Why it Matters

Designed by Cuban-American architect Hilario Candela, and built in 1963, Miami Marine Stadium was a centerpiece of the community for decades. South Floridians filled its 6,500 seats for powerboat races, political rallies, and concerts by Jimmy Buffett and others. After Hurricane Andrew in 1992 it fell to disuse and was scheduled for demolition before the community rose up in protest, forming Friends of Miami Marine Stadium, a nonprofit organization whose goal is to create a unique year-round public waterfront space. A priority of the National Trust for Historic Preservation, a reopened stadium will reinvigorate Virginia Key as a destination that locals and tourists can enjoy for generations. The venue has been mostly unsafe for donor or media visits, limiting the ability of Friends of Miami Marine Stadium to raise awareness and the millions in donations needed to restore the venue.

The Difference We Made

We mobilized the muscle, expertise, resources, and influence of the travel industry in a massive donation of volunteer labor approximating $50,000, immediately improving the venue’s appearance and accessibility. Working with local leaders, volunteers removed years of accumulated debris, artifacts and loose concrete, all amidst the stunning and culturally significant graffiti inside the abandoned stadium. At nearby Historic Virginia Key Beach Park and North Point beach habitat, other centerpieces of the 1000-acre barrier island of wetlands and beach, volunteers planted 11,000 sea grasses and 785 hammock trees, helping restore and appreciate the area’s cultural and environmental heritage.
We Also Made a Difference with our Voices

Florida and national organizations enthusiastically supported our day of service. William D. Talbert III, president and CEO of The Greater Miami Convention & Visitors Bureau, remarked that he was “thrilled to welcome tourism professionals and industry colleagues from around the world to share the passion to restore this very special Miami tourism venue.” The response from the news media was overwhelming positive, from the local NBC and ABC affiliates to Miami Herald, as well as the countless posts, pictures, and mentions in social media (#tourismcaresmiami and MediaPost’s great article).

It Takes a Village of Volunteers

Thank you, to the 325 travel and tourism leaders from 29 states, 4 countries, and 83 companies who assembled on Virginia Key! We couldn’t have done it without you, and that includes the families who attended the first ever family volunteering day with Shake-a-Leg on Saturday!

Special Thanks to our Corporate Citizens

The Cruise Industry Charitable Foundation, Royal Caribbean International, ABA, Adara, Amadeus North America, City of Miami, Expedia, Friends of Miami Marine Stadium, Greater Miami Convention and Visitors Bureau, Hickory Global Partners, OneTwoTree, Miami-Dade County, Miami Parks and Recreation, MSC Cruises, Norwegian Cruise Line, NTA, Patricia and Philip Frost Museum of Science, Signature Travel, SKANSKA, TREEmendous, the Virginia Key Beach Park Trust and USTOA.

Next Up – Tourism Cares for Los Angeles, Nov. 13-14, 2014

The Tourism Cares crew is headed to the USS IOWA, The Battleship of Presidents, and to support the development of the LA Waterfront in the Port of Los Angeles and Catalina Island. This program, too, will sell out, so please contact us about the benefits for Tourism Cares members and program sponsors. (Mike Enberg, Director of Corporate Partnerships, mike.enberg@tourismcares.org)
Restoring the L.A Waterfront and Beyond.

NOVEMBER 13 - 14, 2014

Why It Matters

Discovered by Juan Rodriguez Cabrillo in 1542, San Pedro Bay has always been central to trade and growth of the Southern California region, from its early Spanish missionary trading post days to being one of America’s busiest ports. Historic landmarks dot the harbor, from the Korean Friendship Bell and the Los Angeles Maritime Museum, to World War II ships such as the S.S. Lane Victory and the headliner, the Battleship IOWA. There is also the grandeur of nearby Catalina Island.

More than 1.5 million visitors see the LA Waterfront every year, including a large number of cruise passengers. Tourism Cares’ goals are to support local efforts to increase this number, through our volunteer projects and by reminding Los Angeles and the country of the remarkable historic and cultural treasures that can be discovered and experienced in and around the LA Waterfront.

The Difference We Made

Three-hundred travel professionals from 25 states and nearly 80 companies joined together along the LA Waterfront and throughout historic harbor communities of San Pedro and Wilmington. Their efforts made a huge difference there - shining a spotlight on an up-and-coming destination while also

In one day, volunteers planted 400 shrubs, used more than 40 gallons of paint and cleaned 1,200 feet along the battleship. In all, $65,000 was donated to the San Pedro Community.

taking on a huge workload to help site maintenance crews - many who volunteer their time to help. At the end of the day, our work crews left the Battleship IOWA glowing (we used more than 800 lbs of rags to clean!), the S.S Lane Victory shining with new coats of paint, the White Point Nature Preserve more ecologically sound, the Banning Museum ready for its winter stagecoach tour season and the Korean Bell preserved for future visitors to enjoy.
Voice of the Industry
California and national organizations enthusiastically supported our day of service. Ernest Wooden, CEO of Los Angeles Tourism & Convention Board remarked, “L.A. Tourism was honored to be working alongside Tourism Cares and fellow travel industry peers on this initiative in support of the LA Waterfront. It is important for tourism to maintain and restore landmarks, such as those found on the LA Waterfront for the education and enjoyment of our visitors today and into the future.” The response from the news media was overwhelming positive, from the local NBC and CBS affiliates to the Los Angeles Times, as well as the countless posts, pictures, and mentions in social media (#tourismcaresLA)

Continuing to Give Back - on Catalina Island!
For some, one day was just is not enough, and so on Saturday, November 15, a group of 40 volunteers joined the Tourism Cares staff and the Catalina Island Conservancy to help with a number of projects on Catalina Island. Volunteers worked tirelessly - digging and raking in the Wrigley Garden to install new runoff sytems, removing nearly 600 old fence posts from the interior of the island to cleaning some of Catalinas beautiful beaches to getting seeds ready for planting from the nursery! The Conservancy depends on the help of volunteers to help preserve their 88 acres - and our group did an amazing job!

“One of the most remarkable events I have ever been associated with. These volunteers are the core of America’s soul. Thank you so very much!” - Greg Williams, Exec. Director, SS Lane Victory

Thank you to our generous sponsors!

![Delta](https://via.placeholder.com/150)
![Viking River Cruises](https://via.placeholder.com/150)

U.S.Travel Association, Trip Mate, The Travel Corporation USA, MaCher, Signature Travel Network, American Bus Association, NTA, Hostelling International USA, United States Tour Operators Association, Los Angeles Tourism & Convention Board, Port of LA, Catalina Island Conservancy

Up Next: [Tourism Cares for Hallowed Ground](https://www.tourismcares.org/
May 7 & 8, 2015 - Leesburg, VA

For more information contact Jessica Ahern
(781.821.5900 x212, jessicaa@tourismcares.com)

Photos by JKP Events