

MIAMIBEACH
HALL of FAME

Nominee's Name: Michael Aller

Nomination Submitted By: Miami Dade Gay & Lesbian
Chamber of Commerce/ Steve Adkins



City of Miami Beach - Hall of Fame - Hall of Fame 2020
Miami Dade Gay & Lesbian Chamber of Commerce
Application #HOF0009

Primary Contact: Mr. Steve Adkins
Phone: (305) 673-4440
Email: steve@gaybizmiami.com

Applicant Profile

Applicant Type	Organization
Legal Name	Miami Dade Gay & Lesbian Chamber of Commerce
Date of 501(c)3 incorporation	12/01/1999
Address	1130 Washington Ave 1st Floor North Miami Beach, Florida 33139 UNITED STATES
Telephone	(305) 673-4440
Primary Contact	Mr. Steve Adkins President CEO Phone: (305) 673-4440 Email: steve@gaybizmiami.com
FEIN / TAX ID	65-0997245
Date Organization Formed	12/01/1999



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Nominee's Information

1. Nominee's Name:

Michael Aller

2. Nominee's Category of Expertise:

Civic Leader

3. Date of Death:

(if a posthumous nomination)

1900-1-1



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Nomination Package

1. Please provide a brief biography highlighting the nominee's personal history and connection to Miami Beach. Please put the nominee's accomplishments in context and show how they are relevant and valuable to Miami Beach.

Michael Aller was born in Detroit, Michigan in 1940. Aller's family spent 6 months out of the year (winter) in Miami Beach and, upon graduation, he moved here permanently. Aller started his career path in the nursing home industry, establishing his lengthy track record of community service. When he "retired," he made the permanent move to Florida and proceeded to try on a variety of hats. Longtime residents might remember him running a Polo shop in the Miami Beach Burdines department store or his mid-'80s stint as the star performer of Michael Aller's Floating Piano Bar, a 60- foot catamaran based across from the Fontainebleau. But it was his round-the-clock dedication to the Miami Beach Chamber of Commerce that prompted the city to make its stars-aligning job offer; volunteering as membership director, newsletter founder and editor, Business expo chairman and networking chair. Devoting himself full-time to the city made sense for its No. 1 fan. "It's not a job," says Aller. "This is a passion."

Aller became Tourism Director and Chief of Protocol for the City of Miami Beach in 1991 and has greeted presidents of the United States, more than 40 other heads of state and countless celebrities. Michael, it is commonly remembered was the first openly gay employee hired by the City of Miami Beach. He was nicknamed "Mr. Miami Beach" because, as Mayor Matti Herra Bower noted, "If anything is going to happen anywhere in Miami Beach, it is Michael Aller who can make it happen." His cell phone doubled as the Miami Beach tourism hotline and he would field questions from visitors at all hours, 365 days a year. Aller considered it his greatest contribution. "We have a hotline that's 24 hours, seven days a week, answered by a person, not a machine. I hate when you call, and they say, 'Now press 1.' The City of Miami Beach shows that we care for our residents."

2. Provide a letter explaining the nominee's accomplishments in context, provide a reason and state eligibility for the nomination; and show how they are relevant and valuable to Miami Beach.

Application Letter - Aller Accomplishments.docx

Letter of Recommendation 1

nomination letter -Neary.pdf

Letter of Recommendation 2

Nomination - Michael Aller to the Miami Beach Hall of Fame.pdf



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Primary Contact:	Mr. Steve Adkins
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Email:	steve@gaybizmiami.com

Submitter's Information

1. Nomination Submitted By:

Steve Adkins

2. Submitter's Address:

1130 Washington Ave. - 1st Floor North
Miami Beach, FL 33139

3. Submitter's Email Address:

steve@gaybizmiami.com

4. Submitter's Telephone Number:

3056734440

5. Relationship to Nominee: (Example: friend, colleague, student, employee, relative, etc.)

Friend



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Primary Contact:	Mr. Steve Adkins
Phone:	(305) 673-4440
Email:	steve@gaybizmiami.com

Nomination Package Checklist

Before submitting the City of Miami Beach Nomination Form via Go Smart, make sure you have done all the following:

Completed the nomination form. Please refrain from sending petitions, photographs, books, resumes, Curriculum Vitaes (CV), etc. in lieu of completing the nomination form.

Included two (2) letters of recommendation. The letters of recommendation must be submitted in conjunction with the nomination form.



Letter of Accomplishments – Michael Aller
November 2020

I would propose that there is not a person alive over 40 years old, living or working in Miami Beach who does not know of Mr. Miami Beach – Michael Aller. This nomination could not be a bigger “slam dunk” for the Miami Beach Hall of Fame and let us discuss the reasons why.

Michael Aller or as most know him, “Mr. Miami Beach,” has devoted the last few decades to promoting tourism in Miami Beach. The love affair with Miami Beach dates to his childhood, when the Detroit native spent six months out of the year in Miami Beach at the Fontainebleau with his snowbird parents. He still remembers his first impression-which never fails to dazzle him even now. “Every time I come over the Julia Tuttle [bridge] and I get to the top of the crest, it is thrilling to see the skyline of Miami Beach, the ocean, the bay, the hotels,” he says.

Aller started his career path in the nursing home industry, establishing his lengthy track record of community service. When he “retired,” he made the permanent move to Florida and proceeded to try on a variety of hats. Longtime residents might remember him running a Polo shop in the Miami Beach Burdines department store or his mid-’80s stint as the star performer of Michael Aller’s Floating Piano Bar, a 60- foot catamaran based across from the Fontainebleau. But it was his round-the-clock dedication to the Miami Beach Chamber of Commerce that prompted the city to make its stars-aligning job offer; volunteering as membership director, newsletter founder and editor, Business expo chairman and networking chair. Devoting himself full-time to the city made sense for its No. 1 fan. “It’s not a job,” says Aller. “This is a passion.”

Aller became Tourism Director and Chief of Protocol for the City of Miami Beach in 1991 and has greeted presidents of the United States, more than 40 other heads of state and countless celebrities. Michael, it is commonly remembered was the first openly gay employee hired by the City of Miami Beach. He was nicknamed “Mr. Miami Beach” because, as Mayor Matti Herra Bower noted, “If anything is going to happen anywhere in Miami Beach, it is Michael Aller who can make it happen.” His cell phone doubled as the Miami Beach tourism hotline and he would field questions from visitors at all hours, 365 days a year. Aller considered it his greatest contribution. “We have a hotline that’s 24 hours, seven days a week, answered by a person, not a machine. I hate when you call, and they say, ‘Now press 1.’ The City of Miami Beach shows that we care for our residents.”

Michael's dedication and passion for Miami Beach have resulted in numerous accolades, from the South Florida Tourism Professional of the Year in 2005 by the Academy of Hospitality and Tourism to the Twelve Good Men of Miami Award in 2008 by the Ronald McDonald House. The Chamber annually awards a scholarship in his name to an Academy of Hospitality and Tourism student, and the City National Bank Hi-Tides Outstanding Achievement Award at the Miami Beach Chamber of Commerce's 91st Annual Dinner Gala. (taken from Community Newspaper article, May 2013)

Some of Michael Aller's Milestones

- Created (and staffed) the Miami Beach Tourism Hotline
- Helped establish the annual Hurricane Preparedness program on Miami Beach (now county-wide)
- Board member of (partial list)
 - Red Cross
 - GMCVB Executive
 - GMBHA
 - Miami-Dade Gay & Lesbian Chamber of Commerce
 - National LGBTQ Task Force
 - ASPCA
 - Miami Beach Chamber



City of Miami Beach
Miami Beach, FL 33139

RE: Hall of Fame Nomination – Aller

To whom it may concern:

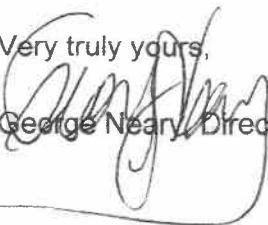
I have known Michael Aller for close to 30 years and there is not a better candidate for the Miami Beach Hall of Fame. Known throughout the region as “Mr. Miami Beach,” Michael has lived his adult life in service to this community. As the first openly gay person to be hired by the City of Miami Beach to being the voice of Miami Beach Tourism, Michael created an aura like no one could have.

Hired in 1991 by then Mayor Seymour Gelber, Michael Aller was the first Director of Tourism and Chief of Protocol. He created the Miami Beach Tourism Hotline and would rise at 3 am each morning to start fielding calls and directing inquiries. Michael always carried his flip phone everywhere he would go and the phrase “Miami Beach Tourism Hotline, Michael Aller speaking” could be heard everywhere. With a “bigger than life” personality, Michael personified Miami Beach as an over-the-top destination that lived life 24 hours a day and was welcome to everyone!

I was proud to serve on the board of the Miami-Dade Gay & Lesbian Chamber of Commerce where we dedicated the conference room at the newly opened LGBT Visitor Center in 2010 to Michael. A tribute to his style and commitment to the city are memorabilia from his time at the city. A fan of Disney, you will find lots of Mickey Mouse characters throughout the display.

Michael Aller should be in the Miami Beach Hall of Fame and I am pleased to submit his name for consideration.

Very truly yours,


George Neary, Director



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

November 18, 2020

City of Miami Beach
1700 Convention Center Drive
Miami Beach, FL 33139

To Whom It May Concern:

RE: Nomination of Michael Aller to the Miami Beach Hall of Fame

It gives me great pleasure to support the nomination of Michael Aller to the Miami Beach Hall of Fame. Well known as "Mr. Miami Beach," Michael Aller has passionately dedicated decades to promoting tourism in Miami Beach, elevating the destination's recognition as a welcoming, diverse community for visitors from around the world.

Aller's tenure with the City of Miami Beach began in 1991 when he became Tourism Liaison and Chief of Protocol for the City. He has greeted multiple U.S. presidents and other heads of state, as well as countless celebrities for official visits, conventions, meetings and special events.

Keeping visitors top of mind led Michael to create the Miami Beach Tourism Hotline directed to his cell phone to field questions from visitors 24 hours a day, 365 days a year.

His passion to serve the community's visitors also led to Aller spearheading efforts for the Annual Hotel Hurricane Preparedness Program hosted by the City of Miami Beach in conjunction with the Greater Miami Convention & Visitors Bureau and the Greater Miami & The Beaches Hotel Association.

Michael's dedication and achievements on behalf of Miami Beach and tourism are reflected in the too numerous to name awards. From the South Florida Tourism Professional of the Year in 2005 by the Academy of Hospitality and Tourism to the Twelve Good Men of Miami Award in 2008 by the Ronald McDonald House, the diversity of the organizations is reflective of Michael's ability to be an outstanding ambassador for Miami Beach and the Tourism Industry.

In 2010, the Miami-Dade Gay and Lesbian Chamber of Commerce dedicated its Community Conference Room to Michael Aller for his commitment and support of the LGBT community. The Miami Beach Chamber annually awards a scholarship in his name to an Academy of Hospitality and Tourism student, and in 2013 recognized Michael with the City National Bank Hi-Tides Outstanding Achievement Award.

Michael Aller's extraordinary achievements on behalf of Miami Beach and tourism make him the ideal addition to the Miami Beach Hall of Fame.

Sincerely,

A handwritten signature in black ink that reads "W.D. Talbert III". The signature is fluid and cursive.

William D. Talbert, III
President & CEO