

FRONT DESK CONCIERGE BOOK



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HISTORY

1.1 Miami & Miami Beach

Tequesta – Spaniards & The Seminoles

The first South Floridians were the Tequesta Indians, who discovered the area more than 10,000 years ago and built settlements stretching from the Florida Keys to Broward County, with the largest concentrations along the north bank of the Miami River and on Key Biscayne. They had it all to themselves until the time of the Spanish “entrada” in 1513.

Spain exercised control over Florida for nearly 250 years. After 1784, Spain liberalized her settlement policies in an effort to develop her colony, encouraging, in addition to her own countrymen, residents of other lands and faiths to settle in Florida. In the early 1800s, a few Bahamian families accepted Spanish land offers along the Miami River and on Biscayne Bay, and farmed in those lush areas.

In 1821, Spain sold Florida to the United States for five million dollars in Spanish damage claims against the American government. The Spanish flag was lowered and the Stars and Stripes raised over Florida. Enterprising wreckers from the Bahamas came to hunt for the remains of an international array of ill-fated ships that crashed onto the treacherous Great Florida reef.

At about the same time, the Seminoles arrived, along with a group of runaway slaves. They fought to stay in Florida, and the area became a war zone from 1836 until 1857, with most non-Indian residents being soldiers stationed at Fort Dallas on the Miami River. Some of these soldiers and a few other adventurous frontier settlers gave Miami yet another new, foreign-born population. At war’s end, many of the Indians remained in the Everglades. Dade County, stretching from Indian Key to the Jupiter Inlet, contained less than 1,000 persons by the beginning of the century’s last decade. Undoubtedly, the area was among America’s last frontiers.

The Bahamians who stayed became Miami’s first permanent residents and helped found South Florida’s first real community, Coconut Grove.

Founding Fathers

The area’s greatest change came thanks to a visionary Cleveland widow named Julia Tuttle, who purchased 640 acres on the north bank of the Miami River in 1891, moving her family into the abandoned Fort Dallas buildings. Within four years, Tuttle -- the “mother of Miami” -- convinced Standard Oil co-founder Henry Flagler to extend his railroad to Miami, build a luxury hotel, and lay out a new town. The railroad arrived in 1896. By then a city was arising on both sides of the Miami River. The heart of the community was a retail district along Avenue D (today’s Miami Avenue).

By 1910, Miami’s population had soared to nearly 5,500. All kinds of people flocked to the new city, which was never an ordinary Southern town. Miami’s first mayor was an Irish Catholic. Most of the early merchants were Jewish. African Americans and Black Bahamians made up one-third of the city’s incorporators.

Greater Miami never lacked for forward thinkers, including John Collins (a New Jersey Quaker) and Prest-O-Lite king Carl Fisher, who together in 1913 embarked on an agriculture venture on a spit of oceanfront beach and started a bridge across the bay. Miami Beach was born.

Boom & Bust

Tourism boomed before and after World War I. The city’s population had climbed to nearly 30,000, a 440 percent increase over the figure for 1910. It represented the largest per capita increase of any municipality in the nation. But this growth would pale by comparison with what lay ahead—the onset of the great real estate boom of the mid-1920s

Speculation brought people from all parts of the nation to Florida in quest of quick wealth in the

overheated Florida real estate market and Miami was its storm center. The boom was accompanied by a breakdown in law and order. Bootleggers sold liquor obtained from the nearby Bahamas Islands or from local moonshine stills to thirsty “boomers” and natives oblivious to Prohibition and its enforcement. The rate of violent deaths was greater than at any time since the state of Florida began record keeping

The boom began dissipating in 1926. Wary speculators backed off from further investment in light of inflation, and a series of setbacks brought construction to a standstill. The boom was over. In September, a hurricane with winds of 125 miles per hour smashed into the Miami area. The entire region was plunged into a severe economic depression three years before the rest of the nation. During the Depression, Pan American Airways launched the era of modern aviation with “Flying Clippers” from Miami’s Dinner Key. Even then, Pan Am advertised Miami as the “Gateway to the Americas.” (Today, Greater Miami has overtaken New York’s JFK as the nation’s leading gateway for international arrivals).

Also during the Depression, another new group, predominantly Jewish, came to Miami Beach and built a large number of small hotels with stark modern lines along lower Collins Avenue and Ocean Drive. This building boom helped bring the area out of the Depression and forty years later would become the world-famous Art Deco District, which includes the internationally renowned South Beach area. The New Deal programs and America’s entry into World War II in 1941, led to a radical shift in Miami’s fortunes, as the city and other parts of Dade County became a huge training base for the armed services, bringing another 100,000 people to Greater Miami and the Beaches. Many of these servicemen made the area their permanent home after the war. By the end of the 1950s, South Florida had doubled its pre-war population.

The Cuban Identity & The Capital of the Americas

When Fidel Castro took over Cuba in 1959, no one dreamed that the revolution would change Miami as much as Cuba. The Cuban exiles who were just beginning to pour into the area were bringing the next Miami with them. The ‘60s and ‘80s brought mind-boggling change as more than half-a-million Cuban exiles fled to Miami to start a new life. These enterprising refugees launched the area into its future as what many call the “Capital of the Americas.”

The 1980s and early ‘90s brought a multi-billion dollar infusion of investment capital that produced a beautiful new Miami downtown skyline, a reborn Miami Beach, a modernized transportation infrastructure and a new way of life that features the arts, culture, sports and entertainment, all with an international accent. Although it has changed almost beyond recognition (again), Miami Beach has thrived amidst change and overcome many difficulties.

Greater Miami and the City of Miami Beach continue to be an international mecca for travel, business and to establish a home.

1.2 Founding Fathers

Their names are everywhere! Who are the people behind these names? How did they help shape the history of Miami? Find a quick who's who guide of our most famous historical residents.

Julia Tuttle, the "Mother of Miami"

Julia De Forest Tuttle, the "Mother of Miami," is widely recognized as the only female founder of a major American city. The visionary widow from Ohio bought 640 acres at what is now Downtown Miami, moved down on a barge, and eventually convinced railroad man Henry Flagler to extend his new railway to the Miami River by sending him an unusual package.

Tuttle knew that a decent transportation (in that time, a railroad) was necessary to attract development. Three Great Freezes of 1894-1895 devastated orange groves and vegetable farms in central and northern Florida, wiping out citrus and fortunes alike. When Tuttle smartly sent Flagler a package of flowers or foliage -- some say it was fragrant and enticing orange blossoms -- she proved her Miami River properties were below the frost line.

"It may seem strange to you," she told a friend, "but it is the dream of my life to see this wilderness turned into a prosperous country." Under an agreement between the two, Tuttle supplied Flagler with the land for a hotel and a railroad station for free, and they split the remainder of her 640 acres north of the Miami River in alternating sections. On April 22, 1896, train service of the Florida East Coast Railway came to the area. On July 28, male residents voted to incorporate a new city: Miami. Thereafter, the city steadily grew from a small town to a metropolis.

Mrs. Tuttle died on September 14, 1898, at age 49. Her name adorns the Julia Tuttle Causeway of Interstate 1-95 to Miami Beach, and her statue remains in Bayfront Park near the children's playground.

Henry Flagler, the "Father of Miami"

Born in 1830 in New York, he cofounded the Standard Oil Corporation with John D Rockefeller. In 1881 Flagler travelled to St Augustine-Florida, where he envisioned an empire of transportation and real estate development. He purchased the St Augustine & Halifax Railroad which would eventually become the Florida East Coast Railway system. Three major Hotels followed: 540-room Hotel Ponce de Leon in St Augustine and the Palm Beach Hotels Royal Poinciana (at the time the largest resort in the world) and Palm Beach Inn (later, The Breakers).

In the late 1880s, Henry Flagler first began to think about ultimately extending his railroad and hotel system all the way to Key West. However, the timing of his plans were accelerated somewhat when the severe freezes of 1894 and 1895 affected the area around Palm Beach but not the settlement known today as Miami, about sixty miles further south.

Julia Tuttle, the Florida East Coast Canal and Transportation Company, and the Boston and Florida Atlantic Coast Land Company, each offered Flagler land to bring his railroad further south, which he set about doing immediately.

Flagler's railroad, reached Biscayne Bay by 1896. Flagler dredged a channel, built streets, instituted the first water and power systems, and financed the town's first newspaper, the Metropolis. When the town incorporated in 1896, its citizens wanted to honor the man responsible for its growth

by naming it "Flagler." He declined the honor, persuading them instead to use an old Indian name for the river the settlement was built around, Miama or Miami. A year later, Flagler opened the exclusive Hotel Royal Palm in Miami.

Following an amazing career as a founding partner of the largest and most profitable corporation in the world for more than a century, Henry Flagler literally invented modern Florida. The transportation infrastructure and the tourism and agricultural industries he established remain, even today, the very foundation of Florida's economy, while the building of the Over-Sea Railroad remains the most ambitious engineering feat ever undertaken by a private citizen.

When Henry Flagler began his work in Florida, it was perhaps the poorest state in the Union. Today, thanks in large to his work, Florida is the third largest state in the Union with an economy larger than 90% of the world's nations. Indeed, no individual has had a greater or more lasting impact on a state than Henry Flagler has had in Florida.

William & Mary Brickell, Miami's "First Family"

The story of the Brickell's is that of two pioneering adventurers (another Ohioan and his English wife) who eventually sought refuge in remote South Florida, and stayed for 50 years.

William Brickell was a colorful storyteller, though his real life needed no exaggerations. He joined the California Gold Rush and the Australian Gold Rush afterwards, where he met Mary, who volunteered as a nurse during the Civil War.

The Brickell's came to the Miami River in 1872 and opened the first store, an Indian trading post and Post Office that was the center of the slow growing community. They acquired bay front land running from present Downtown Miami to Coconut Grove, soon becoming the largest active landowners in the County.

Mary Brickell joined with Julia Tuttle to negotiate with Henry Flagler for a town to be built on her land and Tuttle's, to be connected by a bridge over the Miami River. William Brickell felt cheated by Flagler when he built the town only on the Tuttle side of the river where, in concert with his own interests, Flagler planned a major railroad terminal and a grand resort hotel. He refused to cross the bridge until after Tuttle's death.

After William Brickell's death, his widow, Mary Brickell, became one of the young city's prominent real estate developers and managers.

Both Miami and Fort Lauderdale actually owe their existence to this cranky Ohioan and his English wife who shunned publicity, lost all their papers in a storm and had no living descendants.

John Stiles Collins, Mr. Miami Beach

Born on December 29, 1837, in Moorestown, New Jersey, John Collins upheld the traditional American Quaker virtues of "honesty, sincerity, patience, sobriety, and a talent for hard work." Collins solidified his reputation as an innovator when he founded the New Jersey Horticultural Society. Adventurous in his investments, Collins first bought land in Florida in 1891. With an eye toward the marketplace as much as the soil, Collins wanted to grow exotic crops which hadn't yet been introduced to the market: in particular, mangoes and avocados, or "alligator pears," as they were called then. Collins eventually became the sole owner of five miles of land between the Atlantic Ocean and Biscayne Bay -- roughly 50 blocks of modern-day Miami Beach.

1.2 Founding Fathers

Collins tamed the swamp, full of rats and tangled roots. By 1907 his groves were successful, with mangoes, avocados, tomatoes and potatoes flourishing. Tourism was also beginning to flourish. Collins, though, was not interested in tourism, and now his focus switched to improving transportation, not for the sake of travelers but for his crops.

Collins had set up his sizable family -- three sons, two daughters and their spouses -- in the family business. Under their shrewd management, the New Jersey nurseries had prospered while their father was planting Miami. Collins' canal would cost more than he could afford, and he asked his children for the money. Having lived through any number of their father's hit-or-miss investments, they were reluctant to pour their money into Miami sight unseen.

What the Collins children saw in Miami led them away from horticulture and toward tourism, and they agreed to finance the canal only if their father would agree to build a bridge across it, thereby opening the beach to traffic and enhancing its real estate value. Construction on the bridge in 1912 triggered a flurry of real estate activity, and the land was soon advertised as "a veritable Treasure Island...and winter playground for the masses."

At the end of 1912, money was short, and so was the bridge. With a half mile still to be built, Carl Fisher, the Indiana auto parts mogul, took one of innumerable gambles in his life. Fisher, who described Collins as "a bantam rooster, cocky and unafraid," gave the 74-year-old \$50,000 in exchange for 200 acres of his land on the beach.

With Fisher's money, Collins finished his bridge on June 12, 1913, nearly a year after the projected six-month endeavor had begun. To remain competitive in the developing region, Collins and his son-in-law built a hotel. But John Collins never lost sight of his trees. By 1922 Miami Beach boasted the largest avocado and mango groves in the world, but Miami's agricultural roots wouldn't last much longer, sacrificed for the tourist trade.

When Collins died on February 11, 1928, Miami Beach bore little resemblance to the wild swamp he had tamed years before. The Collins Bridge was replaced on 1925 by the Venetian Causeway.

Carl Fisher, "Developer in Chief"

Born in 1874 in Greensburg, Indiana, Fisher quit school at age 12 and five years later opened a bicycle repair shop in Indianapolis. A successful entrepreneur, Carl made millions in 1909 after he sold his Prest-O-Lite automobile headlamp business to Union Carbide.

In 1912, Carl decided to retire. He liquidated all his investments and went to his home in Florida. He had \$6,000,000 in cash and figured that he could loaf in style for the rest of his life. But he was a man of action and soon became bored with cruising in Biscayne Bay.

Across from Miami, on the long, narrow peninsula that reaches into the Atlantic, was another man of action, John Collins, 75-year-old Quaker who had come from New Jersey to grow tropical fruit. His avocado crop had been phenomenal, but he had no way to get it to market. So he began building a 21/-mile bridge across the Bay.

Fisher was so amazed at the audacity of the man beginning such a project at his age that he loaned

the intrepid Quaker \$50,000 to complete the job. Collins presented his benefactor with a 200-acre strip of property on the strand. All but the sandy shore was a swamp jungle, so when Fisher bought an additional 200 acres his friends asked the usual question: "Has Carl gone crazy?" But Carl wasn't crazy; he was just dreaming again.

"I'm going to build the prettiest little city in the world right here," Carl confided to them. "We'll kill two birds with one stone. First we dredge the Bay to give it a deep channel and at the same time fill the swamp with the sand."

The mangroves were cut away, and sand from the Bay was modeled into parks, golf courses and polo fields. Islands were built. Lakes and canals were dug. Boulevards were laid out. A "magic city" blossomed before the eyes of incredulous onlookers.

By 1922, however, Fisher's entire fortune had melted into the sand. Carl led a battery of press agents to victory by selling sun, sand, sea and sex (the bathing beauty). By 1925, at the peak of the real-estate hysteria, his Miami Beach holdings were evaluated at \$100,000,000.

When at last Miami Beach was a success, Carl's friends expected him to retire as he had planned 12 years before, but as usual he could not rest. "I don't have time to take time." He was visualizing a summer resort equivalent to Miami Beach on Montauk Point, at the tip of Long Island. He began the Miami Beach story all over again. Montauk was the end of Fisher's career. The tragic Florida hurricane of 1926, political interference, and finally the crash of '29 were the final touches. He had gambled heavily on Montauk and lost. Mortgages on his Florida property were foreclosed, and soon the bulk of the Fisher fortune was wiped out.

Fisher's last years were spent at Miami Beach in near-poverty. People remember him as an amiable, informal old man who talked of great plans for the Florida Keys. When he died in July, 1939, Miami Beach went into mourning, and the great of America came to pay last respects to the builder who had given so much to the country he loved.

Today, in a small park on the north end of Miami Beach, stands a bronze bust dedicated to Carl Fisher. It bears the simple legend: "He carved a great city out of a jungle."

The Lummus Brothers

In 1912, two Miami businessmen, the Lummus Brothers, purchased 400 acres from John S. Collins. They established the Ocean Beach Realty Company with a clear vision: to build a city fronting the ocean made up of modest single-family residences. Driven by the consolidated efforts between Lummus, Collins and Fisher, the Town of Miami Beach was incorporated in 1915. At this time 80% of the population lived at the southern end of the island in the Lummus tracts and there were only thirty-three registered voters in the community. J.N. Lummus was elected Mayor and plans were made to supply electricity, telephone, sewage and water, which at the time was supplied by windmill powered underground wells.

In 1916 the sale of the land was sluggish. Both Lummus and Fisher had invested large sums of money in improvements, but the land sales did not meet their expectations and they were compelled to create further incentives. Lummus offered free lots to anyone who promised to build homes on his land. That same year, the Lummus brothers finally sold their oceanfront property, between 6th and 14th Streets, to the city.

To this day, this area is known as Lummus Park.

1.3 The Leslie Hotel

Even in the midst of the Great Depression, Miami Beach would undergo a building boom that today is celebrated in the National Register Historic District. The Leslie Hotel is a beautiful product of that boom and one of the best known buildings of the Art Deco era.

On August 27th, 1937 Miami Beach issued a construction permit to Mr. Edward J. Singer, to build a three story hotel at 1244 Ocean Drive. In 1936, Ed Singer had previously built the Nassau Suite Hotel, located at 1414 Collins Avenue, designed by architect Albert Anis. Singer sold the Nassau on August 15th 1937 and three days after, bought the vacant lot where his new dream hotel would come to life. Albert Anis (1889-1964), born in Chicago, worked in Miami Beach from the mid-1930s to the mid-50's, designing dozens of exemplary buildings in the Art Deco, Streamline and Postwar Modern Styles. His creations include the Clevelander (1020 Ocean Dr), Winter Haven (1400 Ocean Dr.), Traymore (2445 Collins Ave) and Berkeley Shore (1610 Collins Ave).

Ed Singer named his new hotel the "Edsinger". It had 50 rooms and a total construction cost of \$75,000. The exterior is classic Art Deco, with symmetrical façade, strong vertical and horizontal elements, corner eyebrows and a ziggurat roofline. It strikes for its boxy right-angles, lacking any of the curved contours of streamlining. Its front porch is designed with a stone railing that alternates square and round posts. The hotel Lobby featured terrazzo flooring, wood paneled walls, a limestone fireplace and a reverse-ziggurat ceiling contour with a metal lighting fixture running down its center. During World War II the "Edsinger" was leased by the US Army-Air Force's Technical Training Command for military use during the war. Miami Beach became the training ground for over 500,000 troops from 1942 to 1945. Hotels served as barracks, restaurants became mess halls and the nearby golf courses and beaches were drill fields. The "Edsinger" was returned to civilian use on June 14th 1944. Mr. Ed Singer sold the property in 1944. Obviously the name "Edsinger" had to go, and at this time the hotel was renamed "The Leslie". The source of this name is unknown. The name "Leslie" was put into the terrazzo floor on the front porch at about this time.

In March 24th 2014, 77 years after its birth, The Leslie re-opened its doors after a profound renovation that sets a new standard for the historic Ocean Drive properties.

Alquimia Hospitality Group LLC and DN'A Design and Architecture, teamed up to transform "The Leslie" into a true 35-rooms Boutique Hotel. From the foundations up, a new program was designed for the building in order to enhance its guest's service experience, while venerating all of its registered historic features.

The Lobby area terrazzo floors, ziggurat ceilings, pink marble stairs, perimeter wood wainscot, limestone fireplace & central light fixture have been all restored to its original bright. Its front façade revived with a stylish yellow color pattern and its lateral facades enhanced with elegant right-angled glass smoking balconies. A basement lounge area, gym, media room and business center where aggregated. A new Roof Terrace with and infinity edge swimming pool & spa crowns the amazing transformation of this historic jewel.

"Bringing modern functionality and comfort to a small historic property, without diluting its original magic. Integrating the property to the Ocean Drive vibe, without giving away its sense of exclusiveness. Those were the tasks we had in mind and put in place. We aspire to deliver happiness through a friendly hospitality experience" (Juan Pablo D'Onofrio)

1.4 The Nassau Suite Hotel

Both the Nassau and Leslie Hotels are products of the same real estate boom, and they have much in common. Both were designed by Chicago architect Albert Anis for the same owner, Ed Singer. Both are in the Art Deco style, and are contributing buildings in the National Register and locally-designated Historic Districts, and both served as barracks for U.S. Army-Air Forces trainees during World War II.

In July 13, 1936, a building permit was issued to Edward J. Singer, who did business as the Edwards Corporation and the Edsinger Corporation, for the three-story, 50-room Nassau Hotel at 1414 Collins Avenue, costing \$60,000.

The front façade seen in the buildings vintage postcards remains largely intact today. This three-story building is divided vertically into thirds by two ribbed stucco pilasters.

The interplay of geometric forms is seen in most of Anis' designs. Here there is a circular theme, with porthole windows and a complementary raised bulls-eye design. The recessed corner windows, appearing almost cantilevered, were another innovation of the time.

Other original features seen in the plans and/or postcard include the scalloped-edge eyebrow extending over and around the front porch; casement windows; decorative incised lines at the porthole windows; the stepped-up front parapet; and grouped perforations in the side parapet walls, giving a lacy effect. The fin sign on the building front was probably added in 1946, when a permit was issued for an electric sign, and replaced in 1975.

The original floor plan of the Nassau lobby is not very legible, but shows the curved stair at the northwest corner that is still present, and the elevator and reception desk on the west wall flanking a stepped-up hallway to the first floor guest rooms. The lobby floor is a pattern of square and oblong clay tiles in red and tan that is probably original, as is the shallow coved ceiling, although the hanging lights are new. The present reception desk is a recent construction of dark wood and white marble. On the south wall is a fireplace and built-in mirror of ribbed masonry that is not apparent in the original plans.

The reverse of the 1936 postcard includes advertising for the Nassau that may have been printed at a later date. It describes, among other things, a patio, a rooftop solarium, and a coffee shop. The patio may have been on the adjoining lot to the south, as seen in the postcard image; this lot has been vacant since at least 1935 and currently serves as a parking lot. A coffee shop and kitchen were built into the basement level in November 1937, according to the Building Card. Today both have been replaced by a business center, gym and movie theater.

In the first eight months of 1937, Miami Beach issued over \$8 million in building permits, counting 18 hotels, 57 apartment houses, and about 200 residences. In the midst of this boom, Singer sold the Nassau Hotel on August 15, 1937, for \$115,000 to Rubin Feinberg. Three days after selling the Nassau, Singer bought the vacant lot at 1244 Ocean Drive, and within ten days, on August 27, 1937, he was issued a building permit for another three-story, 50-room hotel at this site, costing \$75,000, that is the present-day Leslie. Things were moving quickly, and "flipping" was a popular activity.

1.4 The Nassau Suite Hotel

Beginning in 1942, the Nassau, was leased by the U.S. Army-Air Forces Technical Training Command as the nation entered World War II. Miami Beach became the training ground for over 500,000 troops between 1942 and 1945. Hotels such as these served as barracks; restaurants became mess halls; the nearby golf courses and beaches were drill fields. Miami Beach's availability as a training center at that time is credited with shortening the war effort by six to eight months and saving the government \$6 million in building costs. According to their Building Permit Cards the Nassau was returned to its owners on July 10, 1944.

Besides the Nassau and the Leslie, Albert Anis's work includes the Barnett Bank Building at 420 Lincoln Road, and the following hotels:

Waldorf Towers	860 Ocean Drive
Clevelander Hotel	1020 Ocean Drive
Winter Haven	1400 Ocean Drive
Traymore Hotel	2445 Collins Ave
Berkeley Shore	1610 Collins Ave
Promenade	1465 Collins Ave
Biltmore Terrace	8701 Collins Ave

1.5 The Shepley Hotel

Opened in 1938, The Shepley derived its name from its original owners, Mr. and Mrs. Shepard Swede. An exquisite Art Deco design by renowned New York City architect Henry Hohauser and its associate Frederick Gibbs, the hotel was listed in the National Register of Historic Places in 1979.

Credited with being the originator of modernism in Miami Beach, architect Henry Hohauser used what have become the signature features of the era: casement windows, channel-letter neon sign, nautical porthole windows on the parapet, prow-like projection of the second-story center window, a stepped up center parapet decorated with a vertical row of bosses and three horizontal bars; corner windows with narrow eyebrows, wrap around "racing stripes" and additional bosses on north and south facades. The porch has fluted porch columns, and is contained by a low wall topped with a simple metal railing.

A notation on the original building card confirms that the footings of The Shepley were designed to support a future third story, with an additional 18 hotel rooms and an elevator, but these were never added.

Authors celebrate this building as a forerunner of other Hohauser designs, noting especially its similarity to the Century Hotel at 140 Ocean Drive (1939) and the Davis Hotel at 1020 Washington Avenue (1941). Hohauser came to Miami in 1932. He practiced in Miami Beach for over 20 years delivering some of the most iconic buildings of the era:

Park Central Hotel	640 Ocean Drive
Colony Hotel	736 Ocean Drive
Edison Hotel	960 Ocean Drive
Cardozo Hotel	1300 Ocean Drive
Collins Park Hotel	2000 Park Avenue
Essex House	1001 Collins Avenue

After just two years, in May 1940, the Swedes sold the Shepley to Louis Rotman of Iowa for \$69,000, who retained the hotel name. In the next chapter of its history, the Shepley became one of over 300 Miami Beach properties that joined the mobilization for World War II. The US Army Force Technical Training Command leased it for use as a barracks for military trainees. The Shepley returned to civilian service on June 15, 1944.

As the post war boom got underway, between 1944 and 1945 the Shepley, still just two stories high with 32 rooms, was sold four times in 18 months. The newspapers thought this was "a record, even for the tremendously active Miami Beach real estate market". The new owners in 1945, who bought it for \$ 125,000, still planned to add that elusive third story "when they are able to get materials for that purpose". Apparently they never could.

The Building underwent extensive rehab and became the "Beachcomber Hotel" in June 1991. Twenty three years later, a total remodeling of the property brought the original name back to where it belonged. In October 2014, The Shepley shined again. Argentinean born designer Pablo Chiappori and Alquimia Hospitality Group LLC, bring back to life the vintage look of this unique and intimate boutique hotel.

II

MUSEUMS

2.1 Bass Museum of Art

Located in the heart of Miami Beach, the Bass Museum of Art offers a range of dynamic contemporary art exhibitions. Educational programs, artist projects, lectures, concerts and free family days complement the works on view.

The museum was founded in 1963, when the City of Miami Beach accepted the donation of the private collection of John and Johanna Bass, residents of Miami Beach, originally from Vienna, Austria. Named in their honor, the museum opened one year later in a stunning example of 1930s Art Deco architecture designed by Russell Pancoast, that had previously housed the Miami Beach Library and Art Center.

In 2002, the museum more than doubled its size from 15,000 to 35,000 square feet with an addition designed by iconic architect Arata Isozaki.

Since 2008, the museum has refined its mission statement: “we present contemporary art to excite, challenge and educate.” Propelled by reinvigorated leadership and vision, there have been significant increases in attendance, membership, institutional and corporate partnerships and programming.

www.bassmuseum.org

2.2 The Wolfsonian

The Wolfsonian–Florida International University is a museum, library, and research center that uses objects to illustrate the persuasive power of art and design, to explore what it means to be modern, and to tell the story of social, historical, and technological changes that have transformed our world. The collections comprise approximately 120,000 objects from the period of 1885 to 1945—the height of the Industrial Revolution to the end of the Second World War—in a variety of media including furniture; industrial-design objects; works in glass, ceramics, and metal; rare books; periodicals; ephemera; works on paper; paintings; textiles; and medals.

Opened to the public in 1995, The Wolfsonian has received wide recognition among scholars, collectors, educators, the media, museum professionals, and visitors for its unrivaled collection of modern material culture and its multidisciplinary approach to looking at objects as both agents and expressions of change. While these objects can best be understood in the context in which they were created, they illuminate as much about our times as they reveal about their own. The museum supports scholarship and develops and disseminates critically acclaimed exhibitions, publications, and educational programs that highlight the impact of design in shaping the modern world.

www.wolfsonian.org

2.3 World Erotic Art Museum (WEAM)

See the fascinating and captivating World Erotic Art Museum, home of the largest collection of erotic art in America. The priceless private collection dates from antiquities to contemporary times and shows all cultures, art mediums and lifestyles in a tasteful historic time line.

The collection includes paintings, tapestries, sculptures and art objects, mostly one of a kind. Depicting the Art of Love and Love in Art, the collection is worldwide and wonderful, ageless and timeless. With over 20 galleries and 12,000 square feet, the WEAM has more than you can even imagine. Be sure to add this highly interesting attraction to your list of things to do on South Beach. This is your unique opportunity to view the greatest collection of erotica you will ever see, join us in a celebration of who we are!

www.weam.com

2.4 Pérez Art Museum Miami (PAMM)

Pérez Art Museum Miami serves one of the most diverse populations in one of the fastest growing regions in the country, where a unique confluence of Caribbean, North and South American cultures adds vibrancy and texture to the civic landscape. The city’s thriving community of artists, designers and collectors and its avid and growing art-engaged public are driving Miami’s demand for a world-class museum and dynamic center of visual arts education.

PAMM transformed Museum Park into a central destination on Miami’s cultural map, promotes progressive arts education, builds community cohesiveness and contributes substantially to downtown revitalization.

www.pamm.org

2.5 Miami Science Museum

In a new and growing community, the need for science and technology education, awareness of the natural history of South Florida, and a desire for young people to develop a sense of their heritage led this group of local women to create the Museum and begin collections, create dioramas and take exhibits out to schools and other groups. From the beginning, this was a community-led initiative, with a focus on education.

Then as now, the Museum seeks to inspire people of all backgrounds and ages to enjoy science and technology, to better understand themselves and their world.

www.miamisci.org

2.6 Vizcaya Museum & Gardens

For decades, Vizcaya has served as a diplomatic seat of Miami-Dade County, welcoming U.S. elected officials from all branches of government (notably Presidents Reagan and Clinton) and foreign leaders such as Britain's Queen Elizabeth II, Spain's King Juan Carlos and Queen Sofia, and Pope John Paul II. Major international events have also been held at Vizcaya, including the Summit of the Americas, the signing of the Free Trade Agreement of the Americas and activities associated with Art Basel Miami Beach.

Vizcaya still retains most of its original furnishings as well as the historic layout of the formal gardens. The Village side of the estate, however, evolved quite significantly over the years: The historic buildings were used for Park and Recreation Department offices and a museum facility and large parking lot were built on the southern portion of the site. This divided Vizcaya functionally and symbolically, and the Museum's 2005 Master Plan anticipates fully reuniting the estate, following the departure of the Miami Science Museum to its new facility.

The museum features the Main House with 34 decorated rooms showcasing over 2,500 art objects and furnishings; ten acres of European-inspired formal gardens; a significant orchid collection totaling 2,000 specimens; and 25 acres of endangered primary growth forests. Vizcaya is accredited by the American Association of Museums and was designated a National Historic Landmark in 1995 for its significant architecture, landscapes, interiors and collections.

www.vizcaya.org

2.7 Frost Art Museum

The Patricia & Phillip Frost Art Museum's collection is a melding of several distinctive collections: the General Collection, the Metropolitan Museum and Art Center Collection and the Betty Laird Perry Emerging Artist Collection. The General Collection holds a strong representation of American printmaking from the 1960s and '70s, photography, Pre-Columbian objects dating from 200-500 AD, and a growing number of works by contemporary Caribbean and Latin American artists. The Museum continues to expand the collection through private donations, purchases and acquisitions. The Frost Art Museum complements its exhibitions with a wide range of regionally unique and nationally recognized educational programs including The Green Critics' Lecture Series and Target Wednesday After-Hours.

www.thefrost.fiu.edu

2.8 Museum of Contemporary Art North Miami (MOCA)

The Museum of Contemporary Art expanded from the original Center of Contemporary Art, which was inaugurated in 1981 in a modest single gallery space. The Museum opened a new building in 1996 designed by Charles Gwathmey of GSNY, who worked in conjunction with Miami firm Gelabert-Navia in the creation of the space. The museum is a site for discovering new artists, contemplating the work of contemporary masters, and learning about our living cultural heritage.

The Museum of Contemporary Art is known for its provocative and innovative exhibitions, and for seeking a fresh approach in examining the art of our time. The museum maintains an active exhibition schedule, presenting 8 to 10 exhibitions annually. The Museum of Contemporary Art established its Permanent Collection in 1995. MOCA's Permanent Collection now numbers approximately 600 works.

www.mocanomi.org

2.9 Lowe Art Museum

From its origins in three classrooms in 1950, the history of the Lowe Art Museum reflects an unwavering commitment to fulfill its mission to serve the University of Miami as a teaching resource, and the residents of and visitors to greater Miami as its major general art museum.

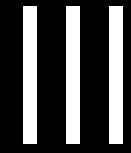
The Lowe's success in fulfilling its mission is confirmed by an extraordinary and ongoing outpouring of support for the museum and its collections. With the gift in 1950 by philanthropists Joe and Emily Lowe, a free-standing museum facility opened to the public in 1952, the first art museum in South Florida. Its 17,500-object collection is one of the most important in the southeast, with strengths in Renaissance and Baroque, American, Ancient and Native American, and Asian art.

www.miami.edu/lowe

2.10 Flagler Museum

When it was completed in 1902, the *New York Herald* proclaimed that Whitehall, Henry Flagler's Gilded Age estate in Palm Beach, was "more wonderful than any palace in Europe, grander and more magnificent than any other private dwelling in the world." Today, Whitehall is a National Historic Landmark and is open to the public as the Flagler Museum, featuring guided tours, changing exhibits, and special programs.

www.flaglERMuseum.us



DESTINATION ENTERTAINMENT

3.1 Miami Metro Zoo

Zoo Miami - also known as The Miami-Dade Zoological Park and Gardens - is the largest and oldest zoological garden in Florida, and the only tropical zoo in the continental United States.

The unique climate in South Florida allows us to keep a wide variety of animals from Asia, Australia and Africa, representing a broad mix of species that is unlike any other zoo in the country.

Our animals are grouped according to their geographic territories, with species that live together peacefully in the wild placed in exhibits together here at the zoo. Our trees, foliage and even our soil are matched as closely as possible to the native habitats of our animals.

Zoo Miami is proud to be an active leader in many global wildlife and environmental conservation initiatives, and we are currently involved in over 36 projects taking place on six continents.

www.zoomiami.org

3.2 Miami Children's Museum

The museum offers interactive exhibits, programs, and learning materials related to arts, culture, community and communication. MCM encourages visitors of all ages to play, learn, imagine, and create together. We are recognized as one of the 10 largest children's museums in the country and the only children's museum in Miami-Dade County.

Our 56,500 square foot facility is located on Watson Island. It was designed by Arquitectonica International, Inc. an award-winning Miami-based architecture and design firm. The building, for and about children, represents the elements of the world: earth, wind, water and fire. Our facility includes 14 galleries, a pre-school, a charter school, the Kidsmart educational gift shop, a 200-seat auditorium, and a Subway restaurant.

www.miamichildrensmuseum.org

3.3 Jungle Island

Jungle Island, Miami's premier entertainment destination, combines the beauty of Miami's tropical landscape with a jungle full of extraordinary animals from around the globe. Building upon its rich 75-year history, today's Jungle Island is a contemporary theme park, featuring extremely rare twin orangutans and over 300 vibrant birds, including the world's only trained Cassowary.

Jungle Island began its history in 1936 as Parrot Jungle. The evolution of the Jungle has led to the renaming of the park as Jungle Island to better encompass the wide variety of animals, plants and activities available

Jungle Island lives up to its name with unusual flora, from the extraordinary African sausage tree to a collection of rare cycads. Visitors to Jungle Island can stroll along the 1.35 miles of winding, covered trails while enjoying the many special exhibits, attractions and tours that are available. As Miami's brightest and most unique destination, Jungle Island continues to delight the thousands of people who visit Miami each year.

www.jungleisland.com

3.4 Rapids Water Park

Kids and grown-ups alike enjoy cooling off at the Rapids Water Park. From small water slides in the Tadpool to the Pirates Plunge speed slide with a 70-foot drop, there is something appropriate for everyone in the family, even if you only want to float down Lazy River. An 18-hole miniature golf course is also on the premises, and snack bars await hungry patrons.

www.rapidswaterpark.com

3.5 Miami Sea Aquarium

On a 38-acre tropical paradise with spectacular skyline views, lies a South Florida attraction like no other. Welcome to Miami Seaquarium®, where conservation and education go hand in hand, sea lions delight children of all age, and endangered sea turtles and manatees find a safe haven. Enjoy a world-class marine-life entertainment park with a variety of fun things to do in Miami, South Florida. From eight different marine animal shows, astonishing daily presentations, and a variety of educational tidbits along the way, Miami Seaquarium® is a place of inspiration, education - and fun!

www.miamiseaquarium.com

3.6 Lion Country Safari

Florida's only drive-through safari and walk-through amusement park invites you to spend the day on safari with over 900 animals. With animal displays and encounters, animal feeding experiences, 9 rides, water spray-ground, food, shopping and more, you are sure to have a memorable experience at Lion Country Safari.

www.lioncountrysafari.com

3.7 Seminole Tribe of Florida

The Seminole Tribe of Florida is a Federally Recognized Indian Tribe, the only tribe in America who never signed a peace treaty. The challenge of maintaining the unique Seminole culture while operating in the mainstream economy is the priority for today's Seminole Tribe of Florida.

The descendants of Osceola, Jumper, Micanopy, and Sam Jones have come a long way since the bullets stopped flying a century ago. The proud, "unconquered" Seminole Tribal community remains, as always, a valuable legacy of Florida's rich and diverse heritage and a national leader among American Indian tribes striving for self-reliance.

Visit the Unconquered Seminole Tribe of Florida! Make plans now for our annual celebrations of culture, heritage & history.

www.floridaseminoletourism.com

3.8 Monkey Jungle

Monkey Jungle is a unique wildlife park and discovery center established in 1935 in a natural subtropical forest in southern Miami-Dade County. The Jungle wildlife live here much as they would in their native habitats. Visitors, students and scientists experience up close encounters with these amazing creatures in Miami's natural 30-acre Jungle park.

Come explore Monkey Jungle...Where Humans are Caged and Monkeys Run Wild!

www.monkeyjungle.com

3.9 Venetian Pool

The picturesque Venetian Pool is truly a one-of-a-kind attraction. This public swimming pool, chiseled out of a coral rock quarry in the 1920s, looks like a natural rock formation, except that no natural rock formation could be so perfectly suited to human enjoyment. This historical landmark is a work of art with its gushing fountains, coral caves and waterfalls. The 820,000 gallons of cool, refreshing spring water are replaced daily. Tours are conducted here.

www.coralgables.com

3.10 Everglades Alligator Farm

Discover the mysteries of the Everglades at South Florida's oldest alligator farm. Near the main entrance of Everglades National Park, Everglades Alligator Farm contains more than 2,000 alligators! Glide across the everglades on one of our guided airboat tours. Alligator, snake, and wildlife shows are performed hourly.

www.everglades.com

IV

SHOPPING MALLS

4.1 Lincoln Road Mall

Carl Fisher, the wealthy original developer of Miami Beach, envisioned Lincoln Road to be the Miami Beach counterpart to Fifth Avenue in New York, or Rodeo Drive in Los Angeles. And indeed in the boom times of South Beach in the 1930's, 1940's, and 1950's, it could match those upscale fashionable shopping districts. Today, Lincoln Road is a thriving pedestrian mall between Alton Road and Washington Avenue with unique stores, restaurants and cafés.

www.lincolnroadmall.com

4.2 Bal Harbour Shops

www.balharbourshops.com

4.3 The Shops at Midtown

www.facebook.com/MidtownMiami

4.4 Bayside Marketplace

www.baysidemarketplace.com

4.5 Village of Merrick Park

www.villageofmerrickpark.com

4.6 Dadeland Mall

www.simon.com/mall/dadeland-mall

4.7 Aventura Mall

www.aventuramall.com

4.8 Dolphin Mall

www.shopdolphinmall.com

4.9 Sawgrass Mills Mall

www.simon.com/mall/sawgrass-mills

V

MOVIE THEATERS

5.1 Regal South Beach

Regal South Beach is the home for blockbuster films and wide releases, operated by the largest and most geographically diverse theatre circuit in the United States.

www.regmovies.com

5.2 Miami Beach Cinematheque (Independent)

With a mission to provide an alternative to the commercial cinema experience, a group of passionate film lovers set off to bring film culture to Miami. The Miami Beach Cinematheque, is Miami's premiere HD art house cinema, home to the Miami Beach Film Society. In the Historic City Hall on South Beach built by Carl Fischer in 1927, MBFS restored and renovated an amazing space which is a screening room, gallery, bookstore/library, and cafe.

www.mbcinema.com

5.3 O Cinema Miami Beach (Independent)

O Cinema is a cutting-edge, non-profit, independent cinema with three locations in the greater Miami area- Wynwood Arts District, Village of Miami Shores & North Beach (Miami Beach). We showcase first-run independent, foreign, art, & family films.

www.o-cinema.org

VI

PERFORMING VENUES

6.1 New World Symphony

The New World Symphony is dedicated to the artistic, personal and professional development of outstanding instrumentalists. The NWS fellowship program provides top graduates of music programs the opportunity to enhance their musical education with the finest professional training. A laboratory for musical education and expression, the New World Symphony, through a wide range of performance and instructional activities, seeks to develop in participants the full complement of skills and qualifications required of twenty-first century first class musicians.

www.nws.edu

6.2 The Fillmore at Jackie Gleason Theater

The story of The Fillmore Miami Beach at the Jackie Gleason Theater began in 1950, when Golden Era Legends graced the stage of The Miami Beach Municipal Auditorium. Guests came from around the world to watch such shows as song and dance performances, comedy or even the occasional boxing match.

In 2007, the theater was again reborn, undergoing a multi-million dollar transformation. The Fillmore Miami Beach at the Jackie Gleason Theater showcases the biggest names in live entertainment. Steeped in rock 'n' roll history while maintaining cultural relevance, our theater passionately combines the rich tradition of the Fillmore Experience with the energy and passion of Miami Beach.

www.fillmoremb.com

6.3 Adrienne Arsht Center for the Performing Arts

Set in the heart of downtown Miami and designed by world-renowned Argentinean architect Cesar Pelli, the Arsht Center is one of the world's leading performing arts organizations and venues. Since opening in 2006, the Arsht Center, a non-profit organization, has emerged as a leader in presenting innovative programming that mirrors South Florida's diversity.

Spotlighting legends and serving as a launch pad for local artists to make their mark on the international stage, the Center presents nearly 500 events each year across its eight flexible, state-of-the-art performance spaces. The Center programs 12 signature series, including the largest jazz series in South Florida, the biggest flamenco festival on the East Coast, and a robust program of new theatrical works as well as free programming for the community and an arts education program that serves nearly 30,000 children each year.

www.arshtcenter.org

6.4 American Airlines Arena

Home of the Miami Heat NBA team, the American Airlines Arena Miami can be configured into five different arrangements and can house anywhere between 5,000 to 20,000 spectators. Over a decade after it first opened its doors to the public, the American Airlines Arena Miami continues to book some of the hottest and most exciting events on the entertainment calendar.

www.aaarena.com

6.5 Gusman Center for the Performing Arts

The Olympia Theater opened in 1926 as a silent movie palace and amazed the public with its stunning Moorish architecture, perfect acoustics and simulated night sky, complete with wafting clouds and twinkling stars. It also achieved fame as the first air-conditioned building in the South.

Throughout its history, the Olympia has been host to the world's most exciting performers in the arts and entertainment community. Cultural icons such as Elvis Presley, B.B. King, Luciano Pavarotti and Etta James have provided memorable evenings under the Olympia Theater's stars. The theater has also hosted today's best-known pop stars and is a favored venue for concerts.

Hosted in the Gusman Center of the Performing Arts, Miami's most beloved cultural venue has retained its stature in a Downtown that continues its own transformation.

www.olympiatheater.org

6.6 Broward Center for the Performing Arts

Ranking among the top ten most-visited theaters in the world, the Center presents more than 700 performances each year to more than 600,000 patrons. Overlooking the New River in downtown Fort Lauderdale, this premier performing arts venue hosts Broadway musicals, operas, ballets, concerts, plays, multi-cultural performances, lectures, workshops and educational events; and it offers one of the largest arts-in-education programs in the United States, serving more than 150,000 students annually.

browardcenter.org

6.7 Hard Rock Live

Hard Rock Live, is Hollywood's premiere live music venue with a capacity for enthusiastic fans, easy parking and a fun, authentic, more intimate atmosphere. From the hardest rockers and the coolest jazz to the hottest Latin acts, the best performers take the stage at Hard Rock Live all year round. Our 5,500 seat arena is also the backdrop for comedians, boxing and many other live events.

www.seminolehardrockhollywood.com

6.8 BB&T Center

The search for a new arena began in 1993, when H.Wayne Huizenga obtained the new franchise for the Florida Panthers Hockey Team. The search process became a fast-track development strategy when the site in Sunrise, Florida was selected in June, 1996. The end result reflects the youthful, confident and dynamic character of the Florida Panthers Hockey Team, as well as, an effective civic image for a full range of entertainment offerings.

www.thebbtcenter.com

VII

CASINO & GAMING

7.1 Magic City Casino

Miami's first casino to feature Las Vegas style slot machines! This is Miami's very own casino, including the only Roulette wheels and Craps tables in Miami. 800 of the most popular slot machines make up the all-new Magic City Casino. Try your luck!

Plus, check out the incredible Big Mouth Cafe, the ultra-chic Sky 7-37, the best local bands in Miami, the hottest Poker Room in town and the most electrifying live racing action you can imagine!

www.magiccitycasino.com

7.2 Seminole Hard Rock Casino

The Seminole Hard Rock Hotel and Casino in Hollywood, FL is a powerful collaboration between the Seminole Tribe of Florida and Hard Rock International. This amazing world class resort offers everything you need to enjoy the ultimate entertainment adventure – popular gaming machines, innovative cuisine, lush tropical pools, world class spas and fitness centers.

www.seminolehardrockhollywood.com

7.3 Gulfstream Park Casino

Gulfstream Park is dedicated to providing world-class thoroughbred racing and gaming entertainment. We take pride in our continuous effort to maximize our guests' experiences. Horse racing offers a unique, interactive experience like no other sport.

The Village at Gulfstream Park is South Florida's premier outdoor shopping and entertainment destination, featuring a sizzling collection of fashion boutiques, home accessory shops, signature restaurants, outdoor cafes and nightclubs.

www.gulfstreampark.com

7.4 Hialeah Park Race Track

A South Florida mainstay for over 90 years, Hialeah Park is 200 acres of lush landscape and historic architecture. Known simply as "The World's Most Beautiful Race Course", Hialeah Park is eternal, magnificent and iconic, while holding the distinction of being an Audubon Bird Sanctuary with Flamingos on site and listed on the National Register of Historic Places.

www.hialeahparkcasino.com

VIII

SPORTS ACTIVITIES

8.1 Tennis

Flamingo Park

<http://www.miamibeachfl.gov/parksandrecreation/scroll.aspx?id=15742#tennis>

North Shore Park Tennis Center

http://www.miamibeachfl.gov/parksandrecreation/scroll.aspx?id=7492#tennis_center

Surfside Tennis Center

http://www.townofsurfsidefl.gov/Pages/SurfsideFL_Recreation/Tennis

Palm Island Park

web.miamibeachfl.gov/parksandrecreation/scroll.aspx?id=14320

8.2 Lap / Swimming Pool

Flamingo Park Pool:

<http://web.miamibeachfl.gov/parksandrecreation/scroll.aspx?id=13948>

Normany Isle Park Pool

<http://web.miamibeachfl.gov/parksandrecreation/scroll.aspx?id=7344>

Scott Rakow Youth Center

<http://web.miamibeachfl.gov/parksandrecreation/scroll.aspx?id=12192>

8.3 Basketball

Flamingo Park

<http://www.miamibeachfl.gov/parksandrecreation/scroll.aspx?id=15742#basketball>

Scott Rakow Youth Center

<http://web.miamibeachfl.gov/parksandrecreation/scroll.aspx?id=12192#basketball>

8.4 Golf

Miami Beach Golf Club

<http://www.miamibeachgolfclub.com/>

Biltmore Golf Course

<http://www.biltmorehotel.com/golf/>

Crandon Golf at Key Biscayne

www.golfcrandon.com

8.5 Biking

Oleta River State Park

NE 163rd Street, North Miami Beach

<https://www.floridastateparks.org/park/Oleta-River>

Rickenbacker Trail

Rickenbacker Causeway, Key Biscayne

<http://www.miamidade.gov/parksmasterplan/library/rick.pdf>

Virginia Key

Virginia Key, Key Biscayne

<http://virginiakeybeachpark.net/>

Crandon Park

6747 Crandon Boulevard, Key Biscayne

www.miamidade.gov/parks/crandon.asp

Bill Baggs State Park

1200 Crandon Blvd., Key Biscayne

<https://www.floridastateparks.org/park/Cape-Florida>

Shark Valley

Everglades National Park

<http://www.nps.gov/ever/planyourvisit/shark-valley-trails.htm>

8.6 Rowing

Miami Beach Rowing Club

www.rowmiamibeach.com

Coconut Grove Rowing Club

<http://www.coconutgroverowing.com>

8.7 Sailing

Miami Sailing

<http://miamisailing.net>

Sailing on Biscayne Bay

<http://www.sailingonbiscaynebay.com>

Happy Cruises

<http://www.happycruisesmiami.com>

Miami by Sail

<http://miamibysail.com>

Thriller Miami Speedboat

<http://www.thrillermiami.com>

Lets Go Sailing Today

<http://www.letsgosailingtoday.com>

Jet Boat Miami

<https://jetboatmiami.com>

8.8 Kayaking

South Beach Kayak

<http://www.southbeachkayak.com/>

Sailboards Miami

<http://www.sailboardsmiami.com/>

Miami Kiteboarding

<http://www.miamikiteboarding.com/>

8.9 Paddleboarding

Miami Beach Paddleboard

<http://miamibeachpaddleboard.com/>

Sailboards Miami

<http://www.sailboardsmiami.com/>

Kustom Water Sports

<http://www.kustomwatersports.com>

8.10 Snorkeling

Squalo Divers

<http://www.northmiamidivers.com>

South Florida Diving

<http://www.southfloridadiving.com/>

8.11 Scuba Diving

Squalo Divers

<http://www.northmiamidivers.com>

Grove Scuba

<http://www.grovescuba.com>

South Florida Diving

<http://www.southfloridadiving.com/>

8.12 Surfing & Windsurfing

EZ Ride Surf School

<http://www.ezridesurfschool.com>

Sailboards Miami

<http://www.sailboardsmiami.com/>

8.13 Kite Boarding

South Florida Kite Boarding

<http://www.southfloridakiteboarding.com>

Miami Kiteboarding

<http://www.miamikiteboarding.com/>

Miami Kiteboarding Lessons

<http://miamikiteboard.yolasite.com/>

8.14 Fishing

Top Gun Fishing

<http://topgunmiami.com>

Mark the Shark

<http://www.marktheshark.com>

Beast Fishing Charters

<http://www.beastcharters.com>

8.15 Flyboarding

Miami Flyboard

<http://www.flyboard305.com>

Bayside Flyboard

<http://www.baysideflyboard.com>

8.16 Parasailing & Skydiving

Miami Beach Parasail

<http://www.miamibeachparasail.com>

Miami Parasail

<http://www.miamiparasail.com>

Miami Skydiving Center

<http://www.miamiskydivingcenter.com>

8.17 Jet Ski / Water Ski

Jet Boat Miami

<https://jetboatmiami.com>

Jet Ski Miami

<http://www.miamijetskirental.com>

Florida Water Sports

<http://www.florida-watersports.com>

8.18 Wake Board / Wake Surf

Miami Watersports Paradise

<http://www.watersports-paradise.com>

Florida Water Sports

<http://www.florida-watersports.com>

8.19 Bowling

Strike 10 Bowling & Sports Bar (Gulfstream)

<http://strike10bowling.com/>

Bird Bowl Bowling Center

<http://www.birdbowl.com>

8.20 Ice Skating

Pines Ice Arena

<http://pinesice.com/>

IX

SPORTING EVENTS

9.1 American Football: Sun Life Stadium

www.sunlifestadium.com

9.2 Basketball: American Airlines Arena

www.aaarena.com

9.3 Baseball: Marlins Park

www.marlins.com

9.4 Ice Hockey: Bank Atlantic Center

www.thebbtcenter.com

9.5 Tennis: Crandon Park Tennis Center

www.miamidade.gov/Parks/crandon-tennis.asp

X

NATURE PARKS

10.1 Everglades National Park

Everglades National Park protects an unparalleled landscape that provides important habitat for numerous rare and endangered species like the manatee, American crocodile, and the elusive Florida panther. An international treasure, the Everglades is a World Heritage Site, an International Biosphere Reserve, a Wetland of International Importance, and has specially protected areas under the Cartagena Treaty.

Experience Everglades National Park right in Miami's backyard. Everglades' wet saw grass prairies, dry tropical hardwood hammocks and pinelands, mangrove swamps and Florida Bay and Gulf Coast estuaries provide habitat for a wildlife spectacle like no other.

Take a short walk on the Anhinga Trail to spot abundant wildlife -- turtles, herons and alligators! Climb atop Shark Valley's 65-foot observation tower for a bird's eye view of the glades. Glide over Florida Bay by tour boat or kayak for a chance to glimpse a crocodile, manatee, or dolphin. Watch as the sun sets over Flamingo, the southernmost point in mainland Florida. Explore the pinelands by bike, paddle amongst the mangroves on Nine-Mile Pond, or tour the historic Nike Hercules missile base. Join a ranger on a slough slog deep into the heart of a cypress dome. Find solitude on your own on a week-long canoe trip, camping along the 99-mile Wilderness Waterway. With countless opportunities for discovery, plan an adventure that's just right for you!

www.nps.gov/ever

10.2 Biscayne National Park

Within sight of downtown Miami, yet worlds away, Biscayne protects a rare combination of aquamarine waters, emerald islands, and fish-bejeweled coral reefs. Here too is evidence of 10,000 years of human history, from pirates and shipwrecks to pineapple farmers and presidents. Outdoors enthusiasts can boat, snorkel, camp, watch wildlife...or simply relax in a rocking chair gazing out over the bay.

Unlike many units of the National Park system that can be fully experienced in a car or on foot, Biscayne National Park requires some planning to make the most of a visit. With 95% of its 172,000 acres covered by water, going out on a boat is the best way to really experience the park. If you only have a short while, or cannot go out on a boat, the Convoy Point area offers a variety of land-based and indoor opportunities to get to know the park.

www.nps.gov/bisc

10.3 Fruit and Spice Park

The Preston B. Bird/ Mary Heinlein, Fruit & Spice Park is the only tropical botanical garden of its kind in the United States. The unique 37-acre public facility is owned and operated by the Miami-Dade County Park and Recreation Open Spaces. Located in South Florida, the Park's tropical climate can be found nowhere else in the continental U.S. and hosts over 500 varieties of fruits, vegetables, spices, herbs, and nuts, and other commercially important plant specimens from around the world. The Park showcases 150 varieties of mango, 75 varieties of bananas, 70 bamboo varieties, and numerous other exotic edibles. Visitors are invited to munch at our tasting counter inside our Park Store or enjoy lunch at the Mango Cafe.

fruitandspicepark.org

10.4 Fairchild Tropical Botanic Garden

We are one of the premier conservation and education-based gardens in the world and a recognized international leader in both Florida and international conservation.

Robert H. Montgomery was an accountant, attorney and successful businessman with a passion for plant collecting. With the guidance of Dr. Fairchild, he pursued the dream of creating a botanical garden in Miami, the one place in the continental United States, where tropical plants could grow outdoors year-round. Opened to the public in 1938, Fairchild Tropical Botanic Garden was established on an 83-acre site south of Miami purchased by Col. Montgomery and later deeded in large part to Miami-Dade County. Fairchild is one of the world's greatest botanical gardens, and we work diligently to bring the best services and information to our members and guests.

www.fairchildgarden.org

10.5 Crandon Park

With its golf and tennis facilities, unique eco-adventures and breathtaking beach, Crandon Park offers something for everyone.

Located in Crandon Park is a designated natural Environment Study Area, and serves as a window to the wilderness that was once South Florida. Miami-Dade Parks' naturalists guide visitors through the Preserve to explore the hammock, ocean and beach communities and see the amazing animals and plants that inhabit South Florida.

Crandon Park's beautiful two-mile beach is consistently named among the top ten beaches in the nation. It is one of the most popular recreation destinations in all of Miami-Dade County, enjoyed by millions of residents and tourists each year.

www.miamidade.gov/parks/crandon.asp

10.6 Butterfly World/Tradewinds Park

Butterfly World is the result of one man's hobby gone wild. Born of Dutch immigrants, Ronald Boender grew up in Illinois and had always had a fascination with butterflies, beginning with the cabbage whites, black swallowtails and silk moths he found while growing up on his father's farm.

Opening day was March 28, 1988, with Butterfly World encompassing 3 acres of butterfly aviaries, botanical gardens and the working butterfly farm and research center that Boender had worked years to establish. In the years that have followed, the park has expanded to include the 2 additional aviaries for a rainbow of birds and hummingbirds, an interactive lorikeet encounter, as well as a skilled aviculture care and research staff to support these endeavors.

www.butterflyworld.com

10.7 Flamingo Gardens

Flamingo Gardens is 60 acres of Tropical Paradise! Our Botanical Gardens is a showcase for over 3000 species of rare and exotic, tropical, subtropical, and native plants. Our Arboretum contains some of the largest trees in the state of Florida. The Everglades Wildlife Sanctuary gives residence to permanently injured and non-releasable birds and animals, and is home to the largest collection of Florida native wildlife- including alligators, bear, bobcats, eagles, otters, panthers, peacocks and flamingos!

Floyd L. and Jane Wray came to Florida in 1925 and were deeply intrigued with the horticultural possibilities of the subtropical locale. They purchased 320 acres of land around and including Long Key in the Everglades. On January 2, 1927, Floyd L. Wray incorporated Flamingo Groves, beginning what was to become one of the first botanical gardens and tourist attractions in South Florida.

As Mr. Wray wrote in 1939, "You are welcome to Flamingo [Gardens], and are invited to spend as much time as you desire, my only request being...that you help us preserve this beauty spot for others."

flamingogardens.org

10.8 Greynolds Park

Once the site of a rock quarry, is now a 249-acre park consisting of a variety of habitats; most notably a relatively intact hardwood hammock and mangrove forest. The hammock at Greynolds is one of the last well-protected natural areas of northern Miami-Dade County.

Tequesta Indians used the Oleta River, which runs along the east side of the park, as a source of transportation. In the years following, the Seminole Indians used the land along side the river as a trading post and a source of supplies for early Miami-Dade County settlers. The park is named after A.O. Greynolds, the head of Ojus Rock Company, who deeded the land over to Miami-Dade County Parks Department in 1936.

Activities include guided historical nature walks, Oleta river canoe trips, night hike, paddleboats, kayak rental, bike trails, etc...

www.miamidade.gov/parks/greynolds.asp

XI

BOOKSHOPS

11.1 Books & Books

<http://www.booksandbooks.com/miamibeach>

927 Lincoln Road
Miami Beach, Florida 33139

11.2 Taschen

<http://www.taschen.com/>

1111 Lincoln Road
Miami Beach, FL 33139

11.3 Barnes and Noble

www.barnesandnoble.com

152 Miracle Mile
Coral Gables, FL 33134

The Shops at Sunset Place
5701 Sunset Drive Suite 196
Miami, FL 33143

XII

ALL TOURS

12.1 Jet Ski Tours

Jet Ski Tours of Miami

<http://www.jetskitoursofmiami.com>

Hector's Watersports

<http://jetskitoursmiami.com/>

12.2 Plane / Helicopter Tours

Go Fly Tours

<http://www.goflytours.com>

Global Air Group

<https://tourhelicopter.com>

12.3 Bus Tours

Big Bus Tour

<http://eng.bigbustours.com/>

Miami Duck Tours

<http://www.miamipirateducktours.com>

Miami Doubledecker

<http://miamidoubledecker.com>

12.4 Boat Tours

Miami Duck Tours

<http://www.miamipirateducktours.com>

Speed Boat Tours

<http://www.speedboattours.com>

12.5 Bike Tours

Bike and Roll

<http://bikemiami.com/>

Bike Tours Miami

<http://biketoursmiami.com/>

History Miami

<http://www.historymiami.org/tours/bike-tours/>

12.6 Culinary Tours

Miami Culinary Tours

<http://www.miamiculinarytours.com>

12.7 Electric Bike & Bike Tours

Wheels 2 Go Miami

<http://wheels2gomiami.com>

Wynwood Mural Tours

<http://wynwoodmuraltours.com>

Bike and Roll Miami

<http://bikemiami.com>

12.8 Walking Tours

Art Deco Miami Preservation League Walking Tour

<http://www.mdpl.org>

Art Deco Walks

<http://www.artdecowalks.com>

Art Deco Cocktail Tour

<http://www.artdecococktailtour.com>

MIMO Architecture Walking Tour

<http://www.mdpl.org>

Wynwood Art Walking Tour

<http://wynwoodartwalk.com/>

Little Havana Walking Tour

<http://www.littlehavanawalkingtour.com>

Miami Center for Architecture & Design

<http://miamicad.org/walking-tour/>

12.9 Art Tours

The Art Experience

<http://www.theartexperiences.com>

Wynwood Art Walking Tour

<http://wynwoodartwalk.com/>

XIII

NEIGHBORHOODS

14.1 Downtown Miami / Brickell Area

Downtown Miami, the central business district of Miami-Dade County, is the hottest new urban center to live, work, and play. Downtown offers extensive living options for those who are looking for a place to buy or to rent in a clean, safe, attractive and welcoming world class City. In addition, Downtown Miami has everything today's urban dwellers are looking for -- fine dining, quality shopping and great entertainment.

The area is the cultural, financial, and commercial center of South Florida, tracing its present-day history back to the 19th century. Downtown Miami has grown to become the fastest-growing area in Miami, with large scale high-rise construction and population increase. Downtown is home to many major museums, parks, education centers, banks, company headquarters, courthouses, government offices, theaters, shops and many of the oldest buildings in the city.

14.2 Design District

The Design District is roughly bound by North 36 St (US 27) to the south, North 43rd Street to the north, West First Avenue to the west and Biscayne Boulevard to the east.[1]The Miami Design District is a neighborhood dedicated to innovative fashion, design, architecture and dining experiences. Developer Craig Robins have actively transformed the once-overlooked area of Miami into a vibrant destination for residents and visitors by presenting the best shopping, cultural and culinary experiences within an architecturally significant context. The vision for a rejuvenated Design District – responsive to its historic, urban and tropical context – was codified in an urban master plan developed by the award-winning master planners Duany Plater-Zyberk, with the additional participation of architects including Walter Chatham, Hariri and Hariri, Juan Lezcano, Terence Riley, and Alison Spear.

The Miami Design District embodies a singular dedication to the unity of design, fashion, art and architecture, and a commitment to encourage a neighborhood comprised of creative experiences.

<http://www.miamidesigndistrict.net>

14.3 Midtown Miami

In 2005, construction began on the "Midtown Miami" development between North 29th and 36th Street and Miami Avenue and the Florida East Coast Railway (FEC) on what was historically an FEC rail yard. The project is a large-scale, urban development that was planned with high-rise residential buildings, hotels, parks and a major urban shopping area. A fair amount of office businesses have also taken up residence in Midtown, in industries ranging from interior decor to marketing agency services. Midtown has become home to Art Miami Art Fair, which takes place during Miami's Art Basel week. Midtown's urban design is reminiscent of New York's So Ho district with a Miami twist.

<http://midtownmiami.com>

14.4 Wynwood

The Wynwood Arts District is home to over 70 Art Galleries, Retail Stores, Antique Shops, Eclectic Bars, and one of the largest open-air street-art installations in the world and most prominent creative communities in the United States.

Taking over what used to be the warehouse and manufacturing district of Greater Miami, developers have rehabilitated neglected warehouses, shuttered factories, and other unused buildings, transforming them into the numerous art complexes, galleries, performing art spaces, restaurants, cafes, and other creative businesses that are seen here today.

With the introduction of the Second Saturday Art Walk in the District and the arrival of the Art Basel fair in 2002, Wynwood has seen some unexpected growth in a relatively short period of time as it gets more and more attention by the locals as the go-to place for an alternative and more cultural nightlife in the City of Miami.

Though the influence and relevance of the arts community in Wynwood is undeniable, new, creative businesses of all types are opening their doors in the District and encountering success here.

www.wynwoodmiami.com

14.5 Little Havana

Hispanic culture permeates everything in Little Havana - colorful murals, monuments to heroes past and present, elderly men playing dominoes as they discuss politics and cigar rollers deep at work amidst Little Havana's ever-present aroma of Cuban coffee. These scenes of daily life in Little Havana play out amidst a backdrop of pulsating traditional Cuban and Afro-Cuban music, storefronts, unique art galleries and quaint typical restaurants.

Little Havana landmarks include: Calle Ocho, the main drag of Little Havana, where fruit stands, art galleries, Cuban restaurants and cigar shops line the avenue and Walkway of the Stars, which honors Latin American celebrities including Gloria Estefan and Celia Cruz. At Domino Park, there are daily heated daily domino games among practiced locals. Take a break and grab a show at Tower Theater, a restored Art Deco theater and cultural venue. .

On the last Friday of each month, Little Havana hosts "Viernes Culturales", or Cultural Fridays, a monthly gallery night showcasing the cultural arts scene of the neighborhood. Little Havana offers a taste of multicultural Miami at its best. For more information, be sure to visit the Little Havana Welcome Center, centrally located in the heart of town, on Calle Ocho between Domino Park and McDonald's.

14.6 Key Biscayne

Key Biscayne is home to some of the most brilliant, white sandy beaches and offers a wide variety of outdoor recreational activities, including bicycling, tennis, golf, fishing, kite boarding, windsurfing, boating and sailing.

Home to the Miami Seaquarium, visit the 170-year old Cape Florida Lighthouse or Crandon Park Beach and meet Miami's biggest stars – Flipper the Dolphin & Lolita the Killer Whale.

Crandon Beach is also famous for its parade of famous photographers and models. Some of the world's best fishing and scuba diving is done right off shore on amazing artificial reefs made ingeniously from everything from recycled tug boats to airplanes! Amazing! Enjoy a round of golf, play tennis, go windsurfing or spend some quiet time with a good book under the shade of a palm tree on the Village Green. Here, miles of beautiful beaches and natural settings can be enjoyed by bike, rollerblades or scooters.

Bill Baggs Cape Florida State Recreation Area is located on the southern tip of Key Biscayne and is one of the most beautiful natural areas near Miami. Follow the Key Biscayne Heritage Trail and experience incredible blue waters, barrier island ecosystems and a prehistoric fossil reef. See where the Nixon Winter Whitehouse stood, where pirates hid in Hurricane harbor and watch dolphins and manatee.

<http://keybiscayne.fl.gov/>

14.7 Coconut Grove

Miami's original neighborhood was founded in 1873 by an eclectic mix of pioneers, artists, intellectuals and adventurers. The tropical oasis of Coconut Grove thrives to this day as Miami's escape from the stress of city life.

Coconut Grove is located in the middle of Miami, yet completely separate and quaint. It offers a warm, laid-back atmosphere of charming boutiques, sidewalk cafes and sailboats anchored at the bay. The neighborhood's distinct bohemian flair allows one to unwind and relax every day of the week and any time of the year.

Coconut Grove has attracted adventurers since its beginnings. Long before Miami even existed, this tropical frontier village lured sailors and individualistic settlers into its quietly breathtaking natural setting with its wild sense of inspirational freedom. It's no surprise Coconut Grove has been a haven of inspirations for such luminaries as Tennessee Williams, Robert Frost and Alexander Graham Bell.

In the midst of a bustling world, the Grove remains a place of secret pleasures awaiting your discovery.

<http://www.coconutgrove.com/>

14.8 Coral Gables

Coral Gables' founders imagined both a "City Beautiful" and a "Garden City," with lush green avenues winding through a residential city, punctuated by civic landmarks and embellished with detailed and playful architectural features. Known as The City Beautiful, Coral Gables stands out as a planned community that blends color, details, and the Mediterranean Revival architectural style. It is also home to more than 20 consulates and foreign government offices and more than 140 multinational corporations.

It is a cohesive community built on a grand scale that blends color, detail, and the Mediterranean Revival architectural style to create harmony with the environment. Early city planners and visionaries were influenced by the aesthetics of the City Beautiful Movement that swept across America in the early 1900s. Inspired by the works of landscape architect Frederick Law Olmstead, who designed New York's Central Park, The City Beautiful Movement encouraged the use of wide tree-lined avenues, monumental buildings, winding roadways, green space, ornate plazas, and fountains. All these elements of style continue to be incorporated throughout the City.

www.citybeautiful.net

14.9 South Beach

The South Beach neighborhood of Miami Beach glitters with nightlife – all day long. It is trendy and quirky and – hey, watch out for that guy on roller skates – and just a fun place to be. Yes, it attracts the rich and famous and youthful, but it now is recognized around the world as worthy of a stay or a visit by everyone. Enjoy the beach or the historic Art Deco architecture or the fine Oceanside dining – or all of it in a single day. And don't miss Haulover Park for fishing, tennis, golf and bicycle rides.

<http://www.miamibeachfl.gov/>

XIV

YEARLY EVENTS

15.1 January: Art Deco Weekend

Produced by the Miami Design Preservation League, the Art Deco Weekend has grown into one of the largest celebrations of Art Deco architecture in the nation. Musical performances, fashion shows, walking tours, movie screenings, a lecture series and a showcase of antique cars are all part of the celebration.

Held annually on Ocean Drive, over a three-day weekend in January, more than 400,000 people come out for the festivities. The event is free and family-friendly with many activities for children. It's a must-see spectacle for anyone interested in the history of South Beach.

15.2 February: Coconut Grove Arts Festival

From its humble beginnings in the early 1960s when Coconut Grove was still a small, tight-knit Bohemian community, the Annual Coconut Grove Arts Festival has grown to become one of South Florida's most successful and anticipated arts event of the season. Art, foodies, music and festival lovers know it will be a memorable weekend experience.

Where else can crowds be exposed to more than 300 artists from around the world in a relaxed outdoor setting? Oftentimes the artists are creating their work as the crowds pass through, so there's a definite chance of watching a sculptor work magic with his hands, an artist paint a canvas or even a woodworker carve his next masterpiece. It's a casual shopper's paradise, a place to meander and buy art for your home or a masterpiece for the discerning collector.

Peacock Park is the Grove's very own waterfront stage. It's where the music happens and during the three-day Arts Festival weekend, plenty of local musicians fill the bill. Nestled within the abundant art and activity of the Arts Festival is the St. Stephen's Art Show. This intimate smaller "show within a show" features the work of more than 150 artists and is perfectly suited for the younger set.

All this wonderful art, food and culture amidst the bayfront backdrop, dotted with sailboats and yachts, makes for wraparound beautiful views-and a fantastic weekend.

15.3 February: Miami Marathon

The Miami Marathon and Half Marathon, is Miami's premiere race, and has successfully brought Miami into the conversation of great running cities. Taking place annually in late January or early February, it plays host to over 25,000 participants each year, beginning at 601 Biscayne Boulevard, right in between the American Airlines Arena and The Freedom Tower.

The Lifetime Miami Marathon slogan, "Run Miami Famous," lives up to the hype. Almost every famous Miami landmark from the big screen are covered on the 26.2 mile course. The race takes runners from around the world across the MacArthur Causeway, passing landmarks such as Watson Island, Port Miami, Palm Island, Star Island and Fisher Island on their way to Miami Beach, "A Route With A Beautiful View".

15.4 February: Miami International Boat Show

Held at the Miami Marine Stadium Park & Basin, the Miami International Boat Show features more than 3,000 boats and 2,000 exhibitors from all over the globe. Preview what's new in boating and experience fun and education on the water. From the latest in powerboats, sailboats and engines to cutting-edge marine electronics and accessories to the best in nautical gifts, services and apparel, it's the ideal shopping destination for every boater and offers entertainment for all ages.

15.5 February: Miami Wine & Food Festival

Take several dozen celebrity chefs and culinary personalities. Add twice the amount of impressive wine, craft beer and artisanal liquor makers. Toss to mix thoroughly and garnish with farm-to-table style cooking events and demonstrations. Serve to thousands of guests annually on the last weekend of February. What is your creation? Perhaps obviously, the Miami Wine & Food Festival!

The festival has established itself as a favorite among the highly regarded chefs and other industry professionals who lead demonstrations and seminars. Location, location, location: many of the events take place directly on the beach. As in, the enormous tents housing hundreds of chefs and winemakers are literally pitched on the sand. For winter-weary folks, the gentle waves and sea breezes season the bites and quaffs irresistibly.

15.6 March: Miami Tennis Open

Each spring the Miami Open Tennis brings the greatest tennis players in the world to the Crandon Park Tennis Center. The two-week combined event is more than just tennis. It has become the standard for first-class sporting events. High fashion, great food, fabulous shopping and celebrity musical performances have made the Miami Open the most glamorous stop on tour. The tournament site has something for everyone to enjoy.

When you're not watching the likes of Roger Federer, Rafael Nadal, Novak Djokovic, Maria Sharapova or Serena Williams, to name a few, make sure to check out the Entertainment stage and see live musical performances and special events, enjoy a meal with your family at one of the many food options, or relax with friends.

15.7 March: Ultra Music Festival

Party people from around the world descend on Miami in late March for the annual Ultra Music Festival, a three-day electronic dance music (EDM) party held across eight stages at Downtown's sprawling Bayfront Park. Attracting upwards of 70,000 ravers and revelers each day, the party started in 1999 as a humble one-day festivity on South Beach. Over 15 years later, it's the world's premiere EDM festival spawning 10 other festivals worldwide throughout the year in destinations as far and wide as Ibiza and Tokyo.

The festival overlaps with Winter Music Conference (WMC) and the week is commonly referred to as Miami Music Week (MMW) with DJs spinning at various satellite pool parties and late night bashes at clubs across town. In 2015, Ultra became an 18 and over event where previously all ages were welcome.

15.8 March: Winter Music Conference

For almost 30 years Miami has been the host of Winter Music Conference, the premiere platform for EDM, or electronic dance music. More than 70 countries send delegates to represent their music industries and more than 100,000 attendees flock to Miami for workshops, events, concerts and parties, parties and more parties.

Winter Music Conference (WMC) takes place every year in March. The most popular event of this annual conference is ULTRA Music Festival, a raging weekend long outdoor concert in Miami's Downtown with the biggest DJs and electronic music artists on earth. If you've ever heard of electronic music, you've probably heard of ULTRA.

WMC is more than just ULTRA, it's hundred of events over the course of the week that run the gamut from educational and technological workshops to crazy raves at venues around the city. In 2013, more than 133 venues participated in throwing 533 events over the course of just a week.

15.9 March: Miami International Film Festival

The mission of Miami International Film Festival is to bridge cultural understanding and encourage artistic development by provoking thought through film. By bringing the best of world cinema to Miami, the Festival presents the city and the film industry with a singular platform that fosters creative and technical talent.

The Festival had its beginnings as the main activity of the Film Society of Miami, Inc., which was founded in 1983. Since its first edition, which opened on February 3, 1984, the Festival has continued to bring the finest in world cinema to South Florida. The Festival has gained recognition with its consistently high quality of programming and presentations from filmmakers, critics, and the film industry. During the early years, films were screened in a variety of local theaters in the greater Miami area. By the sixth Festival in 1989, the Olympia Theater at the Gusman Center for the Performing Arts had become the official residence.

15.10 April: Miami Beach Gay Pride

The LGBT community has always felt welcome at Miami Beach. All year there are beaches popular with the gay crowd, nightclubs and venues, parties and more, but it's the yearly Miami Beach Gay Pride Festival that brings everyone together in a colorful celebration and parade.

In sunny mid-April every year, the Gay Pride Parade is the largest single-day event of the year on Miami Beach.

Imagine floats with feathered carnival style dancers, men in high heels in the High Heel Race along side the floats, wild hats, glittered costumes, painted faces, rainbow flags, vintage cars and more down the world famous Ocean Drive. Get out your costumes, your colorful attire, your gay pride t-shirts and silly sunglasses and get dressed up for a good time. Celebrate your pride with strangers who will quickly become your friends. Stages are set up on the beach and in the area and performances from top-notch artists get the crowd dancing.

15.11 July & August: Miami Spa Month

Greater Miami and the Beaches is renowned for luxury spas that rank among the "Best Spas in America," and are beloved by spa connoisseurs around the world.

Indulge in the highest standards of pampering and relaxation during the annual Miami Spa Month throughout July and August, when more than 30 of Miami's venues offer their most special deals to locals and visitors alike.

15.12 August & September: Miami Spice

Miami Spice is a mouth-watering restaurant promotion showcasing the very best of Miami cuisine.

During August 1 – September 30, restaurants offer three-course meals featuring signature dishes created by world-renowned chefs at reduced prices. It's a perfect time to explore new savory dishes. Grab a friend and your appetite for another one of South Florida's mouth-watering restaurant promotion events.

15.13 November: Miami Beach Polo World Cup

The Miami Beach Polo World Cup brings the “sport of kings” to the shores of South Beach for three days every year during November. First held in 2005, the event features an international lineup of competition, with polo teams coming from as far away as Argentina, Brazil and Germany to compete for the La Martina Trophy. All Miami Beach Polo World Cup polo matches are held directly on the beach— making the South Florida polo tournament “the world’s largest and most prestigious Polo Tournament on the Beach.” The beachside competition is between 20th and 22nd Streets, where more than 10,000 people attend the event over four days each year.

The good thing about this event is that general admission to both competitions and adjacent retail village is free, and concessions will be available to purchase. While you may want to wear your best frock and hat in true polo style, be sure to dress comfortably.

15.14 November: Miami International Auto Show

You don’t have to be shopping for a new car to enjoy the Miami International Auto Show, but if you are, there’s no better place to compare the latest and greatest in auto technology from the biggest names in the industry. Car enthusiasts, families, shoppers and tech-geeks alike enjoy the grandiose displays at the Miami Beach Convention Center over ten days in November. Come to the Annual Miami International Auto Show, where you can see the latest models of cars, trucks and SUVs from more than 40 of the world’s top auto manufacturers. With over a million square feet of exhibit space, the Miami International Auto Show is one of the top five auto shows in the U.S. held every fall.

The South Florida Auto Show is also the first important exhibition of the new car season. Visitors to the Miami International Auto Show will see nearly 1,000 vehicles representing all makes. Classic car lovers are sure to enjoy a walk down Memory Lane, presented by the Antique Automobile Club of America’s South Florida Region, with over 20 classic cars from yesteryear.

15.15 NASCAR Championship Weekend

All three of NASCAR’s premier racing series crowns Champions during NASCAR Championship Weekend, including the Sprint Cup, Nationwide and Camping World Trucks Series. The events are held at the Homestead-Miami Speedway and features top drivers, including Jimmie Johnson, Dale Earnhardt Jr. and Miami’s own Juan Pablo Montoya. The speedway features 65,000 grandstand seats and 16 luxury skybox suites.

Homestead-Miami Speedway annually produces one of the most thrilling races given the track’s multiple lines of racing on its 1.5-mile banked oval. Upgrade your experience with the Pre-Race Pit Pass. The pass takes your NASCAR race day experience to the next level and allows fans to walk out on Pit Road and the Frontstretch of Homestead-Miami Speedway to take pictures by the Start/Finish Line.

15.16 November: Miami Book Fair International

The Miami Book Fair International includes events, parties and readings, studded with stars of prose and poetry, and is the pre-eminent literary festival in the country. The Book Fair presents more than 350 international authors during its eight-day run. It’s not only the most widely anticipated literary event in the city, but also the foremost affair of its kind in the nation. Authors and readers alike, from near and far, come out for a weeklong salute to all things books – not to mention the parties and other festivities that go along with it.

The weekend Street Fair takes place over a long weekend and is the centerpiece of the Miami International Book Fair. Taking place on several blocks of Downtown Miami, where the Wolfson Campus of Miami-Dade College is located, the Street Fair presents more than two hundred booksellers and other vendors. Surrounding it, the rooms, auditoriums and galleries of Miami-Dade College feature scheduled readings of new books all day long.

15.17 December: Art Basel

North America’s foremost international modern and contemporary art fair has called Miami Beach home since 2001, showcasing over 250 galleries from 31 countries inside the Miami Beach Convention Center.

Through the years, Miami’s own local galleries have made their way into the venerated exhibition space, further cementing Miami as a world cultural capital. Widely considered the most important and exciting time of year in Miami, Art Basel Miami Beach attracts a sophisticated international crowd of gallerists, artists, collectors, and glitterati to the sands of South Beach and beyond.

While Art Basel Miami Beach is undeniably the main event, it’s spawned more than 20 satellite fairs, stretching from Midtown to Downtown. In 2004, Design Miami launched, a sister fair to Art Basel, exploring the global world of design, culture and commerce. Miami’s own museums and galleries present their most compelling work during Art Basel.

