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1 888 838 5355**Miami Intermodal Center****News Clip**From: *Miami Today*, Thursday, January 6, 2010Subject: **Long list of key events, major meetings equals record year**Provided by: Jenine Spoliansky, Kommunikatz, Inc.
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WEEK OF THURSDAY, JANUARY 6, 2011

TODAY'S NEWS**Long list of key events, major meetings equals record year**

By Ashley D. Torres

As 2011 begins, the Greater Miami Convention & Visitors Bureau prepares for a record year of events, meetings and promotional campaigns, which are expected to bring millions to the local economy.

One of the big 2011 milestones is to be the Jan. 28 opening of the New World Symphony's Frank Gehry-designed campus. The \$225 million facility across from the Miami Beach Convention Center is to include a façade projection wall showing performances under the stars.

"This community," said William D. Talbert III, the convention bureau's president, "always starts the year off fast."

The ING Miami Marathon and Half Marathon return Jan. 30, challenging local and foreign runners to hit the pavement through the 13.1-mile or 26.2-mile courses, which travel through areas such as Coconut Grove, Downtown and Miami Beach. The marathons, Mr. Talbert said, conservatively gen-

erate a local economic impact of \$5 million.

March is to bring the return of the World Golf Championship to the TPC Blue Monster at Doral and the Sony Ericsson Open at the Crandon Park Tennis Center. The events, March 7-13 and March 21-April 3 respectively, have typically fallen on the same dates, Mr. Talbert said. However, with differing dates, the events can continue entertaining locals and bringing in tourists for a longer period, which benefits the local economy.

Other March events include Ultra Music Festival, the Miami Beach International Fashion Week and the Calle Ocho festival.

Depending upon the success of the Miami Heat, 2011 could also mark the return of National Basketball Association (NBA) playoff games to American Airlines Arena from mid-April to mid-June, which would be the Heat's third consecutive playoff return.

Another 2011 milestone is the bureau's launch of the first Miami Romance Month in June. Specifics for the promotional



Photo by Maxine Usdan

William Talbert III: "This community always starts the year off fast."

campaign are still being planned, but, Mr. Talbert said, the bureau is currently working to develop a partnership with The Knot, a multi-media company for couples getting married, having a child or moving in together. The romance month joins six other bureau months, including Miami Spa Month in July and Miami Live Music

Month in November.

October is to bring a big change to Miami International Airport with the launch of the MIA mover, a train connecting the airport terminals with the Rental Car Center. The 1.25-mile elevated mover is to carry 3,000 passengers per hour and improve the experience of the airport's 35 million annual travelers.

Many professional meetings, an economic generator for the county, are also expected in 2011. From March 15-17 the annual trade show Cruise Shipping Miami is to return with 13,000 attendees and an economic impact of almost \$5 million.

With individuals coming from countries such as China and the United Arab Emirates, Mr. Talbert said, "this is the number-one cruise show in the world today."

From July 31-Aug. 4, the American Statistical Association is to host its convention at the Miami Beach Convention Center bringing 9,000 attendees and roughly \$8 million of economic activity. The American Society of Radiation Oncology's local meeting Oct. 2-5 is to have almost 30,000 hotel room nights booked, over 12,000 attendees and an impact of \$16 million.

Another fall meeting is the American Academy of Periodontology's conference Nov. 13-15 with a projected local impact of \$5.5 million, 7,000 room nights and 5,200 attendees.