



Tourist Development Council (TDC) Meeting Minutes
Broward County Convention Center
August 16, 2023, 10:30am

MEMBERS IN ATTENDANCE:

Mayor Lamar Fisher, Mayor Josh Levy, Ramola Motwani, Andreas Ioannou, Camasha Cevieux, Tim Petrillo

1. CALL TO ORDER

Mayor Lamar Fisher called the meeting to order at 10:34 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 May 31, 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 June 2023 reporting period collections totaled \$5,414,374.68 a decrease of 3.6% (\$200,162.24), when compared to collections for the same month in FY 2022. The GFLCVB portion of FY 2023 revenue collected through the June 2023 reporting period, totaled \$69,669,314.67, an increase of 4.3% (\$2,851,334.51) when compared to collections for the same period last year.

The top ten hotel June 2023 revenue decreased an average of 5.4% when compared with the same month last year and represented 18.9% of total revenue collected during the month. Revenue from all hotels totaled \$5,831,591.41 and represented 71.8% of total revenue collected during the month. Non-hotel revenue totaled \$2,286,237.45 and represented 28.2% of total revenue collected during the month.

Fifty-five new accounts (439 units) were added in June 2023. To date in FY 2023, a total of 556 new accounts (3,266 units) were added.

The collection expense for June 2023 was \$80,512.35. The GFLCVB's portion was \$55,507.06 which represents 1.0% of the GFLCVB's monthly reporting period revenues. To date in FY 2023, GFLCVB expenses total \$340,272.72 which represents 0.5% of the GFLCVB reporting period revenue collected through July 31, 2023.

4. CHAIR'S REPORT | Mayor Lamar Fisher

Mayor Fisher cited the great progress we are making with the construction at the Convention Center and the new headquarter hotel. He thanked Visit Lauderdale for the "Dine Out Lauderdale" campaign.

The Mayor is excited that the Disney Cruise Terminal is expected to be opening at Port Everglades on November 13th. Mayor Fisher will also be joining the FLL team in October with the groundbreaking of Terminal 5.

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

President Ritter discussed the Convention Center project. This project should all be completed by January 2026.

President Ritter announced that Visit Lauderdale will be participating in the Tournament of Roses Parade. Visit Lauderdale will be building a float as a presenting sponsor for the entertainment portion of the Tournament of Roses Parade. We will receive 2.5 minutes of NBC airtime. This will be a branded float with an entertainer onboard. President Ritter is open to ideas for the float's theme. VL is looking for financial partners for this to offset some of the cost. Discussion ensued.

6. PRESENTATION -MARKETING PLAN FY 2023/2024 | Camila Clark, Sr. VP, Marketing & Communications

TDC members were provided with the Marketing Plan prior to the meeting. Ms. Clark discussed that Visit Lauderdale is keeping the plan "Everyone Under The Sun" to get ahead in the marketplace without abandoning our strategies and tactics.

The pandemic and political challenges have temporarily reduced visitation and adjustments have been made to the plan.

This plan will target audiences with the highest market return, launch new and innovative marketing campaigns while evolving the "Everyone Under The Sun" brand utilizing improved research, metrics and analysis. Visit Lauderdale is coming up with new creative amplifying our position that we are the most inclusive and welcoming destination with our new tagline "Come Be You". Tim Petrillo stated that the MAC Committee reviewed this plan with everyone unanimously supportive of this plan. Discussion ensued.

Tim Petrillo made a motion to recommend approval of The Marketing Plan FY 2023/2024. Mayor Josh Levy seconded the motion. The motion passed unanimously.

7. BUDGET PRESENTATION | Elijah Anderson, Manager Budget & Management Program

Office of Management Budget- Elijah Anderson, Budget & Management Coordinator from the Office of Management & Budget, presented the FY24 Recommended Operating and Capital

Budget for Visit Lauderdale. The budget shows that there was a sharp decline in TDT revenues during the pandemic down 27% from FY20 to FY21 . Late FY21 through March 2023 saw record TDT revenues. In FY23 \$126.5m is the projected total as of July of TDT collections and \$125m for FY24. FY 24 recommended marketing budget is \$24.6m exceeding pre-pandemic levels. Pictures were shown of the construction on the Convention Center. The headquarters hotel estimated cost of this project is approximately \$730.3m with an estimated substantial completion date of July 2025. Discussion ensued.

Mayor Josh Levy made a motion to recommend approval of the proposed budgets FY 2023/2024 with direction to staff to correct any scrivener errors in the budget booklet. Tim Petrillo seconded the motion (Ramola Motwani recused herself from the vote. Form 8B attached). The motion passed with one abstention.

8. Council Member Comments

Ramola Motwani inquired about the year we were booking convention center bookings. Anthony Cordo, Executive Vice President of Visit Lauderdale mentioned that the Convention Center East Wing will be open in approximately October 2025.

9. Public Comments

Ina Lee inquired about the million dollars that was passed by the county for capital improvements for cultural facilities still exists. Elijah Anderson stated that it was on hold during the pandemic. It is now back at the \$1m annual funding level. Ms. Lee wanted to know how people learn about this and how it is vetted. Elijah said he will have to check with cultural and get back to her. Ina stated that she gets tremendous value from STR reports and the global leisure travel quarterly program. She highly recommends the TDC members request these reports.

10. MOTION TO ADJOURN

A motion to adjourn the meeting was made by Tim Petrillo and was seconded by Andreas Ioannou. The meeting was adjourned with no objection at 11:54am.