

North American Edition

TIME FOR

DMOCRACY

CASE STUDY:

MultiCultural Tourism & Development

Program *Greater Miami Convention & Visitor Bureau*

MIAMI
GREATER MIAMI & MIAMI BEACH

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

ART OF BLACK MIAMI





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The Greater Miami CVB has recognized that the success of diverse neighborhood's small businesses and creative community are a critical part of the the well being of the city. They are also critical to ensuring that visitors can enjoy authentic experiences and services that reflect the rich diversity of Miami.

ABOUT

The Multi Cultural Tourism & Development Program are tourism development programs to foster the growth and success of tourism businesses, artists and other creators in the most diverse communities of the Greater Miami area.

- The program is to specifically “advocate, support and strengthen the economic sustainability and access of our multicultural communities and heritage related businesses within the Greater Miami & Beaches”
- The program works with businesses and the creative community in 15 diverse neighborhoods across the city including Allpattah, Brownsville and Doral.
- The Tourism Business Enhancement (TBE) part of the program has six goals (see below) with a special focus on capacity building – enhancing the skills and resources of business through small business workshops & related training.



To advocate, support and strengthen the economic sustainability and access of our multicultural communities and heritage related businesses within Greater Miami & Beaches



- The Art of Black Miami is a program to both support and showcase the diversity of Miami’s artists work locally, nationally and internationally and “celebrating the black diaspora”. See [ArtofBlackMiami.com](https://www.artofblackmiami.com)
- The program has included forums and podcast series featuring local artists, a range of digital marketing and storytelling initiatives and support of art festivals and exhibitions featuring local artists.

TAKEAWAYS

1. The support of businesses and artists in diverse communities must be a long term commitment – starting with listening to the issues and needs of these communities and then building trust through true collaboration and partnership.
2. Diverse communities are by their very nature constantly evolving and changing – especially in fast growing immigrant communities. Communication and the planning of program elements need to reflect this diversity and constant change.
3. Support needs to include both destination marketing and destination management services including consultation and planning, education and training, skill development and product and event development.

RESOURCES

- See the online recording of Greater Miami CVB presenting a short case study on this program at the July 2022 in Person Learning Lab: [Video recording](#)
- See the slide deck from that presentation here: [Slide Deck](#)
- See the range of diverse neighborhoods in Miami that are part of this program at: www.multiculturalmiami.com
- See the Art of Black Miami at: [ArtofBlackMiami.com](https://www.artofblackmiami.com)

Thank you to the Greater Miami Convention & Visitor Bureau for sharing this case study

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