

MIAMI TODAY

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WEEK OF THURSDAY, FEBRUARY 11, 2021

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GROWING HOMESTEAD SALMON FARM GOES PUBLIX – ALL 818 FLORIDA STORES, PG. 8



MIAMILAND A MONEYMAKER: The Greater Miami Convention & Visitors Bureau's Miami-land promotion has delivered 161,833 hotel room bookings and \$100 million in revenue for the local industry, according to a press release. The program, which focuses on promoting Miami-Dade's outdoor activities, beaches and national parks, was funded by a \$5 million grant from the county. "Miami-land," the release said, "promotes exploration of a vast

array of outdoor adventures which include more than 200 parks located in Miami-Dade County, Everglades National Park, and Biscayne National Park. The GMCVB conducted an extensive advertising campaign with traditional and non-traditional content distributed through multiple media channels including on YouTube, digital/social ads, outdoor billboards, and cable TV ads, among other mediums."

TOURISM TRADE SHOW RETURNING: While online this year, Visit Florida intends to hold its next global trade showcase in-person in early 2022. With Florida's hospitality and leisure industries facing a slow recovery from the coronavirus pandemic, the state's tourism-marketing arm announced Monday that its "2022 Florida Huddle" will be held in January at the Tampa Convention Center. The show targets international and domestic tour operators, wholesalers and media. Visit Florida is working to widen its marketing during the coronavirus to the West Coast of the US, expanding earlier efforts that targeted travelers from East Coast cities who could drive or take short flights to Florida.

VACCINE PRE-REGISTRATION: After weeks of frustration with issues of timing and technical difficulties in which thousands of Miami-Dade residents tried but couldn't sign up for the Covid-19 vaccine, the county last week launched a pre-registration system so that seniors and healthcare workers can register any time. Residents 65 or older and healthcare workers who work directly with patients are eligible for the first round of vaccine distribution. They or their loved ones can sign up to receive the vaccine by calling (305) 614-2014 or visiting MiamiDade.gov/vaccine.

PARTNERSHIP ANNOUNCED: TSG – a South Florida boutique, diversified real estate development and investment company – and Lineaire Group – a Miami-based real estate investment and development firm focused on urban infill projects – have announced a partnership with Bridge Investment Group to develop Wynwood Haus, a multifamily opportunity zone project for the Omni neighborhood. The 20-story building will rise at 1765 N Miami Ave. with 224 residential units, including 42 micro dwelling units. The project is set to break ground the end of March.

THE ACHIEVER



Photo by Marlene Quaroni

Keon Hardemon
New Miami-Dade commissioner heads League of Cities
The profile is on Page 4

County to convert its ash to cash

Cost becoming asset

By MARILYN BOWDEN

The county's Department of Waste Management is poised to begin the conversion of waste ash, a toxic substance that has cost the county about \$330,600 a year to dispose of safely, to a marketable asset.

"We are finalizing the details of a contract with Covanta and Titan," said Department Director Michael J. Fernandez, "after which we expect to start processing the ash on site for use in portland cement."

Miami-Dade County commissioners voted in late 2017 to underwrite a joint study by Covanta Dade Renewable Energy, which operates the department's state-of-the-art Resources Recovery Facility at 2525 NW 62nd St., and Titan America Pennsuco, a cement manufacturer in Medley, to evaluate the use of the ash as a substitute for increasingly scarce coal ash in a one-day commercial-scale pilot test.

The results were subsequently tested at the University of Florida's Hinkley Center for Solid and Hazardous Waste Research. The center, created by the Florida Legislature when the Florida Solid Waste Act of 1988 was adopted, coordinates state university research on waste management issues.

Last year the Hinkley Center found that cement made with waste ash from the Miami Dade's recovery facility met state and national performance standards.

"Our research, which is in line with what we've seen taking place in Japan and Europe, shows that you can substitute the bottom ash from waste-energy plants for some ingredients needed to make portland cement at kilns," said John Schert, The Hinkley Center's executive director.

With the approval of the Florida Department of Environmental Protection, Covanta last fall conducted tests to remove trace amounts of metal in order to make the product more attractive to cement producers.

In a cruise halt, port keeps its head above water

By JESSE SCHECKNER

As the pandemic rages on, passenger ships remain harbored at PortMiami. Cruise companies have canceled sailing plans through at least the first third of 2021.

But according to Managing Port Director Andy Hecker, internal savings, strong cargo traffic and favorable financing have allowed PortMiami to continue operations and cover costs, including debt service on bonds, without tapping its savings through the end of the fiscal year.

"The department's new deadline is between September and October 2021," he told Miami Today by email.

That's five to six months past when former deputy mayor Jack Osterholt first projected the port would run into financial troubles. Despite hundreds of millions of dollars lost from a sea tourism industry in limbo, PortMiami has subsisted without dipping into its \$114 million reserves by cutting non-essential spending and downscaling several massive terminal projects, among other measures.

The port would run into money troubles, Mr. Osterholt said late last year, if cruise ships

weren't sailing at full capacity by April 19.

Mr. Hecker said PortMiami's "robust financial modeling tool" now shows the port having a little more financial leeway due to several factors, some spurred by the pandemic itself.

"Cargo volumes have set records each month," he said. "The department's debt service on its variable rate has experienced interest rate costs under 1%. Personnel working remotely have reduced overhead costs including utilities and supplies."

This month, Mayor Daniella Levine Cava said she had extended waivers of lay berth and harbor fees for the county's cruise partners through March 31. Her predecessor, Carlos Giménez, set the policy last March.

The waived fees, which include passenger guarantees and other regular payments that cruise companies with berthing or operating agreements here normally must pay, amount to a \$7 million per month shortfall for the county.

Commissioners approved the waivers without comment Oct. 20, 2020. A worst-case scenario in which passenger ships remain docked for two-plus years would see the port lose \$285.5 million in previously guaranteed revenue.

In exchange for the bailout, Miami-Dade

asked only that cruise lines still guarantee vessel calls at PortMiami, maintain passenger volumes here relative to other US ports and possibly meet other requirements "on a cruise line by cruise line basis," Mr. Osterholt wrote.

To cover \$68.5 million it lost between March and November, PortMiami froze hiring, eliminated overtime and paused marketing, non-essential capital projects and cargo incentives.

Ms. Levine Cava said in statement Feb. 3 that Miami-Dade will "continue to support our cruise line partners through these unprecedented times," adding that she knew "the industry will recover stronger than ever as we rebound and build back our economy in the months ahead."

Carnival Cruise Line, Royal Caribbean, Norwegian, Celebrity Cruises and Disney Cruise Line have all announced that they will not sail until at least April 30.

MSC Cruises, which in 2019 inked a 62-year, multibillion-dollar deal with the county, including plans for a \$300 million "mega terminal" that will also serve Disney ships, canceled cruises through April 30 or later.

Virgin Voyages said it wouldn't sail until May. The virgin voyage of its first ship, the Scarlet Lady, was originally set for April 1, 2020.

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Educators for hospitality industry see future jobs strength

By KYLEA HENSELER

Although the hospitality industry has been hit hard by Covid, educators in this field have their eyes on the future, when the return of travel might lead to a host of opportunities for their students.

The industry may in fact be short-staffed by 2024 as disenfranchised employees exit the field before travel fully returns, leading to a host of job openings, said Peter Ricci, who directs Florida Atlantic University's Hospitality and Tourism Management department.

Florida Atlantic, he said, houses hospitality programs in its business school and is dedicated to providing students with the financial and analytical skills needed for the higher-paying roles in the industry. The school's programs include online or in-person bachelors and master of business administration degrees in hospitality and tourism management and minor and certificate programs at the graduate, undergraduate and occupational levels.

One such certificate program, Mr. Ricci said, went viral this summer and gained over 80,000 enrollees from 165 countries. The online free-of-charge certificate, he said, consisted of a two-week, scaled-down version of the eight-week course the school offers each year focused on relevant training material for the industry. Many participants in the free course went on to take the full program, he said, which was lowered in price from \$499 to \$199 thanks in part to their donations.

The viral nature of the certificate course, he said, led to millions of comments and insights from students on the state of the industry. Based on these comments, he said, roughly 25% of them were likely to exit the industry at least temporarily, while an equal number are optimistic about its recovery. The other half, he said, are cautiously optimistic and potentially underemployed.

Enrollment is up overall this school year, said Mr. Ricci, with masters program enrollment 15% higher last fall than in 2019 and 5% lower this spring than the same semester 2020.

Despite the current tough times, he said, employment prospects for students are good. While tourism tends to have low starting salaries, he continued, employees can advance to higher-paying roles more quickly than in some other industries. Entry-level jobs, he added, are also flexible and provide opportunities for those who don't plan on staying in the industry long-term but who need employment.

At the high school level, Miami-Dade Career and Technical Education programs in hospitality are focused on providing opportunities for both students and employers, according to Lupe Ferran Diaz, executive director of the Department of Career and Technical Education for Miami-Dade Public Schools.

She said 8,000 to 10,000 students are involved in tourism or culinary-related programs at any given time between the county's career academies and other courses. The increased use of technology



'The funds raised were started from a seed donation from our 2020 SOBEWFF and matched by Bacardi USA and Badia Spices.'

Michael Cheng

this year, she said, has made these courses more accessible than ever for students who may not live near the high school that offers their program of interest. Members of the industry, she said, can also utilize technology to conduct virtual visits or take shadowing opportunities that they may not have been able to fit into their schedule before.

At this level, Dr. Ferran Diaz said, students take an introductory course to hospitality education before breaking off into their field of interest, which could include travel and tourism management, sports and entertainment marketing or culinary operations. Each program of study, she said, consists of three to five

courses, which students often begin their freshman or sophomore year.

Depending on their program, she continued, students can earn articulated college credits or explore dual enrollment opportunities with Miami Dade College and Florida International University.

These programs, Dr. Ferran Diaz said, work closely with members of the industry and the Miami-Dade Beacon Council, the county's economic development organization. Many professionals, she said, choose to serve on advisory councils to the programs, and others get involved through classroom visits and shadowing activities, which provide employers an opportunity to prepare their future workforce and give back to the community.

Miami Dade College and Florida International University, two public institutions in the county, have also engaged in new initiatives this year. Miami Dade, said Shelly Smith Fano, chair of the Miami-Hospitality Center, via email, offered an eight-hour training program combined with \$1,000 stipends for 2,500 displaced industry workers, which was made possible by a grant.

Further, she said, the school conducted food safety and customer service training for local restaurants and "developed a Covid-19 Hotel Reopening Training and conducted over 30 trainings for hotel managers and HR directors."

Finally, she said, the school collaborated on programs with Camillus House, a local service for the homeless, and the local NAACP chapter to conduct, respectively,

culinary training programs for residents and "summer boot camps" for students from inner-city areas.

FIU's Chaplin School of Hospitality & Tourism Management, said Dean Michael Cheng via email, "established the SOBEWFF® and FIU Chaplin School Hospitality Industry Relief Fund in March 2020, and distributed over \$1.6 million in grants of up to \$500 per furloughed/laid-off employees from restaurants in Miami-Dade, Broward and Palm Beach counties."

"The funds raised," he said, "were started from a seed donation from our 2020 SOBEWFF® and matched by Bacardi USA and Badia Spices."

The school launched two related programs, he said, Bacardi Teach and Mission New Normal: Bar Project 2021. The former, available on FIU's website, offers free courses on mixology tips and techniques with various spirits and liquors.

Mission New Normal, according to a press release, is a nine-week program and competition in which students will complete workshops taught by leaders in the hospitality, food and beverage industries before engaging in a final team competition to develop a modern business concept.

"The challenge," the release said, will "create a blueprint to redesign the hospitality experience to fit the current pandemic reality." The program kicked off Feb. 3 and ends with selection of an Innovation Challenge Competition winner, who will have the chance to bring the idea to life at a pop-up activation at the South Beach Food & Wine Festival.

PEOPLE

KW Property promotes three to partner

KW Property Management & Consulting has named three partners in its Miami headquarters.

Suzette Diaz, director of human resources, who has been with the company since 2007, oversees the firm's recruiting, hiring and benefits.

Bruce Masia, vice president for the Southeast Region, started with the company in 2009 following 12 years as vice president of operations with a homebuilder. He leads a team of nine district managers and a workforce of more than 400.

Alex Martin, a Miami-based vice president, who joined the company five years ago, oversees district, property and general managers.

Hinshaw & Culbertson adds five litigators

Hinshaw & Culbertson LLP has added five litigation attorneys, including two partners and three associates, to its Miami office.

Jessica Forbes, who was named

To Submit Information

Miami Today welcomes news of job changes, promotions, hiring and awards. Please send your submissions to People@MiamiTodayNews.com or mail them to Miami Today, 2000 S. Dixie Hwy, Suite 105A, Miami FL 33133. Be sure to include contact information. We will select submissions for publication.

partner, holds a J.D. from the University of the District of Columbia David A. Clarke School of Law.

Francesco Palanda, who also was named partner, holds the designation of certified criminal conflict counsel from the Eleventh Judicial Circuit of Florida. He received his J.D. from the University of Maine School of Law.

David Acosta, who has joined the firm as an associate, holds a J.D. from Rutgers Law School.

Joining the firm as an associate, **Mayda Mallory** received a J.D. summa cum laude from Shepard Broad College of Law at Nova

Southeastern University.

Jaclyn Rios has joined as an associate. She holds a J.D. from Stetson University College of Law.

Tricera Capital hires general counsel

Tricera Capital has added **Adam Fischer** as general counsel. He is based in Brickell headquarters.

Previously, he was an associate at McDermott Will & Emery specializing in real estate transactions.

Mr. Fischer was graduated from the University of Miami School of Law and holds a bachelor's in finance and a master's in international business from the University of Florida.

Shutts & Bowen names partner

Shutts & Bowen LLP has added **Diana C. Mendez** as a partner.

Ms. Mendez received an undergraduate degree, magna cum laude, from Florida International University, a master's of international affairs, international economics from American University School of International Service, and a law degree, cum laude, from American University Washington College of Law.

Mariners, Fishermen's hospitals get CEO

Drew Grossman has been named chief executive officer of Mariners Hospital and Fishermen's Community Hospital at Baptist Health South Florida.

Previously, he was the CEO at St. Mary's Medical Center in Blue Springs, MO. Mr. Grossman received a bachelor of science



Suzette Diaz



Bruce Masia



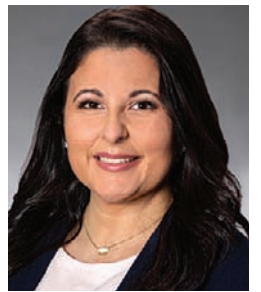
Alex Martin



Francesco Palanda



David Acosta



Mayda Mallory



Adam Fischer



Drew Grossman



Marlon Hill

from The Pennsylvania State University and a master of health services administration from The George Washington University.

Weiss Serota Helfman names of counsel

Weiss Serota Helfman Cole & Bierman, P.L. has added **Marlon A. Hill** as of counsel.

Mr. Hill is currently a board

member of the Miami Parking Authority, Kozyak Minority Foundation and BMe Community. He received his undergraduate and law degrees from Florida State University and completed study abroad programs at Universidad de Costa Rica in San Jose and the Faculty of Law program at the University of the West Indies in Barbados.

FILMING IN MIAMI

These film permits were issued last week by the Miami-Dade County Department of Regulatory & Economic Resources' Office of Film and Entertainment, (305) 375-3288; the Miami Mayor's Office of Film, Arts & Entertainment, (305) 860-3823; and the Miami Beach Office of Arts, Culture and Entertainment-Film and Print Division, (305) 673-7070.

York Productions, Los Angeles. Commercial for Geico. Greynolds Park.

Viva Creative LLC, Rockville, MD. Documentary for NCL Embark 2.11. Port of Miami.

IFCM Corp d/b/a FilmGate, Miami Beach. Motion picture for 1 More Mango Szn. Liberty Square.

Holiday Films, Miami. Motion picture for Love Afloat. Matheson Hammock Park.

Film Mia LLC/Blueheart Productions Co. Inc., Fort Lauderdale. Music video for Volumen. Port of Miami.

Milenne Real, Hialeah. Gender Reveal Miami. MacArthur Causeway.

DroneViewHD, Hialeah Gardens. Social Media for YouTube

Channel. Miami Circle.

Christy & Co. Photography, Coral Gables. Still photography. South Dade landfill.

Miami Photo Safari, Miami. Still photography for Small Miami Wedding Styled Photo Shoots. Crandon Park Gardens.

Gus Creative Inc., Los Angeles. Still photography for American Eagle Spring 3. Crandon Park Beach.

Fill in the Blank Productions, New York. Still photography for DSG. Port of Miami, William Powell Bridge.

Claire's, Hoffman Estates, IL. Still photography for Claire's. Haulover Beach Park.

Steve Maritime, Miami. Still photography for Back Embrace photoshoot. Crandon Park Tennis Center.

New York Film Academy, New York. Student project for Alone. Doral Downtown Park.

Crawford Entertainment, Lake Mary, FL. Television Series for Flip My Florida Yard. Swale parking.

NBCUniversal Media, New York. Television series for Armas De Mujer. Port of Miami.

Sharp Entertainment, New York. Television series for 90 Day Fiancé. Booby Trap, South Pointe Beach.