



Tourist Development Council (TDC) Meeting Minutes
Government Center, Room 430
May 31, 2023

MEMBERS IN ATTENDANCE:

Mayor Lamar Fisher, Mayor Josh Levy, Ramola Motwani, Andreas Ioannou, Camasha Cevieux, Seth Fellman, Tim Petrillo, Mayor Dean Trantalis

1. CALL TO ORDER

Mayor Lamar Fisher called the meeting to order at 9:35 am.
Attendance was taken and a quorum was established.

2. APPROVAL OF MINUTES

A Motion to approve the minutes from the meeting of the TDC on February 28, 2023, was made by Tim Petrillo and seconded by Andreas Ioannou. The minutes were approved without objection.

3. TOURIST DEVELOPMENT TAX REPORT | Randall Luechauer, Manager Tourist Development Tax Section

The GFLCVB portion of the March 2023 reporting period collections totaled \$10,783,547.75 an increase of 0.4% (\$43,509.04) when compared to collections for the same month in FY 2022. The GFLCVB portion of FY 2023 revenue collected through the March 2023 reporting period totaled \$49,969,160.77, an increase of 10.1% (\$4,570,390.11) when compared to collections for the same period last year.

The top ten hotel March 2023 revenue decreased an average of 5.8% when compared to the same period last year and represented 18.0% of the total revenue collected during the month.

Revenue from all hotels totaled \$12,109,306.12 and represented 74.9% of total revenue collected during the month. Non-hotel revenue totaled \$4,063,540.19 and represented 25.1% of total revenue collected during the month.

Fifty-one new accounts (184 units) were added in March 2023. To date in FY 2023, a total of 365 new accounts (2,619 units) were added.

The collection expense for March 2023 was \$86,721.64. The GFLCVB's portion was \$59,410.50 which represents 0.6% of the GFLCVB's monthly reporting period revenue. To date in FY 2023, GFLCVB expenses total \$211,404.94 which represents 0.4% of the GFLCVB reporting period revenue collected through April 30, 2023.

4. CHAIR'S REPORT | Mayor Lamar Fisher

Mayor Fisher thanked Andreas Ioannou for his suggestion to have banners installed on the fences by the Broward County Convention Center with the renderings of the Convention Center/Hotel project. These banners have now been installed.

5. PRESIDENT'S REPORT | Stacy Ritter, CDME, President/CEO, Visit Lauderdale

President Ritter discussed IPW and how Visit Lauderdale is bidding on this conference for 2026. This is an international trade show where each destination has a booth and it's an appointment show for three full days. Tracy Vaughn, SVP, Global Trade Development stated the Tour Operators and Travel Agents come in from all over the world for this conference with about 6,000 attendees. This will be held at our brand new convention center and hotel by that time. There will be an immediate economic impact from this event. Fifteen staff members from Visit Lauderdale recently attended this conference seeing how massive it is to put on this event. A decision will be made on this by Labor Day. We are hopeful we will be awarded this. Visit Lauderdale will be going to the county commission asking \$4.5m to \$6m for this. Visit Florida and FRLAA have committed to support this. The plan is to pay for this over three fiscal years. Discussion ensued.

President Ritter discussed she had to deal with recent travel and gun advisories at the show. She stated that we must be mindful about these advisories. Most places in Florida are afraid of this but Visit Lauderdale is not. We have put out our own statement. We're looking for a long-term strategy. Discussion ensued.

6. Broward Cultural Affairs- Ignite Broward | Philip Dunlap, Director of Cultural Affairs

Phil Dunlap gave us some updates on IGNITE. IGNITE is a five day digital art festival that was started two years ago during COVID as a way to find an outdoor arts festival for folks. This event showcased 11 national and international artists and had 2 locations: Esplanade Park and MAD Arts in Dania Beach. Attendance went from 10,000 in 2022 to 40,000 in 2023 with 58% of the attendees from outside Broward. Close to \$500,000 was spent on this program. Mr. Dunlap thanked Visit Lauderdale for their support. In the future they are looking at ways to spread this across Broward County. Mayor Trantalis suggested working with the Museum of Discovery and Science including some of the IGNITE installations permanently. Discussion ensued.

7. Tourism Sponsorship Applications

- a. **Elevation Experience Women's Leadership Conf.** –This is part of the Orange Blossom Classic kickoff event at the Pembroke Pines Dodge City Center. We are a presenting sponsor. This event brings in international women in the corporate and media sect. They have requested \$25,000 for their event taking place on July 14, 2023. Neki Mohan reported that Visit Lauderdale's internal review group recommends awarding \$25,000. Discussion ensued.

Mayor Josh Levy made a motion to recommend a \$25,000 sponsorship. Ramola Motwani seconded the motion. The motion passed unanimously.

- b. **Hip Hop Book Fest- Will be** put on at the African Research Library connecting with the 50th Anniversary of Hip Hop and bringing in high end authors. They are expecting 5,000 to 6,000 attendees. This event is on July 13-15th. They have requested \$ 40,000 for their event taking place on July 14, 2023. Neki Mohan reported that Visit Lauderdale’s internal review group recommends awarding \$40,000. Discussion ensued.

Mayor Josh Levy made a motion to recommend a \$40,000 sponsorship. Camasha Cevieux seconded the motion. The motion passed unanimously.

- c. **Latin Festival 2023-** has requested \$ 45,000 for their event taking place at the Miramar Amphitheater on September 17, 2023. Last year they had 6,200 attendees. Glen Allen reported that Visit Lauderdale’s internal review group recommends awarding \$10,000. This is their 9th year. Discussion ensued. *Camasha Cevieux recused herself from this vote due to possible conflict of interest. Form 8B below.)*

Mayor Dean Trantalis made a motion to recommend a \$10,000 sponsorship. Ramola Motwani seconded the motion. The motion passed unanimously.

- d. Glen Allen brought a last-minute sponsorship request by the Florida Panthers.

Tim Petrillo made a motion to amend the agenda to include the Florida Panther’s request. Mayor Josh Levy seconded the motion. The motion passed unanimously.

The Florida Panthers have approached us for media sponsorship of \$100,000 to offset the cost of hosting multiple games in the Stanley Cup finals including watch parties, media sponsors, marketing and in-game advertising. The assets Visit Lauderdale will receive for this will be in stadium signage, print, digital, street signs , billboards etc. Discussion ensued.

Mayor Josh Levy made a motion to recommend a \$100,000 sponsorship. Andreas Ioannou seconded the motion. The motion passed unanimously.

8. Council Member comments and Discussion of Non-agenda Items

Tim Petrillo questioned the tourism impact of Visit Florida on our community. He feels that since we participate in funding Visit Florida there should be an economic benefit when we need it. He stressed that Visit Florida needs to understand what we want and what they want so we can work together. President Ritter said they are very valuable when it comes to co-op funding programs as we can benefit from their reach. When it comes to marketing and promoting ourselves, they fall short. In addition, they do not embrace our message. We will continue to work with them when it works for us. Discussion ensued.

9. Motion to Adjourn

A motion to adjourn the meeting was made by Mayor Fisher and was seconded by Mayor Levy. The meeting was adjourned with no objection at 11:10am.