

Bal Harbour TOWN

Resort Tax Committee Meeting

September 13, 2011

9:00 AM

Bal Harbour Village Hall

655 - 96th Street

Mayor Jean Ross, Chairman

Gilberto C. ...

Bruce ...

Michael ...

Sandra ...

Richard ...

John ...


BAL HARBOUR
FLORIDA'S PARADISE

Mayor Jean Rosenfield, Chair
Gilberto Garcia-Tunon
Bruce Gelb
Michael M. Krop
Sandra S. Lansing
Richard Lodes
John Manrique



Village Manager Alfred J. Treppeda
Village Clerk Ellisa L. Horvath, MMC
Village Attorneys Weiss Serota Helfman
Pastoriza Cole & Boniske

Resort Tax Committee

Regular Meeting Agenda

October 13, 2011

9:00 a.m.

Bal Harbour Village Hall
655 – 96th Street
Bal Harbour, Florida 33154

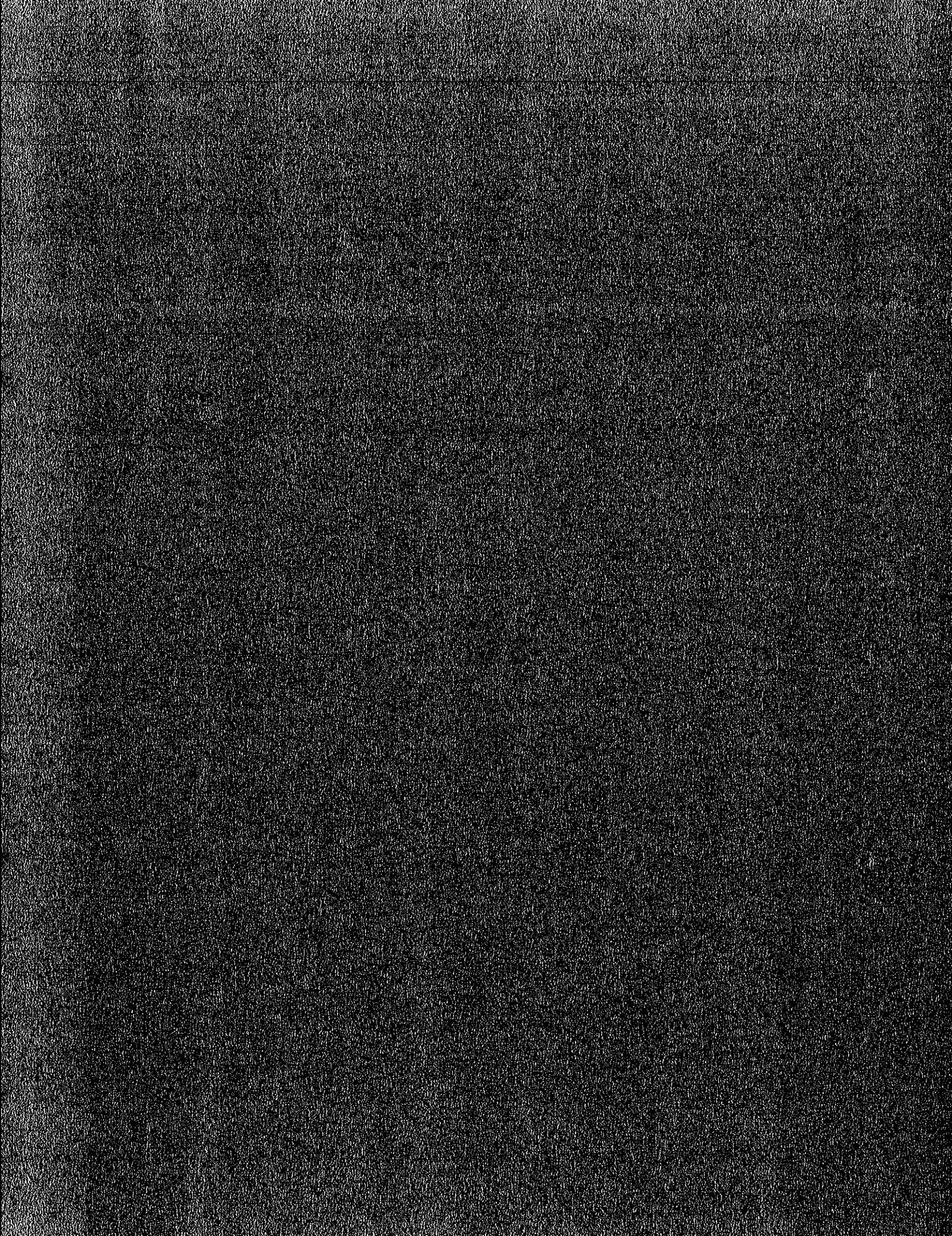
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1. Call to Order/Roll Call
 2. Pledge of Allegiance
 3. **(Tab 1)** Approval of Minutes: September 8, 2011 Regular Meeting
 4. **(Tab 2)** Discussion of Director of Tourism Marketing Bonus
 5. **(Tab 3)** Resort Tax Financial Update
 6. **(Tab 4)** Director of Tourism Marketing Report – Carolyn Travis
 7. Other Business
 8. Adjourn.

One or more members of the Village Council, Architectural Review Board, and Gated Residential Section Advisory Committee may attend this meeting of the Committee and may discuss matters which may later come before their respective Council, Board, and Committee.

If a person decides to appeal any decision made by the Committee with respect to any matter considered at a meeting or hearing, that person will need a record of the proceedings and, for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based (F.S. 286.0105).

In accordance with the Americans with Disabilities Act of 1990, all persons who are disabled and who need special accommodations to participate in this proceeding because of that disability should contact the Village Clerk's Office (305-866-4633), not later than two business days prior to such proceeding.

All meeting attendees, including Village staff and consultants, may be subject to security screening utilizing a metal detector and/or wand, prior to entering the Council Chamber, Conference Room, or other meeting area located within Village Hall. This is for the safety of everyone. Thanks for your cooperation.



BAL HARBOUR VILLAGE RESORT TAX COMMITTEE
REGULAR MEETING MINUTES – SEPTEMBER 8, 2011

A Regular Meeting of the Bal Harbour Village Resort Tax Committee was held on Thursday, September 8, 2011, in the Conference Room at Bal Harbour Village Hall (655 – 96th Street, Bal Harbour, Florida).

1. CALL TO ORDER/ROLL CALL: The meeting was called to order at 9:03 a.m. by Mayor Rosenfield. The following members were present:

Mayor Jean Rosenfield
Gilberto Garcia-Tunon¹
Bruce Gelb²
Sandra Lansing
Richard Lodes

Others Present: Councilman Martin Packer
Alfred J. Treppeda, Village Manager
Ellisa L. Horvath, MMC, Village Clerk
Matthew Pearl, Village Attorney
Christopher Wallace, Finance Director
Carolyn Travis, Director of Tourism Marketing

Absent: Michael M. Krop
John Manrique

As a quorum was determined to be present, the meeting commenced.

2. PLEDGE OF ALLEGIANCE: The Pledge was led by the Committee.

3. APPROVAL OF MINUTES: *A motion was offered by Mr. Lodes and seconded by Ms. Lansing to approve the June 16, 2011 Regular Meeting Minutes. The motion carried (4-0).*

4. DISCUSSION OF DIRECTOR OF TOURISM MARKETING BONUS: This item was discussed later in the meeting.

5. RESORT TAX FINANCIAL UPDATE AND DISCUSSION OF PROPOSED 2011/2012 BUDGET:

Ms. Travis reviewed the Financial Update and reported that there had been a major increase from last year in hotel and food/beverage revenue, due largely to business from Latin America. Mr. Wallace added that the revenue was above the forecasted amount.

Brian Dye, St. Regis, discussed the expected opening of the St. Regis hotel in January

¹ Mr. Garcia-Tunon arrived after the Pledge.

² Mr. Gelb left the meeting prior to Discussion of the Director of Tourism Marketing Bonus.

2012 and reported that 70% of the units had been sold. He noted that special events would be planned for the grand opening. Mr. Gelb requested that the locals be included in any events.

Ms. Travis and Mr. Wallace distributed and reviewed the revised Fiscal Year 2012 budget.

Mr. Wallace explained that the Beautification and Maintenance Department was placed back in the Tourism fund (as of October 2011), per direction from the Council, since resort tax revenue would be collected again when the St. Regis opened (Development Agreement for resort tax revenue will end when the hotel opens).

Mr. Wallace explained that the Park/Recreation Department (\$163,000.00) was moved back to the General Fund.

6. DIRECTOR OF TOURISM MARKETING REPORT - CAROLYN TRAVIS: Ms. Travis reviewed her report provided in the agenda.

Mr. Garcia-Tunon discussed the increased return when the properties attended events with Ms. Travis, or immediately afterwards. Mr. Dye agreed and explained that the St. Regis would also be doing that to help the global message.

Ms. Travis distributed and reviewed the Advertising Plan for Fiscal Year 2012. Mayor Rosenfield and Mr. Gelb suggested that advertising in the Aventura magazine be considered. Ms. Travis will obtain rates.

Ms. Travis distributed, reviewed, and requested approval of \$590,812.00 for the Advertising Plan as presented, including \$31,500.00 for usage of a new image (Rodney Smith), for two years.

A motion was offered by Mr. Gelb and seconded by Mr. Garcia-Tunon to approve. The motion carried (5-0).

Ms. Travis and Mr. Wallace reviewed the proposed budget.

Ms. Travis discussed the use of \$25,000.00 to the GMCVB for Germany/Switzerland.

Ms. Travis reported that the amount for the public relations firm was moved into the line item for Sales Managers, since they also provided public relations.

Mayor Rosenfield discussed sending the Bal Harbour Tourism bus to the Trump Tower and the Aqualina, in Sunny Isles Beach. Ms. Travis explained that the Trump provided a bus and the Aqualina provided a car, for their guests to come to Bal Harbour. She didn't think that sending the tourism bus there would be beneficial.

Ms. Lansing suggested that the Village's bus be redone, to match the Tourism bus (logo, etc.). Councilman Packer agreed that they should be the same.

Ms. Travis reported that the concert series would be deleted, since it did not have the anticipated participation and there were location issues with the inability to use the "Green" space. Mayor Rosenfield discussed the success of opera night. Ms. Travis discussed the

incorporation of the FIU music into the art nights. The Committee discussed the need for a performance theatre. Ms. Lansing suggested that the Bal Harbour Club be used for performances. Ms. Travis reported that the Club would charge for use of the space. Mr. Gelb discussed the possibility of a space at the St. Regis. Mr. Dye reported that there would be some outside space at the St. Regis that could be looked into. Mayor Rosenfield requested that the cultural series be looked at some more and for the residents to be served more, with more cultural events outside of the Shops. Ms. Travis will work on a different model for the cultural series. Mayor Rosenfield, Councilman Packer, and Mr. Gelb discussed the Village's responsibility to the public to provide those items. Mayor Rosenfield questioned the status of negotiating with the Harbour House, for use of the outside "Green" area, for the cultural series. Mr. Treppeda will contact them.

A motion was offered by Mr. Gelb and seconded by Mr. Lodes to recommend approval of the Resort Tax Budget to the Council. The motion carried (5-0).

Ms. Travis requested approval of \$22,800.00, for the United States Sales Action Plan (Suzanne Corbo) for 2012.

A motion was offered by Mr. Garcia-Tunon and seconded by Ms. Lansing to approve. The motion carried (5-0).

Ms. Travis requested approval of \$26,000.00, for the Brazilian Sales Action Plan for 2012.

Rene Lopez, Sea View Hotel, spoke in favor of approval and reported that business from Brazil and Argentina had been wonderful.

A motion was offered by Ms. Lansing and seconded by Mr. Gelb to approve. The motion carried (5-0).

Ms. Travis requested approval of \$22,360.00, for the Argentinean/Chile Sales Action Plan for 2012.

A motion was offered by Mr. Gelb and seconded by Ms. Lansing to approve. The motion carried (5-0).

Ms. Travis requested approval of \$29,000.00, for the Russian Sales Mission.

A motion was offered by Mr. Gelb and seconded by Ms. Lansing to approve. The motion carried (5-0).

Ms. Travis requested approval of \$21,679.00, for the International Luxury Travel Market (ILTM) Trade Show in Canada.

A motion was offered by Mr. Lodes and seconded by Mr. Garcia-Tunon to approve. The motion carried (5-0).

Ms. Travis requested approval of \$7,500.00 (from the FY 2011 Budget), for the Bal Harbour City Guide Publication, through the White House Media Publishing Company.

A motion was offered by Mr. Gelb and seconded by Mr. Garcia-Tunon to approve, from the FY

2011 Budget. The motion carried (5-0).

Ms. Travis requested approval of \$10,562.00 per movie, times six movies (total of \$63,372.00). She will work on getting sponsorships to cover some of the costs.

A motion was offered by Mr. Gelb and seconded by Mr. Garcia-Tunon to approve. The motion carried (5-0).

Ms. Travis requested approval of \$27,648.00 (from the FY 2011 Budget), for furniture, other supplies, and cleanup for the movies.

A motion was offered by Mr. Gelb and seconded by Ms. Lansing to approve, from the FY 2011 Budget. The motion carried (5-0).

Ms. Travis requested approval of \$12,000.00, for four Art Nights (St. Regis will reimburse the Village the \$12,000.00).

A motion was offered by Ms. Lansing and seconded by Mr. Gelb to approve. The motion carried (5-0).

Ms. Travis requested approval of \$23,000.00, for a Bal Harbour Village Sales and Marketing Retreat for the Village's sales and marketing consultants, from around the world. The event would be held at the ONE Bal Harbour by a professional sales trainer (16 people for 3 days).

A motion was offered by Ms. Lansing and seconded by Mr. Lodes to approve. The motion carried (5-0).

Ms. Travis requested approval for month to month contracts, with a 30-day cancellation clause, for the following Representatives:

- 1.) Russia Public Relations Firm - \$2,000.00 per month plus \$500 expenses per month
- 2.) Canada Public Relations Firm (Jane Gill) - \$3500.00 per month plus \$500 expenses per month
- 3.) Mexico Sales Representative (Mara Franco) for sales and public relations efforts - \$4,200.00 per month

A motion was offered by Mr. Garcia-Tunon and seconded by Mr. Gelb to approve all three Firms/Representatives. The motion carried (5-0).

Dina Cellini, 211 Bal Cross Drive, requested that the Village look into providing an information channel on U-verse, since those customers did not have access to Channel 77.

Jay Smith, Community Outreach, explained that U-verse was not able to provide a dedicated channel, for the Village.

Mr. Gelb left the meeting.

Dina Cellini, 211 Bal Cross Drive, requested the fund balance amount in the Tourism fund. Ms. Travis estimated it to be \$2.5 million.

Ms. Cellini questioned when the St. Regis would be on the tax roll. Mr. Treppeda estimated that it would be on the tax roll for Fiscal Year 2012/2013.

Ms. Cellini suggested that the cultural events be done on the beach and on different nights.

Ms. Cellini questioned how many of the salaries for public works employees were in the Beautification & Maintenance Department. Mr. Wallace reported that three public works employees were charged to the Beautification & Maintenance Line Item, in the Tourism Budget.

Ms. Cellini questioned if the Brickman contract was in the budget. Mr. Treppeda advised that it was.

DISCUSSION OF DIRECTOR OF TOURISM MARKETING

BONUS: Mr. Treppeda explained the bonus program and noted that approval was needed, since the annual cap for Ms. Travis' bonus had already been met. The Committee discussed Ms. Travis' salary and other benefits she received.

It was the consensus of the Committee to defer this discussion until the October meeting, when more Committee members would be in attendance.

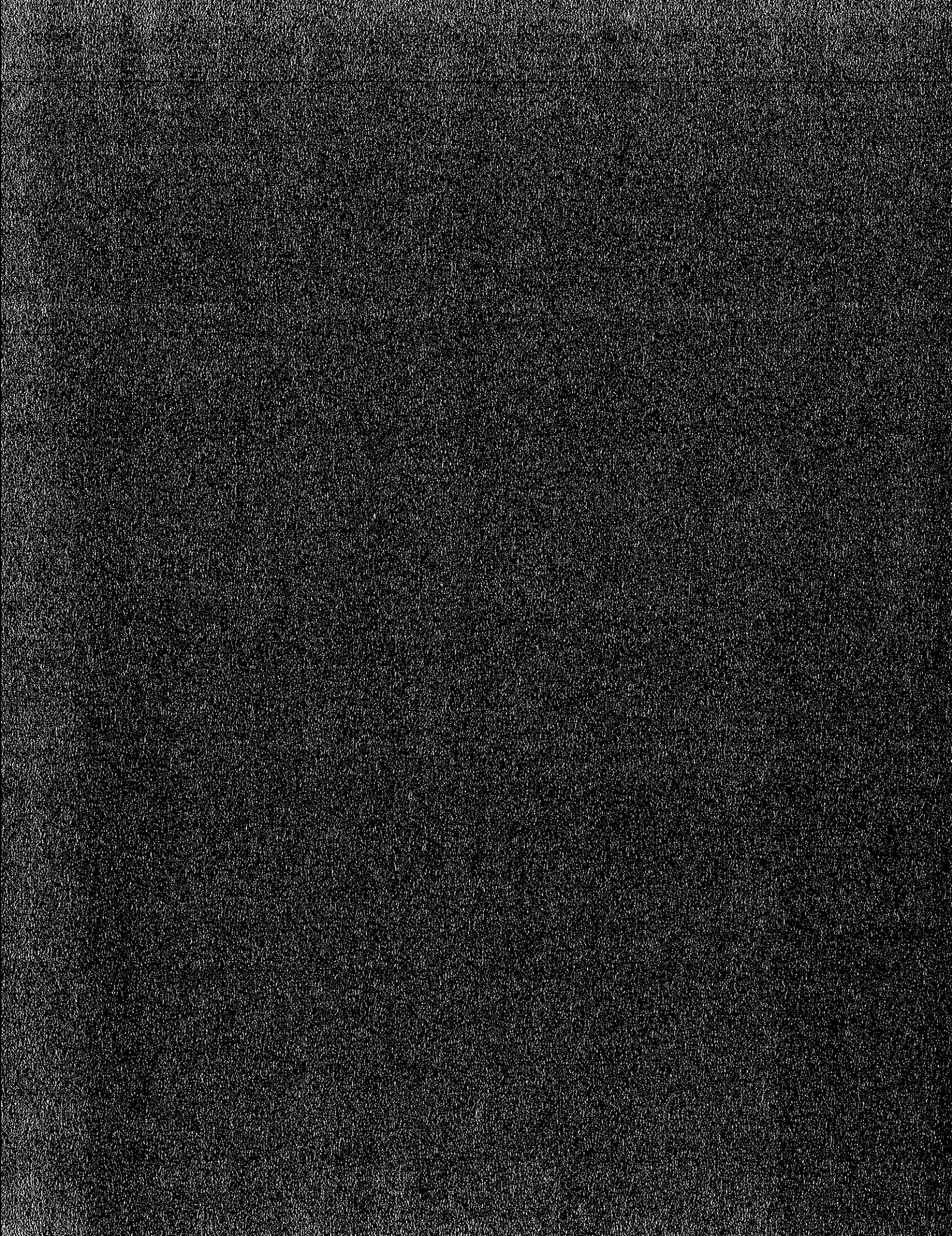
7. OTHER BUSINESS: None.

8. ADJOURN: There being no further business, *a motion was offered by Ms. Lansing and seconded by Mr. Lodes to adjourn. The motion carried (4-0) and the meeting was adjourned at 11:08 a.m.*

Mayor Jean Rosenfield

Attest:

Ellisa L. Horvath, MMC, Village Clerk

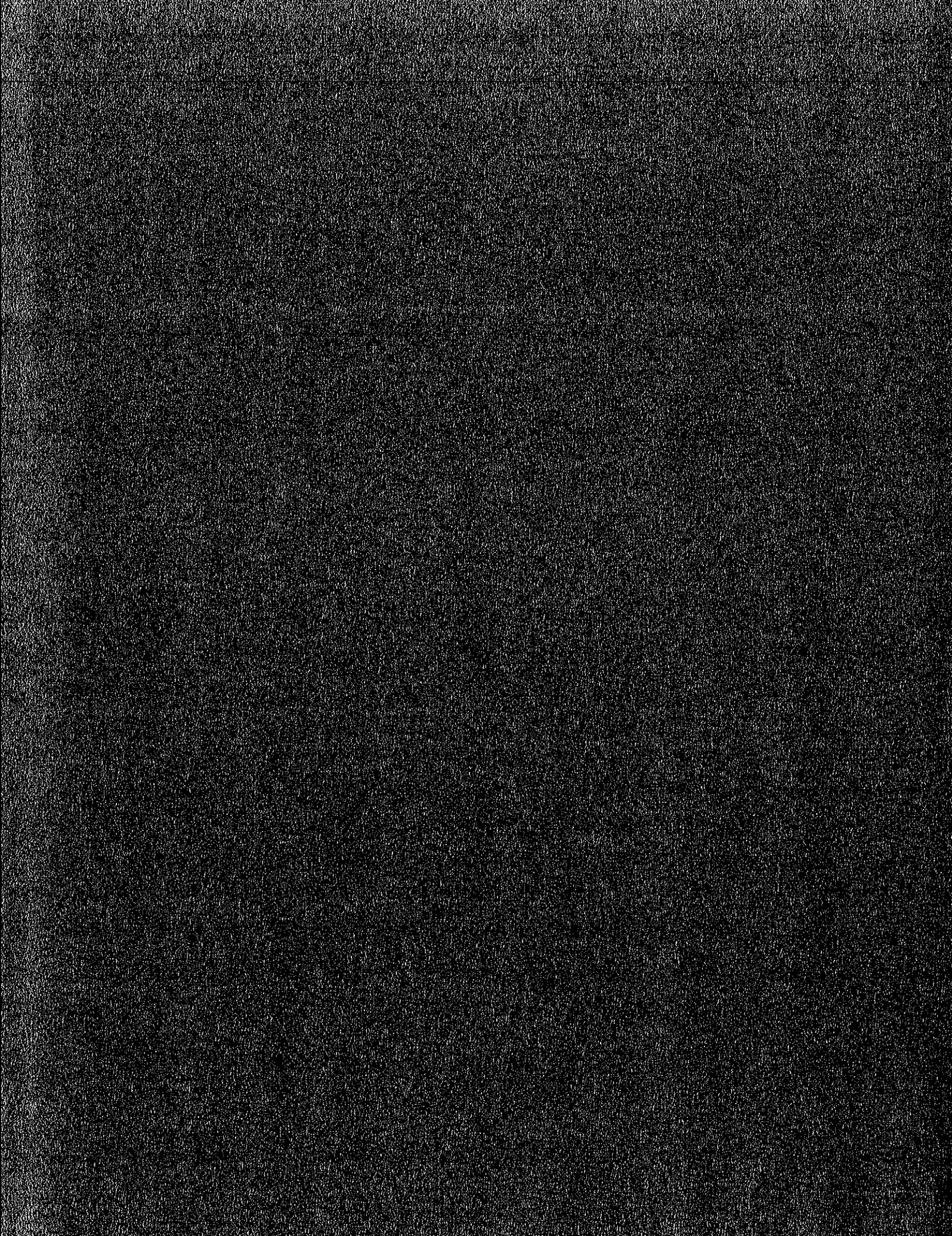


Tourism Director Bonus Calculation
3rd Quarter FY2011 (April Remittances For March Collections, etc)

	FY10	FY11	% Increase
Total Tourism Revenue	\$ 481,918.00	\$ 603,618.00	25.25%
Less Adjustments:			
St. Regis Developer's Agreement	\$ 243,252.57	\$ 255,415.20	5.00%
Quarzo	\$ -	\$ 18,136.00	N/A
Makoto	\$ -	\$ 22,108.00	N/A
Other Miscellaneous Revenue	\$ 1,009.00	\$ 2,144.00	112.49%
Adjusted Total	<u>\$ 237,656.43</u>	<u>\$ 305,814.80</u>	28.68%
Increase In Tourism Taxes		<u>\$ 68,158.37</u>	
Bonus @ 30%		<u>\$ 20,447.51</u>	

Cumulative Bonus	Increased Quarter Over-Quarter Revenues	Bonus	Range of Estimated Sales Increase	
			With 4% Tax	With 2% Tax
Quarter 1, October thru December	\$ 21,984.14	\$ 6,595.24	\$ 549,603.50	\$ 1,099,207.00
Quarter 2, January thru March	\$ 33,075.27	\$ 9,922.58	\$ 826,881.75	\$ 1,653,763.50
PAID FOR QUARTERS 1 & 2		\$ 16,517.82		
Quarter 3, April thru June (PROPOSED)	\$ 68,158.37	\$ 20,447.51	\$ 1,703,959.25	\$ 3,407,918.50
Quarter 4, July thru September	\$ -	\$ -	\$ -	\$ -
Total FY2011 Bonus Based on 30% of Increases for Quarters 1, 2, and 3		<u>\$ 36,965.33</u>	\$ 3,080,444.50	\$ 6,160,889.00
Increased FY2011 over FY2010 Revenues	<u>\$ 123,217.78</u>			

Note: The Approved Bonus Plan allows for a bonus of 30% of quarterly revenue increases from the prior year to the current year, with an annual cap of \$15,000.00. It does not include any entities that have not had at least a year of history, such as Quarzo and Makoto, nor does it include the revenue generated from the St. Regis Development Agreement. Once the cap gets exceeded, the Committee may then consider whether or not to award any additional bonus for quarterly revenue increases. The amount of \$16,517.82 in bonus has been approved and paid thus far. The increase in revenue for the third quarter based on 30% would generate a bonus of \$20,447.51. You have the option to recommend a bonus based on the revenue increase. Again, the \$15,000.00 annual cap was met in the second quarter.



MEMORANDUM

FINANCE DEPARTMENT

TO: Tourism Board

THROUGH: Alfred Treppeda, Village Manager

FROM: Christopher Wallace, Finance Director
Carolyn Travis, Tourism Director

DATE: Thursday, October 6, 2011

SUBJECT: Tourism Budget Report, September 2011

The revenue posted in September is for the August tourism activity as the taxes are always paid after the month in which they are collected.

Estimated Fund Balance for the Tourism Fund is as follows:



Beginning Fund Balance, 9/30/2010	\$3,156,929
Plus: Revenues	2,140,634
Less: Expenditures	2,156,614
Less: Fund Balance Appropriated (fiscal year has ended)	0
Fund Balance at 9/30/2011	<u>3,140,949</u>
Less: Reserved For Beach Restoration and Maintenance	1,000,000
Unreserved and Undesignated Fund Balance	<u>\$2,140,949</u>

The following table compares revenue sources to the same period of FY2010 and year-to-date FY2011 :

Revenues	FY11 Budget	Sep-11	Sep-10	Change %	YTD Oct-Sep		Change %	Variance To Total Current Budget	Percent Of Current Budget Realized
					FY11	FY10			
Hotel Taxes	460,585	12,767	22,561	-43.41%	537,615	440,066	22.17%	77,030	116.72%
Food and Beverage Taxes	461,861	42,904	35,452	21.02%	543,123	426,987	27.20%	81,262	117.59%
Developer's Agreement	1,021,659	85,138	81,084	5.00%	1,021,661	973,010	5.00%	2	100.00%
Sub-total Tourism Taxes	1,944,105	140,809	139,097	1.23%	2,102,399	1,840,063	14.26%	158,294	108.14%
Other Revenues									
Resort Tax Penalties	-	-	3,324		2,144	4,333		2,144	
Interest	18,000	-	-		-	-		(18,000)	0.00%
Other Revenue	-	-	-		92	1,031	-91.08%	92	
Total Other Revenues	18,000	-	3,324		2,236	5,364	-58.32%	(15,764)	-12.42%
Grand Total All Revenues	1,962,105	140,809	142,421	-1.13%	2,104,634	1,845,427	14.05%	142,529	107.26%

The next table shows the last five years' historical monthly Tourism Fund revenue. This table includes all revenue. For this month only, interest and investment income compared to the prior year has been omitted because the SBA investment income statements had not been received by the report due date.

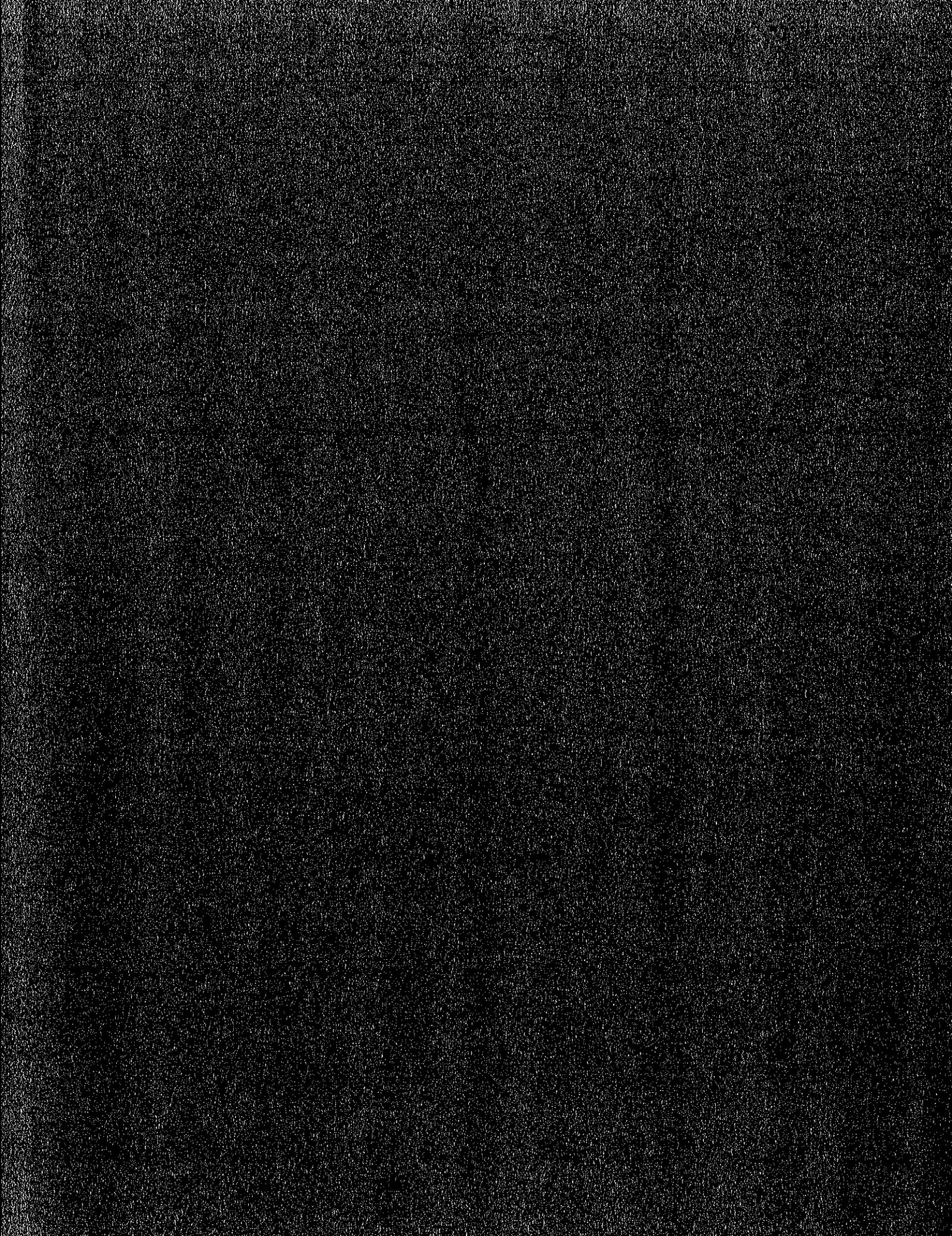
Monthly Tourism Fund Revenues, Last Five Fiscal Years

	FY07	FY08	FY09	FY10	FY11	\$ Change From FY10	% Change From FY10
October	75,668	116,628	126,641	118,870	132,473	13,603	11.44%
November	118,556	116,388	133,293	131,018	146,776	15,758	12.03%
December	185,989	133,786	146,128	154,996	158,749	3,753	2.42%
January	188,968	158,193	182,330	175,309	192,985	17,676	10.08%
February	188,593	155,954	181,312	171,671	195,216	23,545	13.72%
March	247,001	152,508	167,435	173,129	182,659	9,530	5.50%
April	246,671	180,604	162,365	175,755	214,952	39,197	22.30%
May	203,228	155,320	166,941	164,034	216,621	52,587	32.06%
June	124,813	153,254	121,972	146,751	172,046	25,295	17.24%
July	102,566	125,694	119,195	127,750	164,720	36,970	28.94%
August	57,917	144,907	143,714	157,266	186,624	29,358	18.67%
September	221,260	149,505	129,463	137,726	140,809	3,083	2.24%
Total For Year	1,961,230	1,742,741	1,780,789	1,834,275	2,104,630	270,355	14.74%
Average Per Month	163,436	145,228	148,399	152,856	191,330		

The last page is the budget-to-actual comparison with both revenues and expenses.

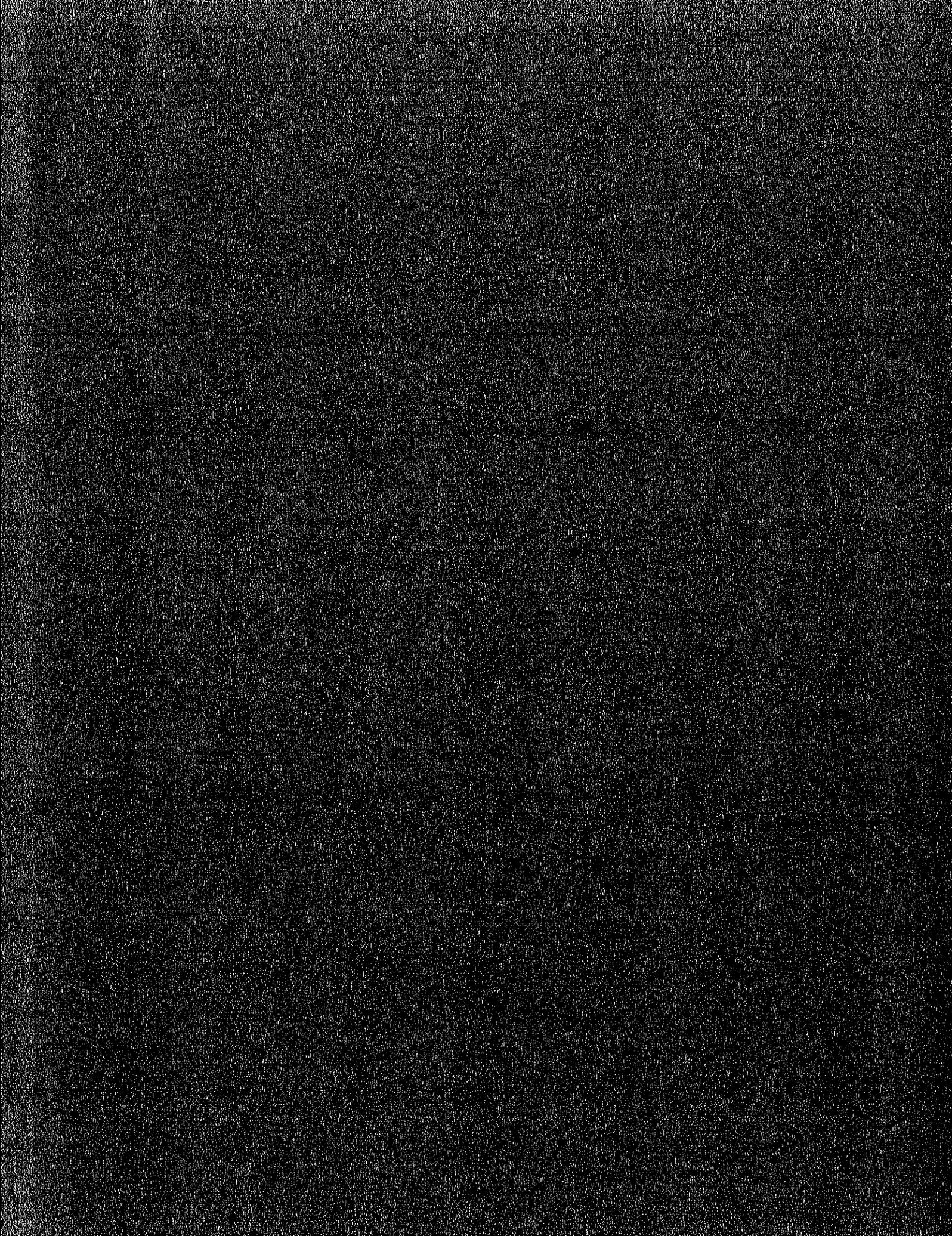
Should you need further information, please feel free to contact us.

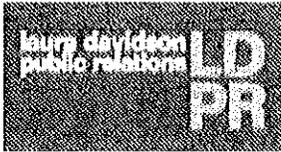
	FY11 Budget	Sep-11	YTD	Variance To Total Budget	Percent Of Budget Realized
Hotel Taxes	\$ 460,585	\$ 12,767	\$ 537,615	\$ 77,030	116.72%
Restaurant and Beverage Taxes	461,861	42,904	543,123	81,262	117.59%
Developer's Agreement	1,021,659	85,138	1,021,661	2	100.00%
Resort Tax Penalties	-	-	2,144	2,144	-
Interest	18,000	-	-	(18,000)	0.00%
Other Revenue	-	-	92	92	-
Fund Balance Appropriation	582,484	48,540	582,484	-	100.00%
Total Revenues	2,544,589	189,349	2,687,118	142,529	105.60%
Expenditures					
Salaries and Benefits	188,145	18,755	205,300	17,155	109.12%
Legal Fees	39,000	14,993	59,253	20,253	151.93%
Professional Fees	39,500	375	20,223	(19,277)	51.20%
Telephone	5,000	865	9,775	4,775	195.50%
Postage and Shipping	15,000	3,470	31,710	16,710	211.40%
Maintenance of Equipment	1,250	-	3,743	2,493	299.44%
Advertisements	750,000	41,960	695,335	(54,665)	92.71%
Advertising Agencies	75,000	5,130	76,222	1,222	101.63%
Production/Collateral/Gifts	20,000	4,569	45,193	25,193	225.97%
Entertainment/Travel	109,119	16,646	143,715	34,596	131.70%
Organizations/Contributions	5,000	260	4,060	(940)	81.20%
Greater Miami Beach Convention and Visitor's Bureau	50,000	-	75,000	25,000	150.00%
Sales Managers	183,600	-	143,796	(39,804)	78.32%
PR Firms	96,000	8,590	109,239	13,239	113.79%
Internet / Web Page	6,000	1,538	8,128	2,128	135.47%
Bus	88,500	6,095	68,268	(20,232)	77.14%
Special Events/Programs	157,725	4,248	193,797	36,072	122.87%
RTC Monthly Meetings	1,500	-	925	(575)	61.67%
Independence Day Events	20,000	-	18,150	(1,850)	90.75%
Fuel and Operating Supplies	1,250	957	8,280	7,030	662.40%
Beach Renourishment	500,000	-	13,900	(486,100)	2.78%
Management Fees	30,000	2,500	30,000	-	100.00%
Tourism Support of Parks	163,000	13,583	163,000.00	-	100.00%
Other In System	-	-	29,602	29,602	N/A
Total Expenditures	2,544,589	144,534	2,156,614	(387,975)	84.75%
Revenues Less Expenditures	\$ -	\$ 44,815	\$ 530,504		



Director of Tourism – October 2011 Report

- 1.) Resort Tax -production comparison**
- 2.) 2011 Retreat**
- 3.) Overview of in market Public Relations reports/activities for September**
- 4.) Overview of in market Sales reports/activities for September**
- 5.) In Bal Harbour activities- Update**
- 6.) Bal Harbour City Guide**





**Bal Harbour
September 2011 Status Report**

I. MEDIA PLACEMENTS		
<i>Media</i>	<i>Theme</i>	<i>Date</i>
Lucky	Bal Harbour sidebar in Miami destination story (Diane Vadino May 6-8 visit result)	October
Lucky online	Bal Harbour Shops overview (Diane Vadino May 6-8 visit result)	October
Bridal Guide	Bal Harbour in Miami destination feature	September/October
Orbitz.com Travel Blog	ONE Bal Harbour in hotel feature	21-Sep
US Weekly	Bal Harbour Shops in Style Issue	19-Sep
II. UPCOMING PLACEMENTS		
Trunk magazine	Bal Harbour destination story (Diane Vadino May 6-8 visit result)	Fall 2011
The New York Times	Bal Harbour inclusion in Florida feature	November
Southern Living	Bal Harbour Shops in Pride of Place section	November
Travel + Leisure	Bal Harbour inclusion in Florida feature	December
Private Clubs	Bal Harbour destination feature (Don Nichols September 3-6 visit result)	Winter 2011
Florida Travel + Life online	Bal Harbour in Miami destination feature (Katrina King January 29 visit result)	TBD
Boca Raton	Bal Harbour in the Currents/Travel section (Kevin Kaminski March 10-11 visit result)	TBD
Stylecaster.com	Bal Harbour destination feature (Emily Finkbinder July 28-30 visit result)	TBD
III. MEDIA OUTREACH		
<i>Media Affiliation / Journalist</i>	<i>Notes</i>	
AOL.com, Sherel Purcell	Pitched ONE Bal Harbour's art collection for an upcoming round-up story on hotel art.	
Better TV, Casey Wohl	Pitched Bal Harbour as a Fabulous Fall Getaway.	
Dine Magazine, Katy Lynch	Pitched Katy on Bal Harbour dining scene. She wanted more information on partnering with Mister Collins for a happy hour. LDPR connected her with client.	
Freelancer, Andrew Sessa	Pitched Andrew on Bal Harbour for a T: The New York Times Style Magazine article for the winter travel issue.	
Freelancer, Paul Rubio	Met with Paul to discuss the latest news from Bal Harbour.	
Lucky, Amy Elliott	Met with Amy to discuss partnerships with Bal Harbour.	

PrivatAir , Catherine Sabino	Met with Catherine to discuss the latest news from Bal Harbour.
Private Journey , Jim Kerwin	Met with Jim to discuss the latest news from Bal Harbour.
Southern Living , Cory Bordonaro	Pitched Bal Harbour Shops for a front of book mention.
T: The New York Times Style Magazine , Abby Aguirre	LDPR worked with Abby on an upcoming Florida story. Abby met with Carolyn and Brian at St. Regis on September 23.
Travel + Leisure , Lindsey Olander	Pitched Bal Harbour for a Florida feature and connected writer with MCC regarding J&G Grill.
Urban Daddy , Caitlin Ganswindt	Met with Caitlin to discuss the latest news from Bal Harbour.
IV. MEDIA VISITS / PRESS TRIPS	
Michigan Avenue , Bill Zwecker	Bill is interested in visiting Bal Harbour. LDPR to follow up on dates.
Nashville Lifestyles , Stephanie Stewart	Stephanie is interested in visiting Bal Harbour. LDPR to follow up on dates.
Orlando Style , Cathleen Bode	Cathleen is interested in sending a writer to visit Bal Harbour this fall. LDPR to follow up on dates.
Prime Living , Michelle Jacoby	Michelle is interested in sending a writer to Bal Harbour on assignment. LDPR to follow up on dates.
PrivatAir , Catherine Sabino	Catherine is interested in visiting Bal Harbour. LDPR to follow up on dates.
Ranch & Coast , Elizabeth Hansen	Elizabeth would like to visit Bal Harbour in January. LDPR is waiting on ONE Bal Harbour's availability.
Tampa Bay Metro , Stephen Parag	Stephen would like to visit Bal Harbour this fall. LDPR to follow up on dates.
Travel + Leisure , Matt Hranek	Matt stayed at Bal Harbour Quarzo on September 11 and toured the Shops for an upcoming story in the December issue.
Weston Magazine Group , Debbie Silver	Debbie would like to visit Bal Harbour in December. LDPR to follow up on dates.
V. SOCIAL MEDIA	
LDPR regularly updates the Bal Harbour Twitter and Facebook assets to enhance the destination's social media presence. LDPR contacted social media teams for brands in the Bal Harbour Shops regarding possible social media partnerships and planned a social media presentation for the Bal Harbour retreat.	
VI. PITCHES / PRESS RELEASES	
Bal Harbour Family release	Developed a release and sent to Carolyn Travis for approval.
What's New in Bal Harbour	Developed a release and sent to Carolyn Travis for approval.
VII. BAL HARBOUR RETREAT - SEPTEMBER 26-28	
LDPR developed a PowerPoint presentation based on the PR Plan to present to the international PR and sales team during the retreat. LDPR also provided the team with the Bal Harbour dining, "What's New" and family press releases. L. Davidson, M. Patel and M. Phares attended the retreat.	
VIII. ADDITIONAL ACTIVITIES	
Held bi-weekly conference calls with Carolyn Travis.	
Worked with Andy Bill on advertorial content for T: The New York Times Style Magazine.	

LDPR'S CLIP TRACKING REPORT FOR BAL HARBOUR

LDPR has tracked the following clips beginning July 2011. Most recent clips are in bold.

Date	Print Media Outlet	Category	Topic	Circulation	Print Impressions	AD Value	PR Value	Call to Action
October	Lucky	Short item	Bal Harbour Shops	1,107,075	3,321,225	\$13,271	\$39,813	Bal Harbour Shops URL
September/ October	Bridal Guide	Short item	Bal Harbour destination	161,754	485,262	\$2,341	\$7,022	N/A
19-Sep	US Weekly	Short item	Bal Harbour Shops	1,974,767	5,924,301	\$29,972	\$89,917	Bal Harbour Shops URL
July/August	Miami	Short item with image	Quarzo opening	51,019	153,057	\$2,900	\$8,700	305-222-7922
July/August	Ocean Drive	Short item with image	Quarzo opening	50,000	150,000	\$7,000	\$21,000	Quarzo URL
July	West Coast Woman	Short item with image	Bal Harbour destination/Quarzo opening	30,000	90,000	\$900	\$2,700	Bal Harbour URL
June	Hombre	Feature with images	Bal Harbour destination	150,000	450,000	\$19,000	\$57,000	ONE Bal Harbour URL
June	Hombre	Feature with images	ONE Bal Harbour	150,000	450,000	\$9,500	\$28,500	Bal Harbour URL
Date	Online Media Outlet	Category	Topic	Hits Per Month	Print Impressions	AD Value	PR Value	Call to Action
October	Lucky Magazine online	Short item	Bal Harbour Shops	240,714	N/A	\$5,674	\$17,023	Bal Harbour Shops URL
21-Sep	Orbitz.com Travel Blog	Short item with image	ONE Bal Harbour	10,257,716	N/A	\$6,141	\$18,424	Link to ONE Bal Harbour
26-Aug	GetATravelDeal.com	Feature with images	Bal Harbour destination/hotels feature	4,850	N/A	\$1,196	\$3,588	Bal Harbour, ONE Bal Harbour, Quarzo and Sea View URLs
8-Aug	The Miami Herald online	Mention	ONE Bal Harbour	2,897,029	N/A	\$233	\$701	N/A
18-Jul	Self online	Mention	ONE Bal Harbour	1,345,248	N/A	\$807	\$242	N/A
July	West Coast Woman online	Feature with images	Bal Harbour destination/Quarzo opening	1,890	N/A	\$94	\$282	Link to Bal Harbour URL
June	Hombre online	Feature with images	Bal Harbour destination	1,263	N/A	\$1,516	\$4,548	Link to ONE Bal Harbour URL
June	Hombre online	Feature with images	ONE Bal Harbour	1,263	N/A	\$732	\$2,196	Link to Bal Harbour URL

Date	Social Media Tracking	Category	Topic	Followers/ Fans	Influencer Description	Call to Action
19-Sep	Twitter.com/TyraBanks	Twitter	Book signing at Bal Harbour Shops	4,032,262	Model and TV personality	N/A
28-Aug	Twitter.com/ GetATravelDeal	Twitter	Top ten deals of the week: Bal Harbour four for three	31,353	GetATravelDeal.com	Link to story
26-Aug	Twitter.com/ GetATravelDeal	Twitter	Bal Harbour destination/hotels	31,353	GetATravelDeal.com	Link to story

TOTAL PRINT CIRCULATION:	3,674,615
*TOTAL PRINT IMPRESSIONS:	11,023,845
TOTAL ONLINE HITS PER MONTH:	14,749,973
TOTAL AD VALUE:	\$101,277
**TOTAL PR VALUE:	\$301,656
<i>*Total Print Impressions are calculated based on a conservative pass along rate of 3</i>	
<i>**Total PR Value is the total Ad Value x 3</i>	



Suzanne Corbo
Bal Harbour
US Sales

Sep-11

COMPANY	CONTACT	DESCRIPTION
Roberta Sonnino	19 West 34th St., Ste. 908 212-714-2540 Thomas McLaughlin tmclaughlin@rstny.com New York, NY 10122	Roberta and her husband were in the office the day that we visited and happy to learn more about Bal Harbour Village. This was the first time that I had met Roberta because she works from home a lot. Tom is always wonderful and grateful for the office visit and updates. This office is part of the Altour Hotel Collection.
Altour International	822 Lexington Avenue New York, NY 10065 212-58-6510 Peter Luongo peter.luongo@altour.com	Boardroom presentation. Martin was in the office and made sure to learn of the updates within the Village. He was interested in learning more about The St. Regis project.
American Express Travel	374 Park Avenue New York, NY 10022 212-421-8240 Ext. 44436 Michael Marino Michael.e.marino@aexp.com	Karen Portanier Maldonado is back to work after being out on sick leave so it was great to see her again. She has been with American Express for thirty years and is a very seasoned agent. She is getting back into the swing of things and was happy to review the latest happenings in the Village. In the past, she has called her colleagues at the shops when she had a question.
Classic Travel Service	275 Madison Avenue New York, NY 10016 212-404-6731 Ruza Rusin ruza@classictravel.com	Richard Beck, Owner, visits Florida often because his elderly mother lives in Boca. I have been trying to have him sneak away for the day to have lunch in the Village. He said that he will during his next trip. Their website continues to be extremely strong and generating more business every day from all around the world. Please submit and photography or special offers to be featured on the site.
Travel Leaders NY	475 Park Avenue South, 30th Fl. New York, NY 10016 212-616-5013 Ext. 8108 Roy Twiste roy@travellersny.com	Roy is very knowledgable of the Bal Harbour area and does book ONE. He has two requests for 2012 bookings in February and April. Once is for a group of 30 people. He was kind enough to provide the list of other Travel Leader offices and e-mails them noteworthy items he learned from our meetings.

<p>Protravel International</p>	<p>5 Becker Farm Rd. Roseland, NJ 07068 973-994-2999 Ext. 5208 Kathy Shanahan Kathryn.chanahan@protravelinc.com</p>	<p>This is a great office and the agents are very loyal to the hoteliers that they have relationships with. I would like to invite them for a BH FAM upon the opening of The St. Regis.</p>
<p>Travel 15, Ltd.</p>	<p>101 Eisenhower Parkway Roseland, NJ 07068 973-228-3033 Bill Capo bcapo@travel15.com Laurie Baruch lbaruch@travel15.com</p>	<p>This office is also great and extremely loyal to their hoteliers. Since becoming Signature in June and leaving Virtuoso, they are definitely trying to strengthen their relationships with Signature properties that they may not have worked with in the past.</p>
<p>Avenue Travel Group</p>	<p>385 Northfield Avenue West Orange, NJ 07052 973-325-2345 Ext. 32 Dawn Gonnella dawn@AveTravelGroup.com</p>	<p>This is an Amex affiliate office and continues to be a strong producing agency in New Jersey with five locations.</p>
<p>Tzell Travel/NJ</p>	<p>30 Two Bridges Rd., Ste. 270 Fairfield, NJ 07004 201-692-8111 Ext. 204 Elaine Baker Elaine@tzellnj.com</p>	<p>This office books more corporate than leisure business but they definitely do both and are always appreciative of the visit and updates.</p>
<p>Ovation Travel/The Lawyers Travel Services</p>	<p>71 Fifth Ave., 10th Fl New York, NY 10003 212-679-1600 Ext. 0 Donna DiDio ddidio@ovationtravel.com</p>	<p>Library presentation. We saw several agents and met a few new ones that have recently joined Ovation. Veronica is back to work after being out on sick leave.</p>
<p>Estee Lauder</p>	<p>767 Fifth Ave., 39th Fl New York, NY 10153 212-572-6775 Christie Siebold csiebold@estee.com</p>	<p>I met with Chris to present Bal Harbour Village She is new to the company and reports directly to the VP of Groups and Meetings. They are in the process of planning their 2012 calendar so the timing was perfect. She was thrilled to learn about the properties and thinks that there is a possibility for future meetings. Please send her any meeting or group information.</p>

<p>Valerie Wilson Travel</p>	<p>475 Park Avenue So. New York, NY 10016 212-532-3400 Alicia Diez aliciad@vwti.com</p>	<p>Breakfast presentation in the conference room. I saw several of the key booking agents including Nuny Grey.</p>
<p>Protravel International</p>	<p>515 Madison Ave. New York, NY 10022 212-755-4550 Beverly Waldman beverly.waldman@protravelinc.com</p>	<p>Breakfast presentation in the conference room. I saw several of the key booking agents and Priscilla was sure to say hello. She inquired about the progress of The St. Regis since she took the hardhat tour in February.</p>
<p>Frosch Travel</p>	<p>909 3rd Ave. New York, NY 10022 212-784-0269 Karen Magee karen.magee@frosch.com</p>	<p>I met with several agents in the conference room and Samy provided a list of the agents that work virtual so we are able to e-mail their offers, etc.</p>
<p>American Express Travel</p>	<p>3 World Financial Center 200 Vesey St. New York, NY 10285 212-640-2548 Julie Wood julie.e.wood@aexp.com</p>	<p>I did a walk around and provided updates to the agents. This office books primarily leisure business even though their office is located on Wall Street.</p>
<p>Smart Flyer</p>	<p>990 Avenue of the Americas, Ste. 15L New York, NY 10018 212-268-9088 Michael Holtz michael@smartflyer.com</p>	<p>I met with Michael Holtz and his team to walk them through the updates in the Village. They are looking forward to the opening of The St. Regis and feel that they will have clients for the hotel.</p>
<p>Journeycorp</p>	<p>350 Madison Ave., 15th Fl New York, NY 10017 212-339-5967 Will Chwalkowski will@journeycorp.com</p>	<p>Lunch presentation. Several agents came into the conference room to receive information.</p>

Grace Ormonde Magazine	Lexi Ryan 917-797-4840	I met with Lexi to discuss possible opportunities to receive editorial in this beautiful bridal magazine. Bal Harbour Village is the perfect story for a destination wedding and will be considered for future issues. Please send any wedding information.
RCA Records	550 Madison Ave. New York, NY 10022 212-833-6056 Carrie Smith carrie.smith@sonymusic.com Angela Arthurs angela.arthurs@sonymusic.com	There are a lot of changes at Sony/RCA Records right now and almost 100 people have been laid off. With that being said, their artists and executives are still traveling so both Carrie and Angela were happy to learn about Bal Harbour Village. They have a corporate preferred program, however, top-level executives such as Clive Davis and their artists can stay wherever they choose. They also handle their leisure business so there is potential from this account.
Tzell Travel	119 W. 40th St., 14 Fl New York, NY 10018 212-944-2121 Diana Jimenez djimenez@tzell.com	Breakfast presentation. I received a great turnout and saw some key agents such as Miriam Cohen and Laura Chapman.
The Affluent Traveler	71 Audrey Ave. Oyster Bay, NY 11771 516-724-0500 Ext. 2055 Thomas Hayden thayden@affluenttraveler.com	I met with Tom to discuss the possible inclusion of Bal Harbour Village in their magazine. It is a great destination story and since they are focusing heavily on the culinary component we have several dining options to be featured.
Other Activities:	Travel & Leisure VIP Party	<p>Saw several industry executives such as Priscilla Alexander, Albert Herrera, Barbara Gallay, Valerie Wilson, Kimberly Wilson, Anne Scully, Matthew Upchurch</p> <p>This was their first Global Bazaar event. They had several sponsors and apparently the consumer event the following day was well-attended. Tickets were sold to have access.</p>





BAL HARBOUR MIAMI



BRAZIL AD VALUE

September, 2011

TOTAL NUMBER OF CLIPPINGS FOR THE MONTH		25						
TOTAL AD VALUE In Reals:		R\$ 686.773,72	Seiscentos e oitenta e seis mil, setecentos e setenta e três reais e setenta e dois centavos					
TOTAL AD VALUE In dollar (1US\$ = R\$ 1,80)		\$381.540,96	Three hundred and eighty-one thousand five hundred fifty dollars and ninety-six cents					
TVS		1						
OUTLET	Date	Local	Audience	Seg/Min	Custo 30"	Ad Value In Reals	Ad Value In Dollar	PR Value
Rede TV - Programa Companhia de Viagens	September	Bal Harbour Shops	2.064.870	7'00"	R\$ 49.300,00	R\$ 443.600,00	\$246.444,44	\$739.333,33
TOTAL						R\$ 443.600,0	\$246.444,44	\$739.333,33
NEWSPAPERS		2						
OUTLET	Date	Topic	Circulation	Impressions	Size	Ad Value In Reals	Ad Value In Dollar	PR Value
O Globo	28, August	Interview with Carolyn Travis. Matter shows Bal Harbour shops, One Bal Harbour Hotel Sea View and Hotel Quarzo.	291.102	873306	14.0	R\$ 11.564,0	\$6.424,44	\$19.273,33
A Tribuna de Santos	21, August	Fashion Night Out at the Bal Harbour Shops.	50.000	150000	49.5	R\$ 8.167,5	\$4.537,50	\$13.612,50
TOTAL						R\$ 19.731,5	\$10.961,94	\$32.885,83
MAGAZINES		3						
OUTLET	Date	Topic	Circulation	Impressions	Size	Ad Value In Reals	Ad Value In Dollars	PR Value
A Magazine	September	ONE Bal Harbour	SP - São Paulo	50.000	2 page	R\$ 27.585,01	\$15.325,01	\$45.975,02
São Paulo Luxury	September	Bal Harbour Shops - MUST HAVES	SP - São Paulo	10.000	1 page	R\$ 8.423,42	\$4.679,68	\$14.039,03
Revista Dinheiro	07, September	Bal Harbour Shops	SP - São Paulo	88.641	35.5	R\$ 4.849,30	\$2.694,06	\$8.082,17
TOTAL						R\$ 40.857,73	\$22.698,74	\$68.096,22
ONLINE MEDIA		19						
OUTLET	Date	Topic	Hits per month	Impressions	Size	Ad Value In Reals	Ad Value In Dollars	PR Value
Angel News	30, September	Bal Harbour Shops - MUST HAVES	N/A	N/A	4.4	R\$ 197,75	\$109,86	\$329,58
O Globo online	29, September	Interview with Carolyn Travis. Matter shows Bal Harbour shops, One Bal Harbour Hotel Sea View and Hotel Quarzo.	N/A	N/A	134	R\$ 104.915,69	\$58.286,49	\$174.859,48
Diário de Pernambuco online	29, September	Interview with Carolyn Travis. Matter shows Bal Harbour shops, One Bal Harbour Hotel Sea View and Hotel Quarzo.	N/A	N/A	82.9	R\$ 15.039,03	\$8.355,02	\$25.065,05
Yahoo	28, September	Interview with Carolyn Travis. Matter shows Bal Harbour shops, One Bal Harbour Hotel Sea View and Hotel Quarzo.	N/A	N/A	85.0	R\$ 3.741,50	\$2.078,61	\$6.235,83
Extra online	28, September	Interview with Carolyn Travis. Matter shows Bal Harbour shops, One Bal Harbour Hotel Sea View and Hotel Quarzo.	N/A	N/A	87.2	R\$ 44.706,33	\$24.836,85	\$74.510,55
Mulherzinha News	14, September	Bal Harbour Shops - MUST HAVES	N/A	N/A	63.3	R\$ 2.787,50	\$1.548,61	\$4.645,83
Hungry Hype	12, September	Bal Harbour Shops - MUST HAVES	N/A	N/A	22.7	R\$ 999,25	\$555,14	\$1.665,42
Makefor	12, September	Bal Harbour Shops - MUST HAVES	N/A	N/A	20.0	R\$ 724,61	\$402,56	\$1.207,68

1 RG	12, September	Bal Harbour Shops – MUST HAVES	N/A	N/A	4.0	R\$ 176,00	\$97,78	\$293,33
1 Fofoki	11, September	Bal Harbour Shops – MUST HAVES	N/A	N/A	4.4	R\$ 195,75	\$108,75	\$326,25
1 Exame	10, September	The best places to shop in Miami - BAL HARBOUR SHOPS	N/A	N/A	16.3	R\$ 3.914,08	\$2.174,49	\$6.523,47
1 Wish Report	09, September	Bal Harbour Shops – MUST HAVES	N/A	N/A	12.8	R\$ 563,50	\$313,06	\$939,17
1 Vitrine Hotel	08, September	Bal Harbour Shops – MUST HAVES	N/A	N/A	5.5	R\$ 243,25	\$135,14	\$405,42
1 Webluxo	07, September	Bal Harbour Shops – MUST HAVES	N/A	N/A	28.7	R\$ 1.264,00	\$702,22	\$2.106,67
1 Incorporativa	06, September	Bal Harbour Shops – MUST HAVES	N/A	N/A	15.4	R\$ 681,25	\$378,47	\$1.135,42
1 Brandpress	06, September	Bal Harbour Shops – MUST HAVES	N/A	N/A	14.1	R\$ 620,50	\$344,72	\$1.034,17
1 Difundir	06, September	Bal Harbour Shops – MUST HAVES	N/A	N/A	12.9	R\$ 569,00	\$316,11	\$948,33
1 Comunique-se	06, September	Bal Harbour Shops – MUST HAVES	N/A	N/A	13.1	R\$ 578,00	\$321,11	\$963,33
1 Giro pelo Mundo	01, September	Bal Harbour Shops – MUST HAVES	N/A	N/A	19.6	R\$ 865,25	\$480,69	\$1.442,08
10 TOTAL						R\$ 182.584,49	\$101.435,83	\$304.307,48



BAL HARBOUR MIAMI

STATUS REPORT

September 2011

MONTHLY ACTIVITIES

September, 13th - Conference Call with Carolyn Travis about St. Regis Bal Harbour's Road Show and media event in Brazil.

All September - continuing follow up

PRESS RELEASES WRITING AND DISTRIBUTING

Bal Harbour Shops – MUST HAVES

UPCOMING PLACEMENTS AND VISITS RESULTS

TV Companhia de Viagem - Fam trip in September - about Bal Harbour Shops and will soon feature the Chef at ONE Bal Harbour Resort & Spa

Revista Trading - Will publish the interview with Marcia Chiota in NOVEMBER

Viage Mais - Betina Neves, reporter, went June 3rd to 5th to Bal Harbour. To be published in OCTOBER. Spoke sent all pictures and information to editor.

Magazine Viagens Gerais - The journalist Claudia Tonaco was in Bal Harbour in September, at the ONE Bal Harbour Resort & Spa. Will publish article in OCTOBER

Black Card - The reporter Rafael Queiroz visited Bal Harbour with W Hotel press trip. Will publish about Bal Harbour Shops in DECEMBER

MEDIA OUTREACH, IN CONTACT AND NEGOTIATION

Newspaper Jornal do Brasil (Rio de Janeiro) - Will possibly publish about the Quarzo Hotel. In follow up

Sax Magazine - sent images. Will publish. In follow up

Viagens S/A - Will publish about Makoto and Quarzo Hotel on the next edition. In follow up

Vogue - Visited Bal Harbour with W Hotel press trip. We are working Exclusive Items at Bal Harbour Shops. In Follow up.

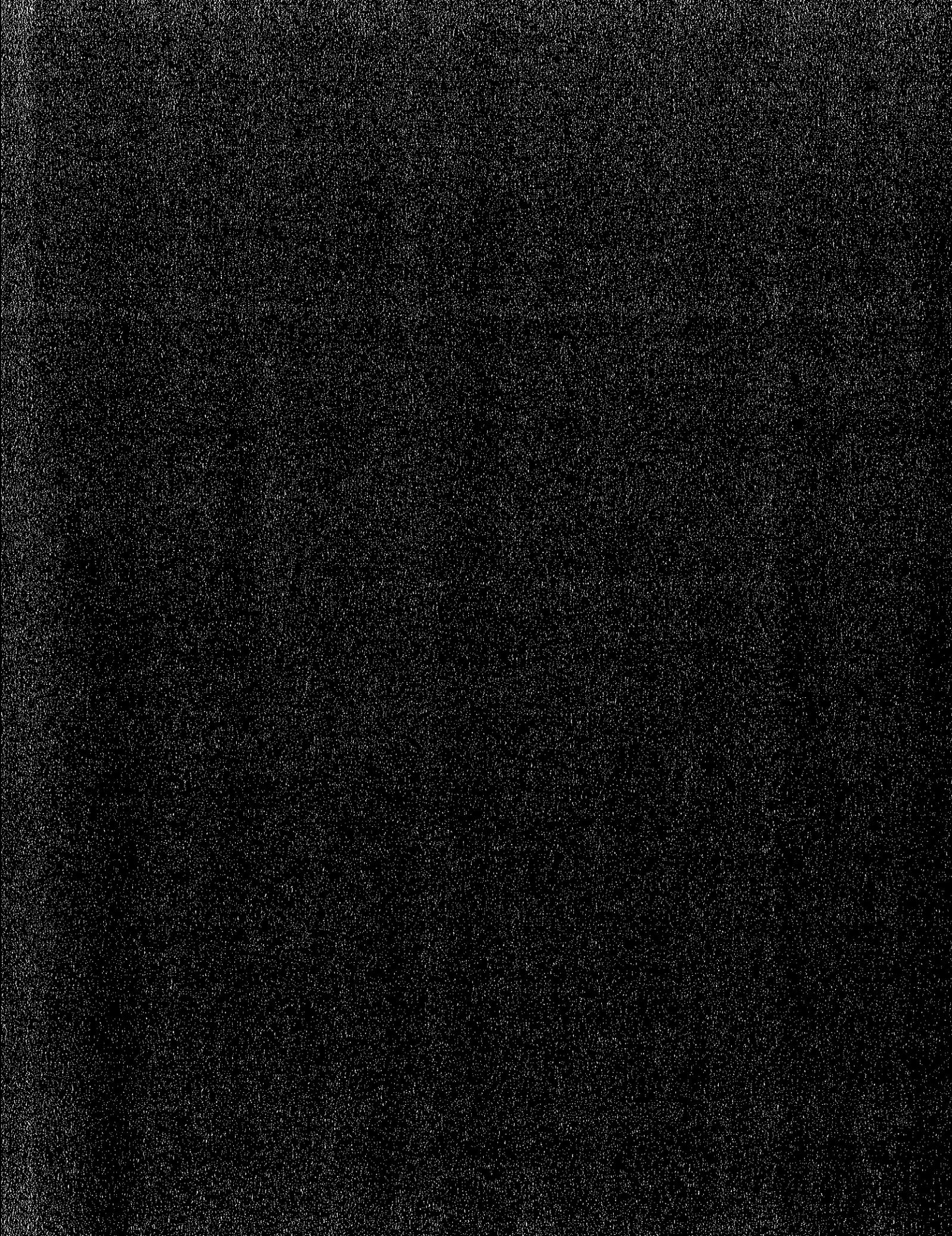
RG Magazine - The editor, Donis Bicudo, wants to do a fam trip.

FREELA ELLE - Wants to do a fam trip - journalist Mari Campos.

Casa Vogue - Arthur Andrade wants to do a fam trip.

NEXTS MEDIA VISITS/PRESS TRIPS - PLANNING

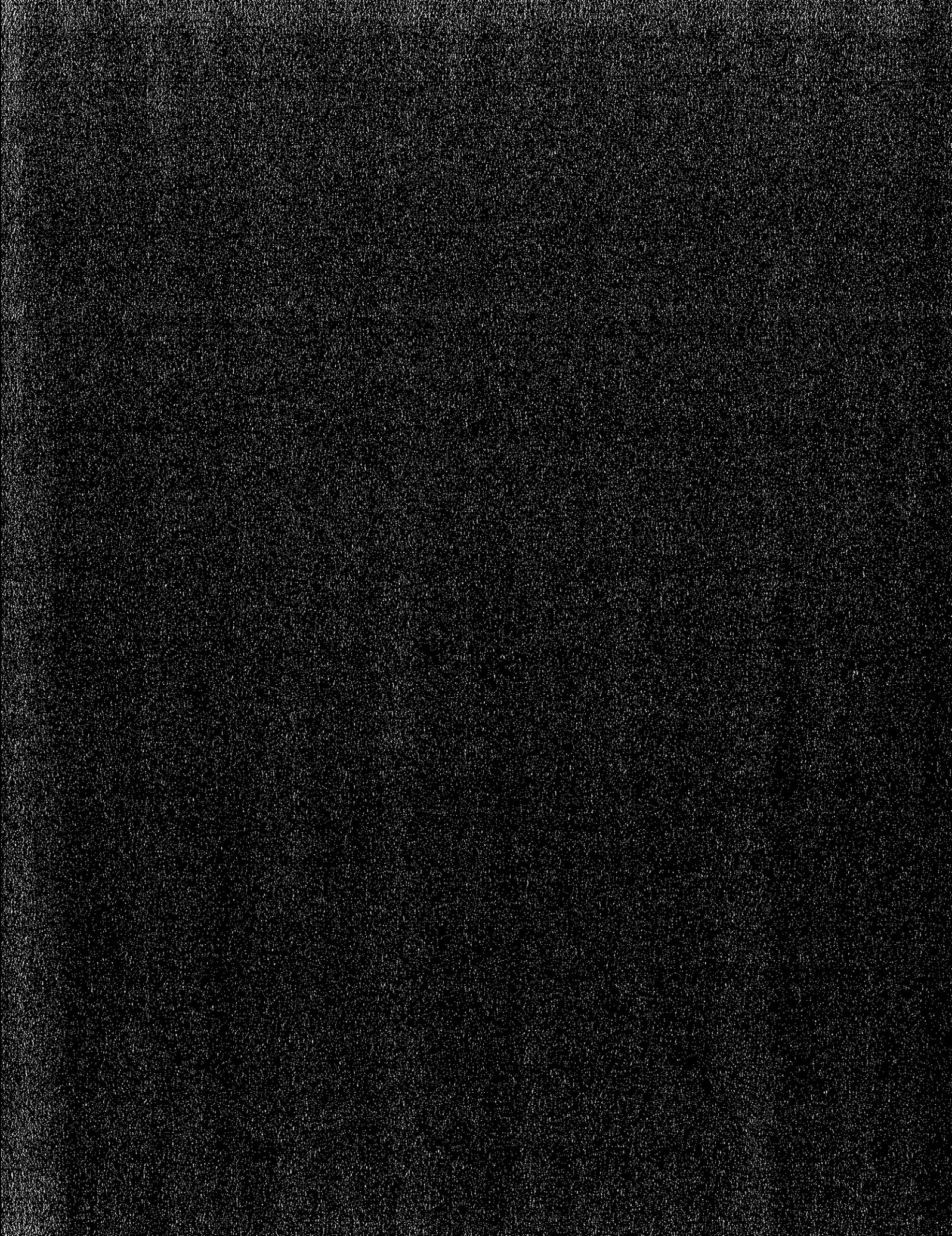
Magazine TAM nas Nuvens (São Paulo) - Journalist Augusto Olivani postponed trip to November. TAM will give the tickets



BAL HARBOUR

ACTIONS - BRAZILIAN MARKET - SEPTEMBER 2011		Remarks
1	Segment: Tour Operators, Consortias & Incentive Houses	
	MASTER TURISMO (Belo Horizonte) - Mrs. Claudia Moreira de Assis Rocha - Incentive Planner	Follow up on the incentive group for November. Unfortunately, client decided by Trump Tower as ONE Bal Harbour hadn't availability in dates proposed.
	DESIGNER TOURS (São Paulo) - Mrs. Carla Cechelle - tour operator	Designer sent out a HTML to the travel agencies promoting ONE Bal Harbour package - 3 nights, 4th free. Confirmed FIT contract with Dalia Hofmann to check if all was in order.
	INTERPOINT TURISMO (São Paulo) - Mrs. Renata Ribeiro - marketing dept	Renata confirmed participation of Bal Harbour Village and Hotels in the next catalogue GRANDES DESTINOS. Will send the invoice next week.
2	Segment: Retail Agencies	
	COPASTUR TURISMO (São Paulo) - Mr. Edmar Bull - director	Edmar Bull has recently stayed at ONE Bal Harbour and had requested the possibility to deduct 2 nights prize from his stay of 8 nights. Isabel confirmed the deduction of 2 nights but upon check out the reception did not apply the price. Edmar requested then the gift certificate to deduct
	RITZ TURISMO (São Paulo) - Mrs. Patricia Mil Homens - director	New booking at ONE Bal Harbour. Sent a message to Isabel Sarmiento informing about new booking and requesting special treatment. PAX MR. FREDERICO MEINBERG - stay Sep 12 - 18.
	ATLANTA TURISMO (São Paulo) - Mr. Marcelo Auada - director	New booking at ONE Bal Harbour. Sent a message to Isabel Sarmiento informing about new booking and requesting special treatment. PAX MR. ANDRE BONFIM - stay Dec 27 - Jan 1.
	H & M TURISMO (São Paulo) - Mrs. Marcia Martins - director	New booking at ONE Bal Harbour. Sent a message to Isabel Sarmiento informing about new booking and requesting special treatment. PAX MR. ROBSON PATEL stay Sep 21 - 27.
	DECATUR TURISMO (São Paulo) - Mrs. Helena Silva - director	Assisted Lena with new booking at Quarzo from Dec 24 - Jan 10 - 1bedroom suite
	BRASILIA TURISMO (São Paulo) - Mrs. Monica Haddad Godoy - director	Assisted Monica to confirm booking at ONE Bal Harbour.
4	Other activities	
	AMERICAN AIRLINES - São Paulo - Mr. Dilson Verçosa - Director of Marketing and Sales Brasil	Meeting at AA Office. The main destination AA wants to promote in 2012 is Miami due to the renovation of the airport. AA will start planning the calendar of activities for 2012 and has interest in developing some presentations for the top travel agencies of São Paulo, Rio de Janeiro, Belo Horizonte, Curitiba and Porto Alegre in conjunction with BH Village. Costs of breakfast presentation will be shared between AA and BHV. AA also elects every year the top 10 travel agencies in each of 5 cities above and promote a fam trip to Miami. They will start planning the calendar of activities for 2012 and I'll check with ONE Bal Harbour and Sr. Regis the interest of hosting the groups of top agents.
	HTML ONE Bal Harbour giving 15% commission to all bookings made until October 31st.	Requested Isabel Sarmiento to produce the HTML in Portuguese. Sent out the promotion by email to all agencies in Brazil.
	ST. REGIS ROADSHOW IN BRAZIL	Spoke to Bryen Dye regarding the roadshow in Brazil. Confirmed that I would be at Mr. Selva's disposal to escort him in case he decide attending the event. I also gave Bryan my impressions on ABAV Trade show. Bryen will confirm if he will attend ABAV or not.
	SAO JOSE POLO - Mrs. Renata Borges	Meeting with Renata Borges to present the marketing opportunities during the Polo Championships and events in 2012. Check with BHV the possibility to participate in one of the events. Affluent people attend the events and are good opportunities to promote BHV in São Paulo.

	EVOL EDITORA - Mr. Marcos Saviani - editor	Marcos Saviani offered 1 page AD on complimentary basis to BHV in Sao Jose Polo Magazine. Requested the artwork to Carolyn Travis.	
	VACATION: August 29 - September 16.		
	BAL HARBOUR RETREAT: September 23 - 27		



Argentina

BAL HARBOUR

#	Media	Theme	Date/circulation/ad value
1	Placements		
1.1	no placements in September		
2	Media future Placements		
2.1	Joy Magazine	Bal Harbour destination	Invited to lunch. Journalist wants information on new Calendar- (pending)
2.2	Lonely Planet	Bal Harbour destination	Invited to lunch, will place article in Nov/dec.
2.3	Barzon Magazine	One Bal Harbour	We have coordinated stay at One, she will place article on the Hotel.
2.4	Fiancee Magazine	Bal Harbour destination	Sent material for future placement (oct/nov)
2.5	Beglam Mag	Bal Harbour destination	magazine requested information on St.Regis, editor will write an article in next month issue--
2.6	La Nación Revista	Bal Harbour destination	Invited to lunch. Journalist wants information on new Calendar to publish.
2.7	Elixir Magazine	Bal Harbour destination	October/november
2.8	Porsche Magazine	Bal Harbour destination	October/november
2.9	Para ti (women magazine)	Bal Harbour destination	Will place article on new activity calendar
2.10	Bae Newspaper	Bal Harbour destination	Sent material for future placement (oct/nov)
2.11	Cosmopolitan Magazine	Bal Harbour destination	October/november

3	Media Outreach		
3.1	Lunch with Media	Bal Harbour destination	Sept. 14th. 10 were invited, 5 showed up.
3.2	Lunch with Media	Bal Harbour destination	Organizing new media lunch to launch new city guides