



December 1, 2016

Dear Hospitality Industry Partner,

The **Greater Miami Convention & Visitors Bureau (GMCVB)** in partnership with the **Greater Miami and The Beaches Hotel Association (GMBHA)** has developed the first-ever hospitality industry pledge focused on measures and policies to mitigate the impact of mosquito-borne illnesses in Greater Miami and the Beaches.

As the first destination in the continental U.S. to be confronted with locally transmitted Zika, we are keenly aware of the need to support efforts to combat mosquito borne illnesses. Along with the challenges comes an opportunity for Greater Miami's Hospitality Industry to become an industry leader and model with a pledge to provide guests and visitors with an environment that has engaged specific resources dedicated to best practices in combating mosquito borne illnesses.

Please review the attached pledge, sign, date and return via email to the GMCVB, Attention Janel Sierra, Sr. Manager – Program Development and Integration Janel@gmcvb.com, **by Monday, December 12, 2016**. This pledge will allow us to provide a consistent message to travelers and meeting planners who express a concern regarding this issue.

We thank you for your continued support of this initiative, as well as all your efforts to provide our guests with extraordinary hospitality, service and commitment to excellence. Should you have any questions, please feel free to contact Janel Sierra: Janel@gmcvb.com or 305/503-3255.

Sincerely,

A handwritten signature in black ink that reads "W.D. Talbert III".

William D. Talbert, III, CDME
President & CEO
Greater Miami Convention & Visitors Bureau

Wendy Kallergis
President & CEO
Greater Miami & The Beaches Hotel Association

HOTEL PLEDGE TO COMBAT MOSQUITO BORNE ILLNESSES

1. Engage mosquito mitigation systems and practices including spraying, fogging and misting all public areas
2. Conduct employee awareness training
3. Designate on-site “mosquito control coordinator” to monitor hotel’s overall efforts
4. Provide complimentary mosquito repellent at strategic locations
5. Dispense “dunks” in all open water drains as appropriate
6. Chlorinate and monitor swimming pools, decorative fountains, ponds and other landscape water features
7. Eliminate standing water in planters and other decorative and architectural features, as well as garbage cans and containers
8. Remove puddles that last more than 48 hours
9. Maintain strict and preventive grounds keeping practices, including elimination of ornamental plants such as bromeliads, which can be mosquito breeding grounds
10. Ensure updated CDC guidelines and information on mosquito borne illnesses and prevention is available at the front desk and upon request

Hotel Name: _____

Contact Name: _____ Title _____

Signature: _____ Date: _____

