

# BankUnited Center

## Market Profile

2014-15



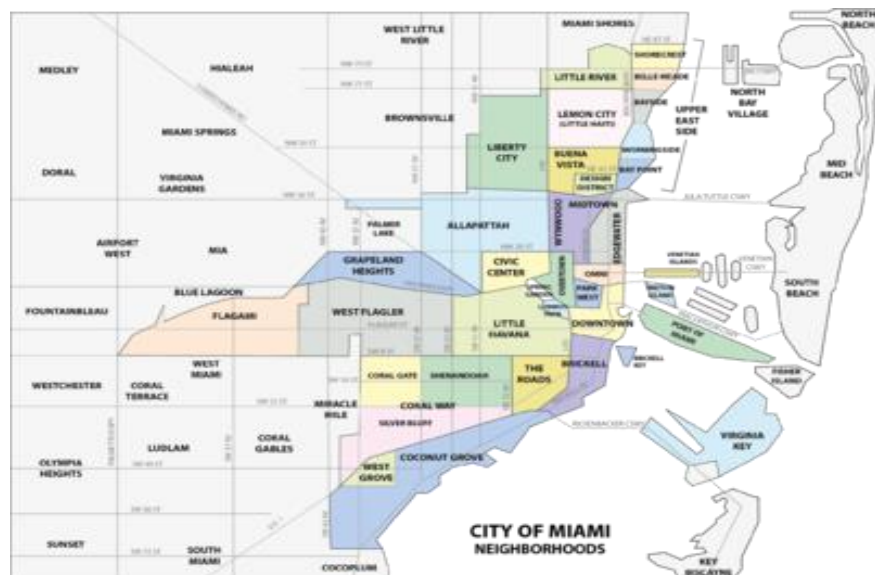
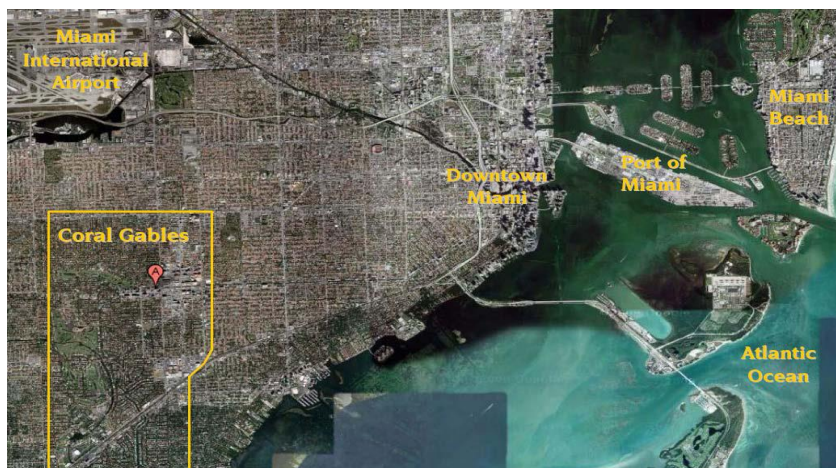
# Table of Contents

Our Market	Page 3
Demographic Profile	Page 4
Notable Events	Page 5
Notable Locations/Venues	Page 6
General Information	Page 7
The Greater Miami Convention & Visitors Bureau	Page 7
The Coral Gables Chamber of Commerce	Page 7
The Miami-Dade Sports Commission	Page 7
Local Charities	Page 8
Media	Page 9
Print	Page 9
Radio	Page 11
Television	Page 13
Cable	Page 15
Outdoor	Page 17
Facility Information	Page 17
About the BankUnited Center	Page 17
Competitive Indoor/Outdoor Facilities	Page 18
Introduction to the City of Coral Gables	Page 19
Map	Page 19
Location/Transportation	Page 20
Local Economy	Page 20
Education	Page 22
Universities	Page 23
Major Retailers/Businesses	Page 23
In-House Marketing Services	Page 27
On Campus Marketing	Page 27
In-Venue Advertising	Page 29

# Our Market

The BankUnited Center is located on the campus of the University of Miami in Coral Gables, FL, which is 5 miles southwest of Downtown Miami. In the past three decades, the city, known as “*The City Beautiful*” has experienced healthy growth, which has bolstered the economic base. Today, Coral Gables is home to approximately 155 multinationals and 22 consulates and trade offices. It is also known as the “*Fine Dining Capital of South Florida*” and has the highest concentration of live theater in Miami-Dade County. Growth in the commercial sector has brought a wealth of new activities for residents, including nighttime entertainment, live music, casual and fine dining, and new retail options.

Miami-Dade County, in which Coral Gables is located, is the most populous county in the state of Florida and the eighth most populous county in the United States.



# Demographic Profile

## Miami-Dade County

### Miami-Dade Foreign Born Population

	2000	2007	2011
Total population	2,253,362	2,387,170	2,554,766
Foreign born	1,147,765	1,203,551	1,318,529
% of Total Population	50.9%	50.4%	51.6%

Data Source: Decennial Census, American Community Survey.

### Hispanic or Latino and Race

Total population	Population	Perct.
<b>Total population</b>	<b>2,554,766</b>	<b>100%</b>
Hispanic or Latino (of any race)	1,648,630	64.5%
Cuban	893,628	35.0%
Puerto Rican	94,033	3.7%
Mexican	60,070	2.4%
Other Hispanic or Latino	600,899	23.5%
Not Hispanic or Latino	906,136	35.5%

### Hispanic or Latino Population

<b>Hispanic or Latino (of any race)</b>	<b>1,648,630</b>	<b>100%</b>
White	1,511,284	91.7%
Black or African American	47,848	2.9%
American Indian and Alaska Native	2,825	0.2%
Asian	1,744	0.1%
Some other race	65,807	4.0%
Two or more races	19,122	1.2%

Data Source: 2011 American Community Survey 1-Year Estimates.

### Miami-Dade Households & Family Types

	Population	Perct.
<b>HOUSEHOLDS BY TYPE</b>		
<b>Total households</b>	<b>818,297</b>	<b>100%</b>
Family households (families)	556,127	68.0%
Nonfamily households	262,170	32.0%
Average household size	3.07	-
Average family size	3.77	-
Family households (families)	556,127	100%
With own children under 18 yrs	233,731	42.0%
Married-couple family	358,383	64.4%
With own children under 18 yrs	144,969	26.1%
Male householder, no wife	52,165	9.4%
With own children under 18 yrs	17,651	3.2%
Female householder, no husband	145,579	26.2%
With own children under 18 yrs	71,111	12.8%
Households with one or more people under 18 years	271,477	48.8%
Households with one or more people 65 years and over	238,695	42.9%

Data Source: 2011 American Community Survey 1-Year Estimates.

### Key Miami-Dade Population Characteristics - 2011

	Population	Percent
<b>Total population</b>	<b>2,554,766</b>	<b>100%</b>
Hispanic or Latino (of any race)	1,648,630	64.5%
Not Hispanic or Latino	906,136	35.5%
White	407,706	16.0%
Black or African American	437,737	17.1%
Asian alone	37,683	1.5%
All Others (Including 2 or more races)	23,010	0.9%
Male	1,241,806	48.6%
Female	1,312,960	51.4%
Under 18 years	547,017	21.4%
Under 5 years	151,906	5.9%
18-24 years	254,014	9.9%
25 to 64 years	1,389,605	54.4%
65 years and over	364,130	14.3%
85 years and over	52,190	2.0%
Median Age	38.6	--

Data Source: 2011 American Community Survey 1-year Estimates.





# Notable Events



## ART DECO WEEKEND JANUARY

Explore the heart of the Art Deco Historic District in January with more than 80 planned events, including art exhibits, parades & culinary offerings.



## COCONUT GROVE ARTS FESTIVAL FEBRUARY

This three-day festival showcases the works of over 380 of the finest artists and craftsmen in the world.



## MIAMI INTERNATIONAL BOAT SHOW FEBRUARY

The Boat Show takes place in multiple venues around Miami. Every February see what's new in the boating industry.



## CARNAVAL & CALLE OCHO FESTIVAL MARCH

Carnaval in Miami is more than just a street fair. It's a celebration of Miami's Latin community in Coral Gables and Little Havana.



## SONY OPEN TENNIS MARCH

The Sony Open Tennis brings the greatest tennis players in the world to Miami every March.



## WINTER MUSIC CONFERENCE MARCH

Held in March, WMC is a gathering that draws international talent and sets the stage for what's to come in the Electronic Music Scene.



## GREAT TASTE OF THE GROVE FOOD & WINE FESTIVAL APRIL

Eat, drink, rock and stroll at this annual food and wine festival in April in Coconut Grove.



## MIAMI FASHION WEEK MAY

Hosted in May, it's the only fashion week that's dedicated to resort and pre-spring collections.



## MERCEDES BENZ FASHION WEEK SWIM JULY

Held in July, Mercedes-Benz Fashion Week Swim provides a world-class runway platform for designers to launch swimwear and resort collections.



## GREAT GROVE BED RACE NOVEMBER

In early November, Coconut Grove holds the funniest and most fun high-speed race around -- on homemade beds.



## NASCAR FORD CHAMPIONSHIP WEEKEND NOVEMBER

All three of NASCAR's premier racing series crown Champions during Ford Championship Weekend in November.



## ART BASEL MIAMI BEACH DECEMBER

The art world comes together for Art Basel Miami in December, where contemporary and modern work is celebrated Miami-style.



## MARTIN LUTHER KING JR. DAY PARADE JANUARY

Parade goes honor Martin Luther King Jr. and remember the civil rights movement in Liberty City on Dr. King's birthday in January.



## MIAMI MARATHON AND HALF MARATHON FEBRUARY

Miami's premier marathon and half marathon gets bigger each year. Run in sunny February on a scenic route.



## FOOD NETWORK SOUTH BEACH WINE & FOOD FESTIVAL FEBRUARY

Widely recognized as America's most prestigious gourmet gathering, this star-studded four-day event held in February is a must on the to-do list.



## FUNKSHION FASHION WEEK MARCH, JULY & OCTOBER

Funkshion, held in March, July and October, is a four-day long platform for innovative designers emerging on the international fashion scene.



## ULTRA MUSIC FESTIVAL MARCH

ULTRA brings together more than 55,000 electronic music fans to party to the biggest DJs in the world.



## MIAMI BEACH GAY PRIDE WEEK APRIL

Celebrate Gay Pride with 80,000 of your closest friends on Miami Beach in mid-April. Festivities include a parade and more.



## MIAMI BEACH POLO WORLD CUP APRIL

One of the highlights of Miami's social calendar at the end of April, it's a scenic and exciting way to catch a match.



## AQUA GIRL MAY

Join thousands of LGBT women in May for 14 spectacular cultural events and parties on the sexy shores of Miami Beach.



## MIAMI BROWARD ONE CARNIVAL OCTOBER

Get ready to party with costume, pageantry, music & culture of the Caribbean in October.



## MIAMI INTERNATIONAL AUTO SHOW NOVEMBER

Attend one of the world's most prominent car shows, which is hosted every November and features the latest models from top auto manufacturers.



## MIAMI BOOK FAIR INTERNATIONAL NOVEMBER

Readers, writers and book lovers descend to Miami for the Miami Book Fair International, an eight-day literary party in November.



## KING MANGO STRUT PARADE DECEMBER

King Mango Strut, a satirical parade, is a kooky event that takes place every year in Coconut Grove on December 29th.

# Notable Locations

## ***Miami Seaquarium***

4400 Rickenbacker Causeway  
Key Biscayne, FL 33149  
(305) 361-5705  
<http://miamiseaquarium.com/>

## ***Miami Science Museum***

3280 South Miami Avenue  
Miami, FL 33129  
305-646-4200  
[www.miamisci.org](http://www.miamisci.org)

## ***Miami Children's Museum***

980 Macarthur Causeway  
Miami, Florida 33132  
305-373-5437  
[www.miamichildrensmuseum.org](http://www.miamichildrensmuseum.org)

## ***Zoo Miami***

1 Zoo Boulevard  
12400 SW 152 Street  
Miami, FL 33177  
305-255-5551  
[www.miamimetrozoo.com](http://www.miamimetrozoo.com)

## ***Jungle Island***

111 Parrott Jungle Trail  
Miami, FL 33132  
305-400-700  
[www.jungleisland.com](http://www.jungleisland.com)

# General Information

## **The Greater Miami Convention & Visitors Bureau:**

The Greater Miami Convention & Visitors Bureau (GMCVB) is the official sales and marketing organization for Greater Miami and the Beaches. They offer complete Miami vacation information including attractions, events, clubs, accommodations and much more with their online Miami tourism guide.

<http://www.miamiandbeaches.com>

## **The Coral Gables Chamber of Commerce:**

The Coral Gables Chamber of Commerce's mission is to foster and enhance the economic interests and quality of life of the Coral Gables community. Created in 1925 by Coral Gables founder George E. Merrick, the Chamber is comprised of businesses and professionals whose goal is to expand the economy of the area. The Chamber hosts a variety of events each month, creating an opportunity for business leaders to network, connect and strengthen relationships.

<http://coralgableschamber.org>

## **The Miami-Dade Sports Commission:**

The Miami-Dade Sports Commission was created by the Miami-Dade County Board of County Commissioners as a public-private 501(c)(3) nonprofit organization in 2003, and opened for business in April of 2004. The Sports Commission promotes youth, amateur and professional sports in Miami-Dade County, and works to secure sports events that will generate economic impact for the community. Since beginning full operation in 2004, the Miami-Dade Sports Commission has secured over 125,000 room nights, \$150 million in economic impact, and more than 50 events, including the 2005 & 2006 FHSAA Football Finals, the 2006 Florida's Sunshine State Games, the 2007 US Fencing Summer Nationals, the 2009 NCAA Division I Men's Basketball Regional, and the 2009 USA Volleyball Girls Junior Olympic Championships.

The Miami-Dade Sports Commission also creates community events that focus on the importance of healthy and active lifestyles for all ages. These events include the Miami-Dade Senior Games, reaching out to athletes over the age of 50, and Olympic Day which promotes sportsmanship, teamwork and the Olympic spirit to our youth.

The Miami-Dade Sports Commission is also one of only ten communities to be a proud partner of the United States Olympic Committee's Community Partner Program.

<http://www.miamisports.org>

## **Local Charities:**

### ***American Red Cross South Florida Region***

335 SW 27<sup>th</sup> Ave

Miami FL 33135

P: 305-644-1200

<http://www.southfloridaredcross.org>

### ***Camillus House***

336 NW 5th St

Miami, FL 33128

P: 305 374-1065

[www.camillus.org](http://www.camillus.org)

### ***Habitat for Humanity of Greater Miami***

3800 NW 22<sup>nd</sup> Ave

Miami, FL 33142

P: 305-634-3628

[www.miamihabitat.org](http://www.miamihabitat.org)

### ***United Way Miami-Dade***

3250 SW 3<sup>rd</sup> Ave

Miami, FL, 33129

P: 305-860-3000

[www.unitedwaymiami.org](http://www.unitedwaymiami.org)

### ***Boys and Girls Club of Miami***

Kendall Club

9475 SW N. Kendall Drive

Miami, FL 33176

P: 305-279-3013

[www.bgcmia.org](http://www.bgcmia.org)

### ***Big Brothers Big Sisters of Greater Miami***

701 SW 27<sup>th</sup> Ave #800

Miami, FL 33135

P: 305-644-0066

[www.wementor.org](http://www.wementor.org)

### ***Ronald McDonald House of South Florida***

1145 NW 14<sup>th</sup> Terrace

Miami, FL 33136

P: 305-325-8369

[www.rmhchsouthflorida.org](http://www.rmhchsouthflorida.org)



# Media

## Print

### *Newspapers:*

#### **The Miami Herald**

The Miami Herald is a Daily newspaper and is the largest in South Florida, serving Miami-Dade, Broward County and Monroe County, and circulates throughout Latin America and the Caribbean as well. The newspaper averages 88 pages daily and 212 pages Sunday. *The Miami Herald's* coverage of Latin American and Hispanic affairs is widely considered among the best of U.S. newspapers.

*Circulation:*     141,188 Daily  
                             197,243 Sunday

#### **El Nuevo Herald**

For daily newspapers, El Nuevo Herald is the United States' biggest Spanish-language Sunday paper and the second-largest daily. El Nuevo Herald carries an extraordinary sphere of influence in Latin America and the Caribbean for its groundbreaking news.

*Circulation:*     52,586 Daily  
                             67,752 Sunday

#### **The Sun-Sentinel**

The Sun Sentinel is the main daily newspaper of Fort Lauderdale, Florida and all of Broward County, but circulates throughout all of South Florida. The Sun Sentinel publishes various websites including SunSentinel.com, SouthFlorida.com, SouthFloridaParenting.com, CityLinkMix.com, and TeenlinkSouthFlorida.com. Its website has news video from two South Florida television stations: West Palm Beach's NBC affiliate WPTV and WSFL-TV, the Miami and Fort Lauderdale CW affiliate. The paper emphasizes providing local news, through its Community News and Local sections.

*Circulation:*     166,996 Daily  
                             239,605 Sunday

## **Miami New Times**

The Miami New Times is a free weekly newspaper published in Miami and distributed every Thursday. It primarily serves the Miami area and targets a younger, edgy demographic.

*Circulation:* 69,500 Weekly

## **South Dade News Leader**

South Dade News Leader is a newspaper in Homestead, Florida covering local news, sports, business, jobs, and community events. The newspaper is published once a week on Friday and mainly covers South Dade County, from South Miami to Florida City.

*Circulation:* 24,000 Weekly

## **Miami's Community Newspapers**

Community Newspapers drives sales messages to specific communities of Miami. The message is available in print, online, as a retail message, business directory message, or as an editorial business profile.

*Papers:*

Aventura News  
Brickell News  
Coral Gables News  
Cutler Bay News  
Doral News  
Homestead News  
Kendall Gazette  
Miami Beach News  
Miami Gardens News  
North Miami News  
Opa Locka News  
Palmetto Bay News  
Pinecrest Tribune  
South Miami News  
Sunny Isles News  
West Park News

## *Magazines:*

### **South Florida Parenting Magazine**

South Florida Parenting Magazine is a magazine in Fort Lauderdale, Florida covering parenting society and culture. It is a free monthly publication for families in Broward, Miami-Dade and Palm Beach counties.

*Circulation:* 90,000 Monthly

### **Miami Family Magazine**

Miami Family Magazine targets upper-income families who are in the midst of the highest spending period of their lives. Since over 90 percent of their readers are women 25-45, Miami Family Magazine is perfectly positioned to assist moms as they manage their hectic and often stressful days. They help guide them in their buying decisions through advertising and editorial—offering articles on how to parent more effectively, manage time and stress, choose schools, keep healthy, have fun, and everything else in between. The magazine provides free, closely controlled, distribution at over 800 outlets reaching nearly 100,000 families throughout Greater Miami. Parents pick them up where they are readily available in locations which they frequent.

*Circulation:* nearly 200,000 families monthly

*Distribution Centers:*

Private Schools – Public Schools – Magnet Schools – Charter Schools – Public Libraries – Pre-schools – Day Care Centers – Hospitals – Pediatrician's Offices – OB/GYN Offices – Pediatric Dentists and Orthodontists – Tutoring Centers – YMCAs – Home Schooling Centers – Fitness Centers – JCCs – Local Attractions Pharmacies – Book Stores – Family Restaurants – Children's Retail – Major Employers – Churches – Synagogues – Recreation Centers – After-School Activities – Our Advertisers – Community Events

### **The Flyer Clipper Magazine**

For 50 years, the Original PennySaver (partnered with the Flyer) has been connecting buyers and sellers and bringing the best local values to its readers.

*Circulation:* nearly 100,000 households weekly

# Radio

## Beasley Broadcasting

Station	Format	Audience
99.9 Kiss Country (WKIS-FM)	Country	Male/Female 18-49
Power 96.5 (WPOW-FM)	Urban	Male/Female 18-34
WQAM 560 (WQAM-FM)	Sports Talk	Male 25-54

## Clear Channel Radio

Station	Format	Audience
93.5 - "The Bull, New Hit Country"	Country	Male/Female 18-49
Y100.7 (WHYI-FM)	Adult Top 40	Adults 18-34/Women 18-49
Mega 94.9 (WMGE-FM)	Spanish Contemporary	Hispanics 18-34
Big 105.9 (WBGG-FM)	Classic Rock	Adults/Males 25-54
News Radio 610 (WIOD-AM)	News/Talk	Adults 25-54/Males 35-64
93.9 Move to the Music (WMIA-FM)	Rhythmic Adult Contemporary	Women 25-49
103.5 SHE (WSHE-FM)	Adult Variety	Adults 25/54
940 The Sports Animal (WINZ-AM)	Sports	Males 25-54

## Lincoln Financial Media

Station	Format	Audience
101.5 Lite FM (WLYF-FM)	Adult Contemporary	Adults 25-54/Women 25-49
Majic 102.7 (WMXJ-FM)	Oldies	Adults 25-49
790 The Ticket (WAXY-AM)	Sports Talk Radio	Males 25-54

### Cox Radio

Station	Format	Audience
Hot 105 (WHQT-FM)	R&B Hits and Oldies	Adults 25-54
Easy 93.1 (WFEZ-FM)	Soft Adult Contemporary	Adults 35-64
97.3 The Coast (WFLC-FM)	Adult Contemporary	Women 25-49
99 JAMZ (WEDR-FM)	Urban	Adults 18-34

### SBS Radio (Hispanic Formats)

Station	Format	Audience
El Zol 95.7 (WXDJ-FM)	Tropical Music	Hispanic 18-34/25-54/35-64
DJ 106.7 (WRMA-FM)	Today's Hits	Adults (H) 25-54/Women (H) 25-54 and 18-49
Clásica 92.3 (WCMQ-FM)	Classic Hits from the 70s, 80s, 90s	Adults (H) 25-54/35-64

### Univision Radio Network (Hispanic Formats)

Station	Format	Audience
Amor 107.5 (WAMR-FM)	Spanish Adult Contemporary	Women (H) 25-49
Radio Mambi 710 (WAQI-AM)	Spanish News/Talk	Adults (H) 25-54/Males (H) 35-64
La Voz de Miami 1140 (WQBA-AM)	Spanish Talk	Adults (H) 25-54
Mix 98.3 (WRTO-FM)	Spanish Tropical	Hispanic 18-34/25-54/35-64



# Television

## *Networks*

### **WPLG (ABC)**

*Daytime:* Good Morning America, Live with Kelly and Michael, Dr. Oz, The View, The Chew, Revolution, Judge Judy, General Hospital,

*Prime Access:* World News with Diane Sawyer, Wheel of Fortune, Jeopardy

*Primetime:* Last Man Standing, Scandal, Modern Family, Dancing with the Stars, Castle, Revenge, Grey's Anatomy, Once Upon a Time, 20/20, The Bachelor/The Bachelorette, Night Line, Jimmy Kimmel Live, Wipeout, Suburgatory, The Taste, The Quest, Resurrection, Nashville, Rookie Blue, Shark Tank, Black Box, The Goldbergs, Celebrity Wife Swap, Angels of Shield, Mistress, Motive, NY Med

### **WTVJ (NBC)**

*Daytime:* The Today Show, Ellen, Access Hollywood Live, Days of Our Lives, The People's Court, The Nate Berkus Show

*Prime Access:* Access Hollywood

*Primetime:* Chuck, Biggest Loser, Parenthood, Grimm, The Voice, Community, Parks and Recreation, Dateline, The Tonight Show with Jimmy Fallon, Late Night with Seth Meyers, Last Call with Carson Daly, About a Boy, American Ninja Warrior, Law and Order, America's got talent, Believe, SNL, Blacklist, Chicago Fire, Chicago PD, Crisis, Hannibal, Dracula

### **WFOR (CBS)**

*Daytime:* CBS This Morning, The Price is Right, Rachael Ray, Let's Make a Deal, The Young and the Restless, The Bold and the Beautiful, The Talk, The Doctors

*Prime Access:* Entertainment Tonight, The Insider

*Primetime:* How I Met Your Mother, Two and a Half Men, Hawaii Five-O, The Amazing Race, Survivor, Undercover Boss, The Good Wife, NCIS, NCIS Los Angeles, Unforgettable, Criminal Minds, CSI, The Big Bang Theory, Blue Bloods, 48 Hours, Two Broke Girls, 60 Minutes, Bad Teacher, Big Brother, Extant, Elementary, Mentalist, Mike and Molly, NCIS: New Orleans, Person of Interest, Reckless

## **WSVN (FOX)**

*Daytime:* Family Feud, Who Wants to be a Millionaire, In the Heat of the Night, Matlock, Divorce Court

*Prime Access:* Deco Drive, Inside Edition

*Primetime:* American Idol, Kitchen Nightmares, Family Guy, The Simpsons, Bob's Burgers, American Dad, Hell's Kitchen, Hotel Hell, Master Chief, The Mindy Project, New Girl, Sleepy Hollow, Animation Domination, Bones, So You Think You Can Dance?, The Following

## **WSFL (The CW)**

*Syndicated Daytime:* Family Guy, Two and a Half Men, American Idol Rewind, The Simpsons, Seinfeld, Everybody Loves Raymond, Malcolm in the Middle, Sex and the City, Friends, Will & Grace

*Primetime:* America's Next Top Model, The Carrie Diaries, Nikita, Vampire Diaries, Beauty and the Beast, Entourage (syndicated), Curb Your Enthusiasm (syndicated), Whose Line Is It Anyway, Heart of Dixie, Famous in 12

## **WBFS (My 33)**

*Daytime:* America's Funniest Home Videos, Dr. Phil, Anderson, Judge Joe Brown, America's Court with Judge Ross, Judge Alex, The Jeremy Kyle Show, Cheaters, Wendy Williams

*Evening Syndicated:* Tyler Perry's House of Payne, Tyler Perry's Meet the Browns, The New Adventures of Old Christine, How I Met Your Mother, TMZ, The Office, Smarter Than a 5<sup>th</sup> Grader, Burn Notice, George Lopez, King of the Hill, Monk, My Name is Earl, My Wife and Kids, The Cosby Show

## **WLTV 23 (Univision)- Hispanic Programming**

## **WAMI 69 (Telefutura)- Hispanic Programming**

## **WSCV 51 (Telemundo)- Hispanic Programming**

## *Cable*

### **Comcast Spotlight**

**A&E** - Adults 25-54 (40M/60F)  
**ABC Family** – Adults 18-49 (40M/60F)  
**American Movie Classics-** Adults 25-54 (52M/48F)  
**Animal Planet-** Adults 18-54 (62M/38F)  
**Adult Swim-** Adults 18-54 (62M/40F)  
**BBC America-** Adults 25-54 (50M/50F)  
**BET** – Adults 18-34 (45M/55F)  
**Bio** – Adults 25-54 (45M/55F)  
**Bravo-** Adults 18-54 (45M/55F)  
**Comedy Central-** Adults 18-49 (60M/40F)  
**Country Music Television (CMT)-** Adults 18-54 (53M/47F)  
**Cartoon Network** – Adults 18-49 (49M/51F)  
**CNBC** – Adults 25-54 (53M/47F)  
**CNN** – Adults 18-54 (53M/47F)  
**CNN en Español-** Adults 35-54 (52.7M/47.3F)  
**Comcast SportsNet (CSS)** – Men 18-54 (75M/25F)  
**Discovery Channel** – Adults 25-54 (67M/33F)  
**Do It Yourself (DIY)** – Adults 35-54 (53.1M/46.9F)  
**E! Entertainment Television** – Adults 18-49 (49M/51F)  
**ESPN** – Males 18-54 (69M/31F)  
**ESPN2** – Males 18-34 (76M/24F)  
**ESPN Deportes-** Hispanics 35-54 (71.7M/28.3F)  
**ESPN Classic** – Males 18-54 (70M/30F)  
**ESPN News** – Males 18-64 (70M/30F)  
**Food Network** – Adults 25-54 (41M/59F)  
**FOX News** – Adults 25-64 (54M/46F)  
**FSN (Florida Sports Network)-**Adults 18-49 (73M/27F)  
**FX** – Adults 18-49 (60M/40F)  
**G4 Tech TV** – Men 18-34 (70M/30F)  
**Galavision-** Hispanics 55+ (39.1M/60.9F)  
**Go!TV-** Males 35-54 (73.1M/26.9F)  
**Golf Channel-** Males 25-64 (71M/29F)  
**GSN** – Adults 25-54 (35M/65F)  
**Hallmark Channel** – Females 25-54 (35M/65F)  
**HGTV-** Females 25-54 (39M/61F)  
**History Channel-** Adults 25-54 (63M/37F)  
**The History Channel en Español-** Adults 35-54 (58.4M/41.6F)  
**History International-** Males 25-54 (70M/30F)  
**CNN Headline News-** Adults 18-54 (58.4M/41.6F)  
**Lifetime-** Females 18-54 (27M/73F)  
**Lifetime Movie Network (LMN)-**Females 18-54 (25M/75F)  
**Military Channel-** Adults 35+ (58.4M/41.6F)  
**MSNBC-** Adults 25-54 (53M/47F)  
**MTV-** Young Adults 18-34 (51M/49F)  
**MTV2-** Young Adults 18-34 (53.7M/46.3F)  
**MTV Tr3s-** Young Hispanics 12-34 (51.8M/48.2F)

**Mun2**- Young Hispanics 18-34 (54.5M/45.5F)  
**Nick at Nite**- Young Adults 18-34 (45M/55F)  
**NFL Network**- Males 35-54 (74.4M/25.6F)  
**The National Geographic Channel**- Adults 35+ (57.6M/42.4F)  
**Nickelodeon**- Young Adults 2-49 (39M/61F)  
**Oxygen Network**- Females 18-49 (32M/68F)  
**OWN**- Females  
**Sci Fi**- Adults 18-54 (58M/42F)  
**Spike**- Males 18-49 (68M/32F)  
**The Style Network**- Females 18-34 (20M/80F)  
**SUN Sports**- Males 18-54 (86M/14F)  
**Canal Sur**- Hispanics 35-54 (51.5M/48.5F)  
**TBS**- Adults 18-54 (54M/46F)  
**TLC**- Adults 25-54 (46M/54F)  
**TNT**- Adults 18-54 (53M/47F)  
**Travel Channel**- Adults 25-54 (53M/47F)  
**TruTV**- Males  
**TV Guide Channel**- Adults 12-49 (43M/57F)  
**TV Land**- Adults 25-54 (48M/51F)  
**TV One**- African American Adults 25-54 (38.3M/61.7F)  
**USA**- Adults 18-54 (53M/47F)  
**VH1**- Adults 18-54 (52M/48F)  
**Versus**- Males 18-49 (75M/25F)  
**The Weather Channel**- Adults 18-54 (51M/49F)  
**WAPA-TV**- Hispanic Adults

## Outdoor

Outdoor Company	Type of Billboard
Clear Channel Outdoors	Digital Billboards, Static Billboards
CBS Outdoors	King Bus Sides (CBS Outdoor Exclusive Outlet for Bus Sides in Miami Market)

# Facility Information

## About the BankUnited Center:

The BankUnited Center (BUC) is a 200,000 square foot, 8,000+ seat multipurpose entertainment facility managed by Global Spectrum located in the heart of beautiful Coral Gables, Florida on the University of Miami Campus. Opening its doors in January 2003, the event represented the first time a mid-size venue had opened south of downtown in Miami-Dade County. Currently, the BUC remains the largest facility of its kind south of Downtown Miami.

Since its opening, the BUC has hosted a number of memorable events and sold-out shows, including Green Day, Coldplay, John Mayer, Drake, The Fray, and Barry Manilow, as well as, being the setting for televised events and award shows such as the 2004 Presidential Debates, Unplugged featuring Ricky Martin and Thalia, Premio Lo Nuestro, Premios Juventud, Billboard's Latin Music Awards, and most recently The X Factor. The venue has also welcomed world-renowned figures and politicians, including His Holiness the Dalai Lama, former President Bill Clinton, current President Barack Obama, Secretary of State Hillary Clinton, and Senator John McCain.

The BUC also plays host to the UM Men's and Women's Division I NCAA basketball teams and is flexible enough to accommodate other sporting events such as cheerleading, volleyball, and karate among others.

The ability to host such large-scale events is augmented by the BUC's flexibility to accommodate smaller events in its Hurricane 100 Room located within the venue itself. This room can accommodate business meetings, trade shows and banquets with space from 2 to 250. With state-of-the-art technology including the most advanced projection systems, plasma televisions, and sound systems, the venue is equipped to fulfill every clients needs.

The latest addition to the BankUnited Center Complex, the Fieldhouse located adjacent to the venue, has been utilized for various catering events, from University receptions to Commencement lineups, corporate meetings, cocktail parties, after-show parties, lecture series, press conferences, as well as, cheerleading and karate competitions.

## Competitive Indoor Facilities:

*James L. Knight Center*- Seats 4,646 and is located in Downtown Miami. This venue is also managed by Global Spectrum

- Website: [www.jlkc.com](http://www.jlkc.com)

*AmericanAirlines Arena*- Seats 19,000 and is located in Downtown Miami. Home to the Miami Heat.

- Website: [www.aaarena.com](http://www.aaarena.com)

*The Fillmore Miami Beach/Jackie Gleason Theatre*- Seats 2,700 and is located in Miami Beach. This venue is managed by Live Nation Entertainment.



- Website: [www.fillmoremb.com](http://www.fillmoremb.com)

*Adrienne Arsht Center*- This performing arts center seats up to 2,400 and is located in Downtown Miami

- Website: [www.arshtcenter.org](http://www.arshtcenter.org)

*Hard Rock Live*- Seats 5,500 and is located at the Seminole Hard Rock Casino in Hollywood, Florida

- Website: [www.hardrocklivehollywoodfl.com](http://www.hardrocklivehollywoodfl.com)

*Arena at the Don Taft University Center*- Seats 4,500 and is located on the campus of Nova Southeastern University

- Website: [www.nova.edu/overview/universitycenter.html](http://www.nova.edu/overview/universitycenter.html)

*BB&T Center*- Seats 19,000 and is located in Sunrise, Florida. Home to the Florida Panthers.

- Website: [www.thebbtcenter.com](http://www.thebbtcenter.com)

*Broward Center for the Performing Arts*- This performing arts center seats up to 2,400 and is located in Las Olas in Fort Lauderdale, Florida.

- Website: [www.browardcenter.org](http://www.browardcenter.org)

## **Competitive Outdoor Facilities:**

*Sun Life Stadium*- Has 76,000 fixed seats and is managed and operated by Live Nation Entertainment.

- Website: [www.bayfrontparkmiami.com/pages/park.html](http://www.bayfrontparkmiami.com/pages/park.html)

*Klipsch Amphitheater at Bayfront Park*- Has 1,000 fixed seats (plus lawn seating) and is managed and operated by Live Nation Entertainment.

- Website: [www.bayfrontparkmiami.com/pages/park.html](http://www.bayfrontparkmiami.com/pages/park.html)

*Mizner Park Amphitheater*- Seats 5,000 (fixed seating plus lawn seating) and is located within Mizner Park in Boca Raton, Florida.

- Website: [www.ci.boca-raton.fl.us/mizneramphi](http://www.ci.boca-raton.fl.us/mizneramphi)

*Cruzan Amphitheater*- Seats 18, 900 (fixed seating plus lawn seating) and is located in West Palm Beach, Florida. This venue is managed and operated by Live Nation Entertainment.

- Website: [www.livenation.com/Cruzan-Amphitheatre-tickets-West-Palm-Beach/venue/106578](http://www.livenation.com/Cruzan-Amphitheatre-tickets-West-Palm-Beach/venue/106578)

*Miami Marlins Ballpark*- This brand-new indoor/outdoor baseball stadium in Miami is the new home to the Miami Marlins and seats 37,000.

- Website: [http://florida.marlins.mlb.com/mia/ballpark/new\\_ballpark\\_index.jsp](http://florida.marlins.mlb.com/mia/ballpark/new_ballpark_index.jsp)

# Introduction to the City of Coral Gables

## Map:



## Location/Transportation:

The BankUnited Center is located 5 miles south of downtown Miami. The arena is easily accessible to patrons by public bus or metro rail line that drops them off right at the front entrance. Additionally, parking is provided in well-lit garages and open lots, which are maintained by the University of Miami.

## Metrorail Map

The 22 accessible Metrorail stations are about one mile apart, providing easy access for bus riders, pedestrians, and passengers being dropped off and picked up.



### Stations

[Palmetto](#)  
[Okeechobee](#)  
[Hialeah](#)  
[Tri-Rail](#)  
[Northside](#)  
[Dr. Martin Luther King Jr. Plaza](#)  
[Brownsville](#)  
[Earlington Heights](#)  
[Allapattah](#)  
[Santa Clara](#)  
[Civic Center](#)  
[Culmer](#)  
[Historic Overtown/Lyric Theatre](#)  
[Government Center](#)  
[Brickell](#)  
[Vizcaya](#)  
[Coconut Grove](#)  
[Douglas Road](#)  
[University](#)  
[South Miami](#)  
[Dadeland North](#)  
[Dadeland South](#)

## Local Economy:

# Community Profile

City budget and taxes	2013 Local property taxes	Total assessed value of property in the City
2013-2014 Fiscal City Budget: \$194,014,456	Municipal Millage Rate: 5.629 Total Millage Rate: 19.8495	\$13.956 billion

## Demographic Comparison: 2014 Estimates

	Coral Gables	Miami Beach	Miami-Dade County
Population*	49,411*	91,073	2,641,834
Households	18,780	49,126	919,728
Population Growth Projection (2014-2019)	6.01%	5.48%	7.21%
Average Household Size	2.36	1.83	2.83
Median Household Income	\$66,466	\$38,390	\$40,804
Average Household Income	\$114,926	\$69,344	\$60,780
Median Age Total Population	39.5	42.1	39
Income less than \$ 15,000	13.33%	20.93%	18.72%
Income \$ 15,000 - 24,999	10.11%	14.06%	13.95%
Income \$ 25,000 - 34,999	7.82%	12.00%	11.99%
Income \$ 35,000 - 49,999	11.01%	13.30%	13.78%
Income \$ 50,000 - 74,999	11.73%	13.40%	16.18%
Income \$ 75,000 - 99,999	8.36%	7.49%	9.58%
Income \$ 100,000 - 124,999	7.20%	5.15%	5.76%
Income \$ 125,000 - 149,999	5.61%	3.36%	3.03%
Income \$ 150,000 - 199,999	7.88%	3.37%	3.30%
Income \$ 200,000 - 499,999	3.80%	1.63%	1.16%
Income \$ 250,000 - 499,999	8.44%	3.43%	1.83%
Income \$ 500,000 and more	4.71%	1.87%	0.71%

Sources unless noted: Nielsen

\*U.S. Census Bureau



## Local Age Distribution:

Description of Demographic Segment	City of Coral Gables		Miami-Dade County	
	Total	%	Total	%
<b>2014 Est. Population by Age</b>				
Age 0 - 4	2,223	4.55	152,940	5.79
Age 5 - 9	2,356	4.83	152,714	5.78
Age 10 - 14	2,550	5.22	152,871	5.79
Age 15 - 17	1,528	3.13	101,265	3.83
Age 18 - 20	4,409	9.03	102,702	3.89
Age 21 - 24	3,456	7.08	144,217	5.46
Age 25 - 34	5,263	10.78	364,329	13.79
Age 35 - 44	5,851	11.98	374,515	14.18
Age 45 - 54	6,845	14.02	394,212	14.92
Age 55 - 64	6,149	12.59	310,278	11.74
Age 65 - 74	4,440	9.09	210,501	7.97
Age 75 - 84	2,451	5.02	127,653	4.83
Age 85 and over	1,301	2.66	53,637	2.03
Age 16 and over	41,204	84.40	2,150,051	81.38
Age 18 and over	40,165	82.27	2,082,044	78.81
Age 21 and over	35,756	73.24	1,979,342	74.92
Age 65 and over	8,192	16.78	391,791	14.83
<b>2014 Est. Median Age</b>	<b>39.5</b>		<b>39.0</b>	
<b>2014 Est. Average Age</b>	<b>40.4</b>		<b>39.4</b>	

## Local Education: Coral Gables statistics

	CG TOTAL / CG %		MIAMI-DADE TOTAL / M-D %	
<b>2014 Est. Pop Age 15+ by Marital Status</b>	<b>41,693</b>		<b>2,183,309</b>	
Total, Never Married	16,071	38.55	789,927	36.18
Males, Never Married	8,261	19.81	422,421	19.35
Females, Never Married	7,810	18.73	367,506	16.83
Married, Spouse present	17,340	41.59	808,322	37.2
Married, Spouse absent	1,987	4.77	182,315	8.35
Widowed	2,269	5.44	138,511	6.34
Males Widowed	354	0.85	25,594	1.17
Females Widowed	1,915	4.59	112,917	5.17
Divorced	4,026	9.66	264,234	12.10
Males Divorced	1,288	3.09	104,403	4.78
Females Divorced	2,738	6.57	159,831	7.32
<b>2014 Est. Pop. Age 25+ by Edu. Attainment</b>	<b>32,300</b>		<b>1,835,125</b>	
Less than 9th grade	1,405	4.35	215,380	11.74
Some High School, no diploma	1,261	3.90	192,840	10.51
High School Graduate (or GED)	4,431	13.72	519,096	28.29
Some College, no degree	4,274	13.23	286,537	15.61
Associate Degree	2,308	7.15	153,820	8.38
Bachelor's Degree	9,326	28.87	294,379	16.04
Master's Degree	4,708	14.58	106,554	5.81
Professional School Degree	3,056	9.46	46,137	2.51
Doctorate Degree	1,531	4.74	20,382	1.11

**INCOME:** The average household income in Coral Gables is \$114,926 and the median income of households was \$66,466. Sixty-two percent of households in Coral Gables were described as family housing. The median owner-occupied housing value in Coral Gables is \$525,300.



## Local Universities:

### *University of Miami*

Coral Gables, FL (Main Campus)

16,068 students-all campuses (undergraduate and graduate)

[www.miami.edu](http://www.miami.edu)

### *Florida International University*

Miami, FL (Main Campus)

47,966 students- all campuses (undergraduate and graduate)

[www.fiu.edu](http://www.fiu.edu)

### *Miami Dade College*

Downtown Miami, FL (Main Campus)

161,000- all campuses (undergraduate and graduate)

[www.mdc.edu](http://www.mdc.edu)

### *Nova Southeastern University*

Davie, FL (Main Campus)

28,796 students-all campuses (undergraduate and graduate)

[www.nova.edu](http://www.nova.edu)

### *Florida Atlantic University*

Boca Raton, FL (Main Campus)

29,290 students-all campuses (undergraduate and graduate)

[www.fau.edu](http://www.fau.edu)

### *Broward Community College*

Fort Lauderdale, FL (Main Campus)

67,000 students-all campuses

[www.broward.edu](http://www.broward.edu)

## Major Retailers/Businesses:

### Restaurants:

#### ***TGI Fridays- University***

1200 South Dixie Highway

Coral Gables, FL 33146

305-668-7808

#### ***Titanic- University***

5813 Ponce de Leon Blvd

Coral Gables, FL 33146

305-668-1742

[www.titanicbrewery.com](http://www.titanicbrewery.com)

***Sand Bar in Coconut Grove***

3064 Grand Ave  
Miami, FL, 33133  
305-444-5270

[www.sandbargrove.com](http://www.sandbargrove.com)

***Mr. Moe's in Coconut Grove***

3131 Commodore Plaza  
Miami, FL 33133  
305-442-1114

[www.mrmoes.com](http://www.mrmoes.com)

***Fat Tuesdays- Coconut Grove***

3015 Grand Ave #260  
Coconut Grove, FL 33133  
305-441-2992

[www.fat-tuesday.com](http://www.fat-tuesday.com)

***Buffalo Wild Wings***

5701 Sunset Dr Ste B-13A  
South Miami, FL 33143  
305-668-0911

***The Big Cheese***

8080 SW 67 Ave  
Miami, FL 33143  
P: 305-662-6855

[www.bigcheesemiami.com](http://www.bigcheesemiami.com)

***Miami Best Pizza***

1514 S Dixie Hwy  
Coral Gables, FL 33146  
305-666-5931

[www.miamisbestpizza.com](http://www.miamisbestpizza.com)

**Local Shopping Centers:*****Shoppes at Sunset***

5701 Sunset Drive  
South Miami, FL  
305-663-0873

[www.simon.com/mall/?id=143](http://www.simon.com/mall/?id=143)

***Dadeland Mall***

7535 N Kendall Dr

Miami, FL 33156

305-665-6226

<http://www.simon.com/Mall/?id=138>

***Dadeland Station***

8312 S Dixie Hwy

Miami, FL 33143

305-667-5290

***The Falls***

9000 SW 136<sup>th</sup> St

Miami, FL 33176

305-255-5491

[www.simon.com/mall/?id-1232](http://www.simon.com/mall/?id-1232)

***CocoWalk***

3015 Grand Ave

Coconut Grove, FL 33133

305-444-0777

[www.cocowalk.net](http://www.cocowalk.net)

***Mayfair Shoppes in the Grove***

2911 Grand Ave.

Miami, FL 33133

305-774-9414

***Village of Merrick Park***

358 San Lorenzo Ave Ste 3000

Coral Gables, FL 33146

[www.villageofmerrickpark.com](http://www.villageofmerrickpark.com)

***Dolphin Mall***

11401 NW 12<sup>th</sup> St

Sweetwater, FL 33172

305-365-7446

[www.shopdolphinmall.com](http://www.shopdolphinmall.com)

***The Palms at Town & Country***

8268 Mills Drive

Miami, FL 33183

800-982-6339

[www.thepalmsshops.com](http://www.thepalmsshops.com)

## **Hotels**

### ***Holiday Inn- Coral Gables***

1350 S Dixie Hwy  
Miami, FL 33146  
305-667-5611  
[www.holidayinn.com](http://www.holidayinn.com)

### ***Courtyard Marriott***

2051 S LeJeune Rd  
Coral Gables, FL 33134  
305-443-2301  
[www.marriott.com](http://www.marriott.com)

### ***Westin Colonnade***

180 Aragon Ave  
Coral Gables, FL 33134  
305-441-2600  
[www.westin.com/CoralGables](http://www.westin.com/CoralGables)

### ***Sonesta Bayfront Coconut Grove***

2889 McFarlane Rd  
Miami, FL 33133  
P: 305-529-2828  
[www.sonesta.com/coconutgrove](http://www.sonesta.com/coconutgrove)

### ***Mayfair Hotel and Spa***

3000 Florida Ave.  
Coconut Grove, FL 33133  
P: 305-441-0000  
[www.mayfairhotelandspa.com](http://www.mayfairhotelandspa.com)

### ***The Biltmore***

1200 Anastasia Ave  
Miami, FL 33134  
P: 305-445-1926  
[www.biltmorehotel.com](http://www.biltmorehotel.com)

### ***Ritz Carlton- Coconut Grove***

3300 SW 27<sup>th</sup> Ave  
Coconut Grove, FL 33133  
P: 305-644-4680  
[www.ritzcarlton.com/Coconut-Grove](http://www.ritzcarlton.com/Coconut-Grove)

## **Community Groups/Large Employers**

University of Miami Employees (all campuses)  
[www.miami.edu](http://www.miami.edu)

University of Miami Alumni Association  
[www.miami.edu](http://www.miami.edu)

Baptist Health System  
[www.baptisthealth.net](http://www.baptisthealth.net)

Carnival Cruise Lines  
[www.carnival.com](http://www.carnival.com)

Norwegian Cruise Lines  
[www.ncl.com](http://www.ncl.com)

Royal Caribbean Cruise Lines  
[www.royalcaribbean.com](http://www.royalcaribbean.com)

Office Max  
[www.officemax.com](http://www.officemax.com)

BankUnited  
[www.bankunited.com](http://www.bankunited.com)

Ricoh  
[www.ricoh-usa.com](http://www.ricoh-usa.com)

Greater Miami Jewish Federation  
[www.jewishmiami.org](http://www.jewishmiami.org)

Sunshine Mamas  
[www.sunshinemamas.com](http://www.sunshinemamas.com)

Coral Gables Chamber of Commerce  
[www.coralgableschamber.org](http://www.coralgableschamber.org)



# In-House Marketing

## *University of Miami: On Campus Marketing*

The BankUnited Center is located on the main campus of the University of Miami, which offers multiple marketing opportunities for events taking place at the venue.

The current student population is 16,000+, with 10,000+ undergraduate students and 6,000+ graduate students.

### *Demographic Breakdown:*

*Gender-* Male: 49%, Female: 51%

*Race-* White, Non-Hispanic- 50%, Hispanic- 29%, Asian Pacific Islander-11%, African American- 8%

- *E-mail Blasts*
  - *E-Veritas:* weekly event listings on this e-newsletter sent out to all University of Miami employees (including Medical campus) every Monday.
    - Approximately 13,000 individual e-mail addresses
  - *Ibis News:* weekly event listings on this e-newsletter sent out to all University of Miami students (including graduate students) every Wednesday.
    - Approximately 16,000 individual e-mail addresses
  - *Alumni E-Newsletter:* Event offers are listed on this monthly newsletter sent out to all opted-in University of Miami Alumni and occasional social media inclusion
    - Approximately 22,000 individual e-mail addresses
  - *Student Organizations:* Greek Life, Frost School of Music, etc.
- University of Miami Online Calendar
- *Posters/Banners*
  - University approved posters can be hung on campus, including two large banners.
  - Slides on plasmas TVs in campus dining halls
- *Table Tents*
  - University approved table tents can be placed on tables at the University Center (UC) Food Court and the two Dining Halls on campus
    - 500 tables

- *Flyering Opportunities*
  - Table Reservation at the University Center Breezeway (High Traffic Area)
  - University of Miami Men's and Women's Basketball Games
  - University of Miami Fieldhouse Events
- *In-Game Promotions*
  - Ticket-giveaway promotions during University of Miami Men's and Women's Basketball Games (pending approval)
  - Promotional slides on scoreboard during University of Miami Men's and Women's Basketball games (pending approval)

## *In-Venue Advertising*

- *Signage*
  - *Plasma Screen Signage*
    - The BankUnited Center has three high-definition plasma screen television screens located at the Main Entrance, H100 Reception Room, VIP Lobby, and Suite Level to advertise upcoming events
  - *Lobby, Concourse, Box Office Window, Bathroom Stall Signage*
    - The BankUnited Center displays Upcoming Event Listings in over 30 locations around the venue
  - Window Clings
    - Opportunity to promote your event with large window clings in concourse (fee)
- *Website Inclusion*
  - [www.bankunitedcenter.com](http://www.bankunitedcenter.com)
    - Approximately 10,000 unique visitors per month
    - Approximately 1.3 million clicks per month
- *In-Venue Flyer Distribution*
  - Estimated Annual Attendance for events: Over 280,000
  - Estimated Total Events Annually: 180 events

- *Cyber Club E-mail Database*: approximately 60,000 members
- *University of Miami Basketball Season Ticket Holders*: approximately 200 e-mail addresses
- *University of Miami Suite Holders*: approximately 25 e-mail addresses
- E-mail blasts through groups: Military, Miami-Dade City Workers, Miami-Dade Teachers Union, Youth Groups, etc.
- *Social Media – Over 13,500 followers across all platforms*
  - *Facebook*: Over 7,000 likes
  - *Twitter*: Over 3,500 followers
  - *Instagram*: Over 3,000 followers
- *Ticketmaster*
  - *Video opportunity on your event page*
  - *Complimentary slides and video opportunity in Dolphin Mall and Wellington Green shopping center TM retail locations*
  - *Opportunity to send e-mail to Ticketmaster database (min 25% discount offer required)*
  - *Me + 3 offer page*
  - *Ticket Spotlight – Your event in rotation on homepage for 1 week with link to buy*
  - *Ticket Alert – Your event included in the Ticketmaster weekly e-newsletter to database*
  - *Cart abandonment and retargeting technology*
- *Grassroots*
  - Event Listings- 45 event calendar listings
    - <http://events.miami.cbslocal.com>
    - <http://www.local10.com>
    - <http://www.nbcmiami.com>
    - [www.events.miamiherald.com](http://www.events.miamiherald.com)
    - <http://www.sun-sentinel.com>
    - <http://www.miaminewtimes.com>
    - <http://southdadenewsleader.com>
    - <http://www.hot105fm.com>
    - [www.y100.com](http://www.y100.com)
    - [www.99kisscountry.com](http://www.99kisscountry.com)
    - [www.power96.com](http://www.power96.com)
    - <http://events.miami.com/>
    - [www.mega949.com](http://www.mega949.com)
    - [www.big1059.com](http://www.big1059.com)
    - [www.610wiod.com](http://www.610wiod.com)
    - [www.939mia.com](http://www.939mia.com)

[www.1035superx.com](http://www.1035superx.com)  
[www.940winz.com](http://www.940winz.com)  
[www.wlyf.com](http://www.wlyf.com)  
[www.wmxj.com](http://www.wmxj.com)  
[www.790theticket.com](http://www.790theticket.com)  
[www.easy93.com](http://www.easy93.com)  
[www.coastfm.com](http://www.coastfm.com)  
[www.wedr.com](http://www.wedr.com)  
[www.elzol.com](http://www.elzol.com)  
[www.romancefm.com](http://www.romancefm.com)  
[www.clasica92fm.com](http://www.clasica92fm.com)  
<http://amor1075fm.univision.com>  
<http://radiomambi710.univision.com/>  
[wqba.univision.com/](http://wqba.univision.com/)  
<http://mix98.3.univision.com/>  
[www.wsvn.com](http://www.wsvn.com)  
<http://southflorida.sun-sentinel.com>  
[www.modernluxury.com/miami](http://www.modernluxury.com/miami)  
<http://oceandrive.com>  
[www.wheretraveler.com/classic/us/fl/miami](http://www.wheretraveler.com/classic/us/fl/miami)  
[www.welcomemag.com/wp/](http://www.welcomemag.com/wp/)  
[www.genart.com/944/miami/](http://www.genart.com/944/miami/)  
[www.designdistrictmag.com](http://www.designdistrictmag.com)  
[www.fashify.com](http://www.fashify.com)  
[www.distractionmagazine.com](http://www.distractionmagazine.com)  
[www.miamiandbeaches.com](http://www.miamiandbeaches.com)  
<http://miami.eventguide.com>

○ *Flyer/Poster Distribution*

**Coconut Grove/Key Biscayne/Coral Gables**

Buffalo Wild Wings	5701 Sunset Dr Ste B-13A, South Miami, FL 33143
The Rathskeller	University of Miami, Coral Gables, FL, 33146
Miller's Ale House	101 Miracle Mile, Coral Gables, FL 33134
Tom's NFL Club	5001 NW 36th St, Miami Springs, FL 33166
Sports Grill	10005 SW 72nd St, Miami, FL 33173
Flanigan's Seafood Bar & Grill	2721 Bird Rd, Miami, FL 33133
Village Tavern	8002 SW 81 Dr., Miami, FL 33143
Hooter's	3015 Grand Ave Ste 330, Coconut Grove, FL, 33133
Mr. Moe's	3131 Commodore Plz, Miami, FL 33133
Keg South	10417 S Dixie Hwy, Miami, FL, 33156
Sunset Tavern	7232 SW 59th Ave, South Miami, FL 33143
Mike's at Venetia	555 NE 15th St, Miami, FL, 33132
Doral Billiards & Sports Bar	7800 NEW 25 St, Miami, FL 33122
CD Desk	110 Merrick Way #2A, Coral Gables, FL 33134
Lily's Records	3819 NW 7th St., Miami, FL 33126
Baluarte Music	3041 SW 28th Ln, Miami, FL 33133
Sam Ash Music Stores	11421 NW 12th St, Miami, FL, 33172
Museo Del Disco Inc.	1301 SW 70th Ave., Miami, FL 33144
Little Hoolie's	13135 SW 89th Pl, Miami, FL, 33176
Hooter's	8695 NW 13th Terrace, Miami, FL 33126
Gordon Biersch	1201 Brickell Ave., Miami, FL 33131
Finnegan's River	401 SW 3rd Ave., Miami, FL 33130
Scully's Tavern	9809 SW 72nd St., Miami, FL 33173

The Sandbar Sports Grill  
The Joint Bar & Grill  
Corbett's Sports Bar & Grill  
Hooter's  
Champions Sports Bar  
Hooligan's Pub & Oyster Bar  
Hoops Sports Bar & Grill  
Red Zone Sports Bar and Grill  
Fritz & Franz Bierhaus  
the Big Cheese  
Gables Pizza and Salad  
TGI Friday's  
Titanic Brewery

### **South Miami**

Sunset Tavern  
Bougainvillea's  
King's Creek Village Tavern  
Game Time  
Yard House  
Kendall Sports Grill  
Adventures Sports Miami  
Fronton  
Waxy O'Connor's Irish Pub  
Sports Grill - Hammocks  
Midtown Sports Bar  
Roundtable Sportsbar & Lounge

### **Miami Beach**

Lush South Beach  
Playwright Irish Pub & Restaurant  
Dewey's Tavern  
Ted's Hideaway  
Burger & Beer Joint  
Norman's American Bar & Grill  
Vinyl & Kai  
Beaches Bar & Grill  
Felt Billiards & Lounge  
Mike's at Venetia  
Hooters  
Monty's Raw Bar

### **Kendall**

Irish Tavern & Grill  
Chili's Grill & Bar  
Club Space  
Kendall Ale House  
Tobacco Road  
Corbett's Sports Bar & Grill  
Gatsby's Sports Bar  
Kendall Village Diner  
Big Hoolies Sport Bar & Grill  
Hot Shots Billiards

3064 Grand Ave., Coconut Grove, FL 33133  
9559 S Dixie Hwy., Miami, FL 33156  
12721 S Dixie Hwy., Miami, FL 33156  
3301 SW 22nd St., Miami, FL, 33145  
1201 NW LeJeune Rd., Miami, FL, 33126  
9555 S Dixie Hwy., Miami, FL 33156  
900 Biscayne Blvd., Miami, FL 33132  
2600 SW 87 Ave., Doral, FL 33172  
60 Merrick Way, Coral Gables., FL 33134  
8080 SW 67 Ave., Miami, FL 33143  
1558 South Dixie Hwy., Coral Gables, FL 33146  
1200 S Dixie Hwy., Coral Gables, FL 33146  
5813 Ponce de Leon Blvd., Coral Gables, FL 33146

7232 SW 59th Ave., South Miami, FL 33143  
7221 SW 58th Ave., South Miami, FL 33143  
8100 SW 81st Dr., Miami, FL 33143  
5701 Sunset Dr #330, South Miami, FL 33143  
320 San Lorenzo Ave, Coral Gables, FL 33146  
9090 SW 97th Ave., Miami, FL 33176  
2750 SW 26th Ave., Miami, FL 33133  
1106 W Flagler St., Miami, FL, 33130  
1248 Washington Ave., Miami Beach, FL 33139  
14617 SW 104th St., Miami, FL 33186  
195 NW 36th ST., Miami, FL 33127  
11205 NW 7th Ave., Miami, FL 33168

233 12th St, Miami Beach, FL 33139  
1265 Washington Ave, Miami Beach, FL 33139  
852 Alton Rd., Miami Beach, FL 33139  
124 2nd St., Miami Beach, FL 33139  
1766 Bay Rd., Miami Beach, FL 33139  
6770 Collins Ave, Miami Beach, FL 33141  
1131 Washington Ave., Miami Beach, FL 33139  
4299 Collins Ave., Miami Beach, FL 33140  
1242 Washington Ave., Miami Beach, FL 33139  
555 NE 15th St., Miami, FL 33132  
401 Biscayne Blvd., Miami, FL 33132  
2550 S. Bayshore Dr., Coconut Grove

13067 SW 112th St., Miami, FL 33156  
8696 NW 13th Ter., Miami, FL  
142 NE 11th St., Miami, FL  
11625 N Kendall Dr., Miami, FL  
626 S Miami Ave., Miami, FL  
12721 S Dixie Hwy., Miami, FL  
8575 SW 124th Ave., Miami, FL  
8695 SW 124th. Ave., Miami, FL  
9655 S Dixie Hwy., Miami, FL  
19325 S. Dixie Hwy

Goodfella's  
Bonefish Grill  
Peg's Pocket  
the Fish house  
Velagio

10442 SW 186th St.  
12520 SW 120th St.  
15900 SW 92nd Ave  
10000 SW 56th St.  
7491 SW 88th St.

### **Brickell/Downtown/Bayside**

Brickell Irish Pub  
Gordon Biersch  
Lucky Clover Bar  
Burger & Beer Joint - Brickell  
Atrio  
Bahia Bar  
Fat Tuesday  
Finnegans on the River  
Hard Rock Café  
Hooter's  
Indigo  
Morton's of Chicago  
Novecento  
Perricone's  
Red Bar Gallery  
Sharkey's  
Taqueria El Mexicano  
Tony chan's Water Club  
University Restaurant and Patio  
Transit Lounge

1451 S Miami Ave., Miami, FL 33130  
1201 Brickell Ave., Miami, FL  
1111 SW 1st Ave., Miami, FL 33130  
900 S Miami Ave., Ste. 130., Miami, FL 33130  
1395 Brickell Ave  
1435 Brickell Ave.  
401 Biscayne Blvd., Bayside  
401 SW 3rd Ave.  
401 Biscayne Blvd., Bayside  
401 Biscayne Blvd., Bayside  
100 Chopin Plaza  
1200 Brickell Ave.  
1414 Brickell Ave.  
15 SE 10th St.  
52 SW 10th St  
401 Biscayne Blvd #S-118, Bayside  
521 SW 8th St  
1717 N Bayshore Dr  
1050 SW 14th St.  
729 SW 1st Ave.

### **South Beach**

Clevelander  
Fat Tuesday  
Finnegan's 2  
Finnegan's Way  
Lost Weekend  
Sandbar Lounge  
TGI Fridays Restaurant  
Veranda Bar  
Quinn's  
Hofgrau Beerhaul Miami  
Cardozo Bar and Grill

1020 Ocean Dr., Miami Beach, FL, 33139  
918 Ocean Dr., Miami Beach, FL  
942 Lincoln Rd., Miami Beach, FL  
1344 Ocean Dr., Miami Beach, FL  
218 Espanola Way, Miami Beach, FL  
6752 Collins Ave., Miami Beach, FL  
500 Ocean Dr., Miami Beach, FL  
3025 Collins Ave., Miami Beach, FL  
640 Ocean Dr., Miami Beach, FL  
943 Lincoln Rd., Miami Beach, FL  
1300 Ocean Dr., Miami Beach, FL

### **North Miami/Doral**

Doral Ale House  
Doral Billiards  
Flanigan's  
Flanigan's  
Flanigan's  
Flanigan's  
Justin's Bar and Grill  
North Miami Ale House  
Shorty's BarBQ  
Stick's Sports & Music Bar  
Sunny Beach Billiards

3271 NW 87th Ave, Doral FL 33172  
7800 NW 25th St #1, Doral, FL, 33122  
9516 Harding Ave.,  
13205 Biscayne Blvd.  
1550 W. 84th St.  
8695 NW 12th St., Doral, FL, 33126  
17813 Biscayne Blvd, Aventura, FL 33160  
3227 NE 163rd St., North Miami Beach, FL 33160  
2255 NW 87th Ave, Miami, FL 33156  
15346 W Dixie Hwy, Miami, FL  
17100 Collins Ave, Sunny Isles Beach, FL 33160

Churchill's Pub  
Chicagoan Bar & Package  
Hurricane Bar & Grill  
Lost & Found Saloon  
Neomi's Grill

5501 NE 2nd Ave, Miami, FL 33137  
10702 NW 7th Ave., Miami, FL 33168  
365 N Royal Poinciana Blvd., Miami Springs, FL 33166  
185 NW 36th St.  
18001 Collins Ave., Sunny Isles Beach, FL, 33160

- Public Relations
  - Press Conference Capabilities
  - Event announcements
  - Press Releases
  - Pitches
  - Media advisories
  - Public Relations opportunities through appearances, interviews, etc.