels that were open for essential lodgers to assist front-line and first responders; worked with emergency operation managers to facilitate process.
  - ✓ **Industry Help Program (March 25)** – List of all available relief programs and recovery efforts, including our partnership with United Way Operation Helping Hands, FIU Hospitality School, GMBHA and others.
  - ✓ **MiamiSalutes (March 27)** – Secured and showcased special offers from the hospitality industry and others to recognize the heroic efforts of our front line and first responders.
  - ✓ **VirtualMiami (March 30)** – Portal dedicated to showcasing local virtual events, webcams, videos, and downloadable backgrounds for remote meetings to keep destination top of mind.
  - ✓ **Miami Beach Resource Center Support (April 28)** – Repurposed GMCVB staff to help support Miami Beach efforts to connect with small business to determine operational status and educate on available assistance resources.
  - ✓ **Destination Pledge (May)** – working closely with the MBCC, hotel association, airport, transportation, and restaurant partners, helped develop a destination wide pledge to help instill customer confidence in the destination's commitment to new protocols; leveraging MB Standard program
  - ✓ **Miami Shines (June 1)** – Our main tourism recovery campaign platform showcasing the *shine* of our people, places, neighborhoods and experiences. Primarily targeting local, regional and drive markets as well as meeting planners. Includes traditional, digital, social media along with videos in English, Spanish, Creole showcased via #MiamiShines. Efforts also includes a dedicated effort showcasing exclusive Miami Beach offers via [www.MiamiShines.com/MiamiBeach](http://www.MiamiShines.com/MiamiBeach).
  - ✓ **Miami Shines Video Series – (June 8<sup>th</sup>)** – To further support our Miami Shines recovery campaign, the GMCVB is developing a series of video spotlights of individuals and small business in hospitality that are “shining” examples of inspiration.

Concurrent to the above efforts, the GMCVB Convention Sales team has been in constant engagement with Meeting Planners and working closely with the MBCC to rebook any cancellations and has now restarted physical site visit for new meeting and convention in 2021 and beyond.

For a more detailed recap of the GMCVB's ongoing efforts during the pandemic, please review the GMCVB Tourism Recovery Presentation (ppt) and the GMCVB Coronavirus Flash report.



## Tourism Relief & Recovery Programs

The Greater Miami Convention & Visitors Bureau (GMCVB) continues to develop ways to help our hospitality industry and its employees navigate through these unprecedented times, with a three-pronged Coronavirus Response Strategy:

**Educate**

Engage stakeholders and arm them with the latest information and resources to make informed decisions.


**Mitigate**

Adjust marketing activities responsibly to maintain as much business as possible to blunt the impact on the industry and its employees.

**Stimulate**


Deploy a comprehensive business recovery plan to quickly regain market share and economic activity at the appropriate time.

Several programs are available to assist:




[GMCVB.com/Help](https://gmcvb.com/help)

Comprehensive list of relief programs and recovery efforts, including partnership with United Way Operation Helping Hands. [Also easily accessible on the advisory banner on [GMCVB.com](https://gmcvb.com).]




[GMCVB.com/MiamiEats](https://gmcvb.com/MiamiEats)

Treat yourself, treat your friends and treat your heroes. Showcasing more than 1,000 restaurants offering takeout and delivery.




[GMCVB.com/VirtualMiami](https://gmcvb.com/VirtualMiami)

Showcasing local virtual events, webcams, videos, and downloadable backgrounds for remote meetings.




[GMCVB.com/Covid19](https://gmcvb.com/Covid19)

Ongoing updates and advisories for our visitors and partners.




[GMCVB.com/MiamiSalutes](https://gmcvb.com/MiamiSalutes)

Showcasing special offers from the hospitality industry and others to recognize the heroic efforts of our front-line workers and first responders.



[GMCVB.com/Lodging](https://gmcvb.com/Lodging)

An up-to-date list of hotels that are open for essential lodgers.




[MealsForHeroesMiami.org](https://MealsForHeroesMiami.org)

Partnership to pay restaurants a stipend to prepare high-quality meals to deliver to front-line heroes and first responders.

For additional information and updates, please visit [GMCVB.com](https://gmcvb.com)

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4 | Restaurant Recovery Program: Miami Beach

Organized by 

# MIAMI EATS BY THE NUMBERS

**7 MONTHS**  
March-September

**1.2K+** TOTAL PARTICIPANTS

**170+** MIAMI BEACH PARTICIPANTS

**263.3M+** TOTAL IMPRESSIONS  
Print, public relations, online, radio, outdoor & paid social, digital audio, digital publication

**88.9K** PAGE VIEWS  
On the Miami Eats website March-May

**43K** UNIQUE USERS  
On the Miami Eats website March-May

Restaurant Recovery Program: Miami Beach

Organized by 

# MIAMI BEACH PARTICIPANT LIST

- 7 Spices Restaurant & Lounge
- 41 Pazzo & Bakery
- A Fish Called Avalon
- A Simple Eggstaraurant
- Al Basha Grill
- The Alley
- Alma Mexicana
- Amore Ristorante
- Andrix Cafe
- Arepas and Sandwich
- Bar One Miami Beach
- Barton G. The Restaurant
- Bella Cuba
- Bellant Bakery & Cafe
- Blocks Pizza
- Bodega Taqueria y Tequila
- Doraku Izakaya and Sushi
- Dr. Smood Sunset Harbour
- Drunken Dragon
- El Rancho Grande Cocina Mexicana
- Española Way on South Beach
- Fat Ronnie's Burger Bar
- Forte dei Marmi
- Fratelli La Bufala
- Gelato-go Ocean Drive
- Genny's, fast casual healthy food
- George's Restaurant & Lounge
- Giotto Maestro della Pizza
- Grafa Pazzo
- Haagen Dazs
- Miu's Tea
- Mom's New York Pizzeria
- Mom's Sunset
- Mashi Mashi
- Mr. Chow Miami
- My Ceviche South Beach
- Necessary Purveyor
- New Campo Argentino Steakhouse
- Nikli Beach
- Norman's American Bar & Grill
- Oliver's Bistro
- Orange Blossom
- Orilla Bar & Grill
- Panizza Bistrot
- Papi Steak
- Santorini By Georgios
- Sardinia Enoteca Ristorante
- Semilla
- Silverlake Bistrot
- Smith & Wollensky
- Spiga Restaurant
- Spris Pizzeria
- Sriracha House
- Stillville Fish Bar
- STK Miami Beach
- The Strand at Cañon Miami
- StripSteak by Michael Mina
- Stubborn Seed
- Sunny Poke
- Sushi Garage
- Suviche South Beach
- Sweet Liberty
- Sylvano Miami Beach
- Tanuki Miami
- Taquiza
- Taquiza
- Taste Bakery Cafe
- Ted's Hideaway
- Tequilan Mexican Restaurant and Tequila Bar
- Thai House South Beach
- TGI Fridays South Beach
- The Bazaar by José Andrés
- The Chicken Spot
- The Frieze Ice Cream Factory
- The Lobster Shack
- The Smoothie Shop
- Toni's Sushi
- Venezia Grill, Pizzeria & Bar
- Via Emilia 9
- Villa Azur Restaurant & Lounge
- XO Espresso Bar
- Yard House
- Yardbird Southern Table & Bar
- Yuca
- Zaytouna Foods

- Bolivar Restaurant Bar
- BurgerFi
- Burgermeister
- Burgers & Shakes
- Byblos Miami
- Cafe Prima Pasta
- Call Me Gabby
- CAO Bakery & Cafe - South Beach
- Capri New Style
- Carillon Cafe, Bar & Lounge
- Carrot Express - South Beach
- Casa Faena Restaurant
- Casa Tua Restaurant
- Cecconi's Miami Beach at Soho Beach House
- Chalan On The Beach
- Charlotte Bakery
- Cheeseburger Baby
- Chicken Brasa
- Chicken Kitchen - 41 st
- Liliaki Organic Living
- CJ's Crab Shack
- Conos Miami
- Crema Gourmet Espresso Bar
- David's Cafe Cafecito
- Deco Sandwiches & Burgers
- Diez y Seis
- Diya Indian Kitchen
- Dolce Restaurant Icon South Beach
- Haagen-Dazs Ice Cream
- Halkasan Miami Beach
- Harold's Shrimp & Chicken
- Hino's Sushi Express
- Holy Guacamole
- Huahua's Taqueria
- Icebox Cafe
- Joe's Stone Crab Restaurant
- Juice and Java
- Jules Kitchen
- Juvia Miami
- Katana Restaurant
- Katsuya South Beach
- La Cerveceria De Barrio
- La Sandwicherie South Beach
- Chalan On The Beach
- La Ventana Colombian Restaurant
- Las Vegas Cuban Cuisine
- Lenny's Pizzeria
- Les Moulins La Fayette
- Liliaki Organic Living
- LIME Fresh Mexican Grill
- LT Steak & Seafood Bar
- Lucky Thai Food
- Maison Valentine
- Meat Market Miami Beach
- Mega Pazzo
- Miami 'N' Ice
- Miss Saigon
- Pasta-Go Ocean Drive
- Paul Bakery
- Pepper's Authentic Mexican
- Pied à Terre at the Cadet Hotel
- Pinecrest Bakery - Miami Beach
- Pinta
- Pita Loca
- Pazzo Bar
- Pazzo Fiore
- Pazzo Rustica
- Pazzo Rustica South Beach
- Planta
- Poseidon Greek Boutique Seafood Restaurant
- Prime 112
- Prime Fish
- Prime Italian
- Pubblely Sushi Miami Beach
- Puerto Sagua Restaurant
- Rakija Lounge
- RED South Beach
- Regina's Grocery
- Rita's Ice - Miami Beach
- Roasters N Toasters Miami Beach
- Rosetta Bakery
- RWSB Miami
- Saffron Grill
- Sand Bar + Kitchen