

GREATER FORT LAUDERDALE

Tourist Development Council
Quarterly Report
Q1 2019





Tourism Sales

Q1 2019

Engagement Highlights

January 2019

Adventure & Travel Show (Chicago, IL)

- with Courtyard Fort Lauderdale Beach, Segway Fort Lauderdale



American Bus Association (Louisville, KY)

Florida Huddle (Daytona Beach, FL)

- UK/Scandinavia and Germany Teams
- Broward Co. Partners present: City of Pompano Beach, Conrad Fort Lauderdale Beach, DoubleTree by Hilton/Hyde Hollywood, Flamingo Gardens, Jungle Queen, Pompano Beach Marriott, Lago Mar, Pier 66, Sawgrass Recreation Park, Seminole Hard Rock, The Diplomat, The Florida Panthers, The Westin FL Beach.



BOOT Düsseldorf (Germany)

Explore the World (Norway)



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Engagement Highlights

February 2019

AAA Great Vacations (Columbus, OH)

-with Margaritaville Hollywood Beach Resort, Courtyard Fort Lauderdale Beach

NY/NJ Sales Mission (NY/NJ)

-with Circ Hotel, Rodeway Inn, Doubletree Resort by Hilton Hollywood Beach/Hyde, Margaritaville Hollywood Beach Resort, Courtyard Fort Lauderdale Beach

IITA Summit (Savannah, GA)

Connect Travel Marketplace (Kissimmee, FL)

- with City of Pompano Beach, Costa Hollywood, Pier 66, Pompano Beach Marriott, The Riverside Hotel, Westin Fort Lauderdale Beach

ANATO (Bogota, Colombia)

Aer Lingus and Visit USA Roadshows (Ireland)

F.Re.E. Travel Show (Germany)

Visit USA (Germany)

Ferie for Alle (Denmark)



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Engagement Highlights

March 2019

Orlando Sales Mission (Orlando, FL)

- with Circ Hotel, Hilton Garden Inn Airport, Rodeway Inn, Westin Fort Lauderdale Beach Resort, and Diplomat Beach Resort Hollywood

Travel Agent Forum (Las Vegas, NV)

- with Doubletree Resort by Hilton Hollywood Beach, Rodeway Inn, City of Pompano Beach, Seminole Hard Rock Hotel & Casino, B Ocean Resort, Hampton Inn by Hilton Hallandale Beach, FLL Marriott Pompano Beach Resort

AAA Travel Marketplace (Foxborough, MA)

- with Courtyard by Marriott Fort Lauderdale Fort Lauderdale Beach, Doubletree Resort by Hilton Hollywood Beach & Hyde Resort

ITB (Berlin, Germany)

-with DoubleTree by Hilton/Hyde Hollywood Beach, Margaritaville and The Florida Panthers.

HSMAI Annual CVB Luncheon (Fort Lauderdale, FL)

UNITE (England)

Destination of the Month Feature – Bonotel Exclusive Travel





Convention Sales

Q1 2019

Group Sales Events & Tradeshows

- **SITE Florida Caribbean Board Installation, Fort Lauderdale, January 4**
- **PCMA Convening Leaders, Pittsburgh January 6-10**
- **Winter Destination Preview, Fort Lauderdale January 16-20**
- **Reston Herndon Planners Event, Tysons Corner January 17**
- **BGM Hospitality Industry Networking Event, Washington, January 17**
- **SITE NE Education Event, New York City January 24**
- **NY Times Travel Show Seminars, New York City January 25**
- **HelmsBriscoe Central Region Conference, January 30-31**
- **MPIGNY Town Hall & Round Table, New York, January 31**
- **SITE Florida & Caribbean Theatre Event, Fort Lauderdale, February 7**
- **GFLCVB/Panthers Game Client Event, Washington, February 9**
- **Spirit of Hospitality Celebration, Washington, February 11-15**



Group Sales Events & Tradeshows

- Destinations Showcase, Washington, February 13
- XSITE Tradeshaw, Tallahassee, February 19
- MACE Conference, Oxon Hill, February 22
- MPI MidAmerica Conference, Lexington, February 23-27
- LIMRA Conference, Fort Lauderdale, February 27-Mar 1
- MIPA Networking Luncheon, Washington, February 26
- SITE Chapter Leaders Conference, Atlanta, February 27
- ConferenceDirect APM, Atlanta, March 4-6
- MPI-CAC Next Conference, Chicago, March 5
- NYSAE 100th Anniversary Luncheon, New York, March 6
- Boston Hockey Client Event, Boston, March 7-8



Group Sales Events & Tradeshows

- Jazz in the Garden Destination Preview, Fort Lauderdale, March 7-11
- Leading Authorities Inspire 2019, Washington, March 8
- Experient's EnVision Conference, Las Vegas, March 12-14
- FSAE Roundtable Luncheon, Fort Lauderdale, March 13
- ASAE Great Ideas Conference, Denver, March 17-19
- HSMAI 7th Tri-County State of Market Luncheon, Fort Lauderdale, March 20
- GFLCVB New York City Client Event, New York, March 21
- PHARMA Forum, New York, March 25-27
- SISO Leaders Summit, Fort Lauderdale, March 24-26
- DC Client Event, Washington, March 26
- North Carolina Greater Together Tour, North Carolina, March 26-27



Group Sales Site Visits

- **American Association of Nurse Practitioners**, January 20-22
- **Investment & Wealth Institute**, January 22
- **IMBC**, January 25
- **Celebrity Cruises**, January 30
- **International Resilience**, February 4
- **Ocean Exchange**, February 26
- **Pathstone**, February 26-27
- **AFOP 2019 Eastern Regional Advocates Association**, February 27-28
- **National Propane & Gas Association**, February 28-29
- **Ingram Micro 2020**, February 26
- **Port Management Association Caribbean**, March 14
- **Retina World Congress**, March 20





Sports Development

Q1 2019

Sports Highlights

- US Soccer Coaches Re-Certification Courses
- National Team Training Pre Season (soccer)
- Gymnastics Touchdown Invite
- USTA Florida Level 6 (tennis)
- FLIRT Bowling
- Pegasus World Cup Race (horse racing)
- FL Lacrosse Classic
- Newbreed Grappling Winter Tournament
- Rising Stars Softball Winter Showcase
- Dig the Beach Volleyball Fort Lauderdale
- New Years Classic Basketball
- Premier Hockley Classic
- American Cornhole League Tournament
- MLK AAU Basketball Shootout
- Women's Pathway Tennis Tournament
- US Rugby National Team
- Connect Diversity Sports Summit (conference)
- Sun and Surf Gymnastics Invite
- SoFL Academy Jamboree (hockey)
- Sectional Swim Qualifier
- Southern Collegiate College Showcase (hockey)
- Coaches Diving Conference
- The Tully Cup/Lamita Jabbour Tennis Cup
- Stadium Managers Annual Convention
- South Florida Hockey Academy Jamboree
- GLTA Clay Court Classic (tennis)
- Caribbean Professional Soccer Combine
- Gay Flag Football Sunshine Cup
- International Water Polo Tournament
- Weston Cup Soccer
- Butterfly Feb BTTC Open (table tennis)
- IBO Archery
- Federation of Gay Games Mid Year Summit
- Publix A1A Marathon and Expo
- UTR/Reel Tennis Open Circuit 2
- Florida Panthers Scholastic High School League State Championships (hockey)
- British Army Cricket Match
- Orange Blossom Rodeo and Festival
- Tim Rand Gymnastics
- ACBL Regional Tournament (bridge)
- Transcend Dance Tour
- United Soccer Cup
- USTA Level 3 Qualifying Tournament (tennis)
- Wendy Wyland Memorial Diving Invitational
- Youth Soccer Symposium
- FL High School Rodeo Championships
- Shamrock Dart Tournament
- SSC Quarterfinals NOVA (basketball)
- FL State Womens National Golden Gloves Championships (boxing)
- Dig the Beach Pompano Beach (volleyball)
- 2019 SSC Championship Tournament NOVA (basketball)
- Junior Olympic Swimming
- CONCACAF/US Training Certification (soccer)
- Ft Lauderdale Classic (baseball)
- American College Cricket Tournament
- City Bike Triathlon - Las Olas Triathlon
- Bill Bone Spring Classic Race Weekend
- South FL Figure Skating Challenge
- Winter Worlds Slow Pitch Softball Championships
- Hall of Fame Classic (baseball)



SportAccord, PanAm Games, Florida Senior Games and National Senior Games Conference

@ Broward County Convention Center



Connect Sports Diversity Summit @ Riverside Hotel



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Orange Blossom Festival

@ Davie Pro Rodeo Grounds

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A1A Marathon & Half Marathon @ Fort Lauderdale Beach

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Tim Rand Invitational

@ Broward County Convention Center



Miami Open @ Hard Rock Stadium

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ACL National Corn Hole Championships

@ Broward County Convention Center



Super Bowl LIII / Taste of The NFL



Broward County Parks and Rec Annual Meeting

@ Long Key Natural Area and Nature Center



Lockhart Stadium Announcement

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Attended Events

- Super Bowl in Atlanta, GA
- Florida Sports Foundation Round Table in Tallahassee, FL
- Tourism Day in Tallahassee, FL
- Connect Sports Diversity Summit



Future Sports Highlights

- Regional SportAccord Pan America Conference 2019
- Panam Sports Americas Best Practices Seminar
- Panam Athletes Gala December 2019
- NFL Pro-Bowl 2020
- National Senior Games June 2021
- Florida Senior Games December 2019 and 2020
- CMAS Fin Swimming World Cup for 2020/2021
- AAU Baseball International Championships for August 2019
- Firefighter Combat Challenge 2020
- Florida State Pepsi Bowling Tournament 2020
- National Horse Shoe Pitching Championships 2021
- NHL All Star Game 2021
- USA Track & Field National Youth Outdoor Championships June 2020
- USA Track & Field U20 Outdoor Championships June 2019
- AAU Track & Field District and Regional Qualifiers June 2019
- International Table Tennis Federation World Veterans Tour October 2019
- USA National Cheerleading & Dance Championships April 2019
- AAU National Conference October 2022
- National Wheelchair Basketball Tournament 2020
- Professional Football Players Mothers Association Pre-Season Conference July 2020





Multicultural Business Development

Q1 2019

Multicultural Development Highlights

Organizations That Have Committed To Greater Fort Lauderdale:

- Yom Kippur Jewish Congregations October 2019 **700 Room nights**
- Israeli American Council Annual Meeting December 2019 **2,660 Room Nights**
- Conference of Minority Transportation Officials (COMTO) July 2020 **1,200 Attendees**
- National Association of Black Accountants (NABA) June 2022 **4,600 Room nights**
- Catholic Health Association of the U.S. June 2023 **2,135 Room Nights**

Multicultural Development Highlights

Quarter 1 Programs:

- Hispanic Leadership Workshop and Reception – **January**
- National Forum for Black Public Administrators Site Visit (NFBPA) – **January**
- ATA/ATEF Board Meeting and Site Visits – **January**
- Greater Harlem Chamber of Commerce Site Visit – **January**
- Jazz Mobile International Culture Festival Site Visit – **February**
- Worldwide Sports Management Site Visit – **February**

Multicultural Development Highlights

Conferences and Travel:

- **RCMA Conference, Greensboro N.C. January 2019**
- **State Conference of Black State Legislators, Tallahassee February 2019**
- **Connect Diversity, Birmingham March 2019**
Participated in reception with more than 50 meeting planners.
- **Conference of Minority Transportation Officials, Washington D.C. March 2019**
Presentation and Bid for 2020 Conference

Multicultural Development Highlights

Upcoming Events:

- Taste of the Islands Experience *April 26-28, 2019*
- Cultural Heritage Synergy Summit *May 9-11, 2019*
- Caribbean Premier League T20 Cricket *June 2019*
- Cricket West Indies vs. India T20 Tour *September 1-3, 2019*
- ICABA Business Hall of Fame *September 2019*
- Africa Umoja *February 2020*



**2019 Synergy Summit for
Cultural & Heritage Tourism**
May 9 - 11, 2019 | Fort Lauderdale, FL



Multicultural Development Highlights



Jazz in the Gardens 2019

- More than 35,000 attendees each night.
- Hotels in Miramar, Hollywood, Fort Lauderdale and Pembroke Pines were used creating more than 3,500 room nights. Economic reports indicated an impact of more than \$12 million dollars to the region.
- Hosted VIP Sponsor Reception on the South Beach Lady.
- Partnerships with The Diplomat Beach Resort, assisted in booking new business.

ATA/ATEF NATIONAL TRAINING CENTER & HALL OF FAME

MIRAMAR, FLORIDA



Land Lease Agreement finalized and project is now in the Capital Campaign phase.



Strategic Client Services

Q1 2019



Welcome to GFL

JANUARY

Total Groups: 79

Total Room Nights: 37,907

Attendance: 16,550

FEBRUARY

Total Groups: 44

Total Room Nights: 18,668

Attendance: 8,2653

MARCH

Total Groups: 49

Total Room Nights: 25,670

Attendance: 12,961



Upcoming Events

Cruise360:

April 2-8, 2019

1,200 Show Attendees & 465 RPN/1,200 TRN

**Cheney Brothers Food Service Buyer Show:
June 25, 2019**

5,000 Show Attendees & 2,000 RPN/2,800 TRN

Strategic Client Services Welcomed:

Retina World Congress- @RetinaWCongress

"We had so much fun at last night's social reception! Thanks to @lauder_ale for hosting #RetinaWCongress speakers, attendees, exhibitors and guests."



THE FUTURE OF THE MOTORCOACH INDUSTRY

UMA MOTORCOACH
EXPO 2019
JANUARY 6-10, 2019

MOTORCOACH **EXPO 2019**

FORT LAUDERDALE, FL



INNOVATE · EDUCATE · CELEBRATE

Strategic Client Services Welcomed:



UMA Motorcoach EXPO 2019



Superior Small Lodging of Florida



Verified Excellence in Lodging

Created 30 years ago by the GFLCVB to assist small Mom & Pop beach properties in their marketing efforts when the destination stepped away from the spring break crowd. Now, a state-wide organization, it additionally educates members on ADA website compliancy to avoid frivolous targeted lawsuits and helps properties navigate through the everchanging landscape of digital marketing and competing against the new vacation rental platforms.



Wedding Wows



January- March

- ✓ **Weddings Booked: 15**
- ✓ **Total Room Nights: 1,193**
- ✓ **Weddings Actualized: 16**
- ✓ **Great Bridal Expo – Miami, Fort Lauderdale, New Jersey, and New York = 1,350 Leads**



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Marketing & Communications

Q1 2019

sunny.org

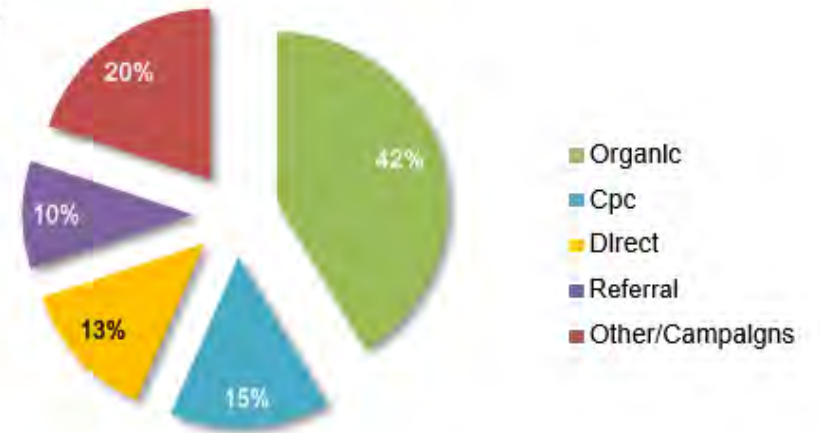
Key Metrics	January-March 2019	% of Total Traffic
Total Website Visitors	1,021,483	
Unique Visitors	736,859	
Page Views	2,007,981	
Average Pages Per Visit	1.97	
Average Time on Site	1 minute, 47 seconds	
Organic Search Traffic	422,236	41.34%
Paid Search Traffic	155,234	15.20%
Referring Websites Traffic	104,144	10.20%
Direct Traffic	136,167	13.33%
Facebook Campaigns Traffic	35,348	
Twitter Campaigns Traffic	312	

sunny.org

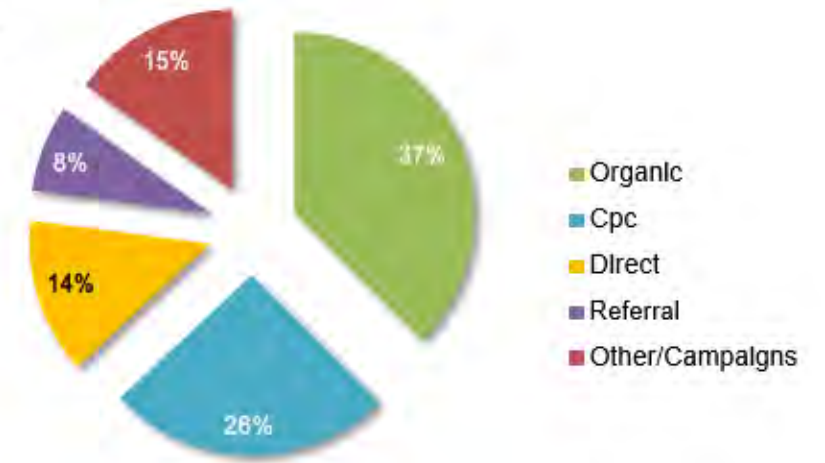
Q1 2019 Summary

Organic search traffic is slowly recovering from the site redesign in 2018 and from decreases due Google's constant expansion into prime search queries such as "Fort Lauderdale events." The new structure with the addition of new content has set up the site for success in organic as content grows and is optimized by the search engine optimization team. Paid search decreased over last year, mainly due to differing budget allocations for the Google PPC campaigns. This will even out as the budget allocation aligns with the previous year.

2019 Traffic Sources



2018 Traffic Sources



Consumer E-newsletter Stats

February
Open Rate:
6.64%

GREATER FORT LAUDERDALE



The kids will be out of school again before you know it. Make their time off count with a springtime getaway to Greater Fort Lauderdale.

[LET'S GO](#)

THE GREAT OUTDOORS



Spring is the season for blue skies, fresh air and outdoor adventure. Explore the **Florida Everglades** or **dive on a living coral reef** right off the beach. There's a lot of ground (and water) to cover.

[READ MORE](#)


ON THE MENU

The **South Beach Wine & Food Festival** is headed to Greater Fort Lauderdale as



March
Open Rate:
7.68%


GREATER FORT LAUDERDALE



Every vacation needs a good photo op. From waterfront views to artsy neighborhoods, plan your spring getaway around the top 7 Instagram-worthy spots to visit in Greater Fort Lauderdale.

[READ MORE](#)

FESTIVALS ON THE BEACH



Tortuga Music Festival
Watch Jason Aldean, Kenny Chesney, Thomas Rhett, Maren Morris and more hitmakers bring country to the coast at **Tortuga Music Festival, April 12-14** on **Fort Lauderdale beach**.

[SEE LINEUP](#)

Fort Lauderdale Air Show
Set your sights on the U.S. Navy Blue Angels as they soar above





PR & Social

Q1 2019

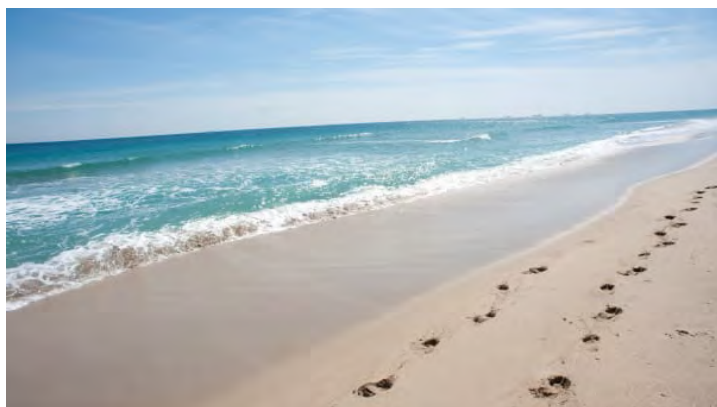
January – March 2019 Media Coverage Highlights

- Clips: 402+
- Impressions: 987,117,513+
- Media Journalist Visits: 10





How to vacation in culture-rich Fort Lauderdale, Florida



Beachy keen

First, about those beaches: Greater Fort Lauderdale (Broward County) has eight of them, and they can be found along the main strip, a pretty promenade running along oceanside highway A1A.

Runners who appreciate a route with an ocean view could plan a trip around the [2019 A1A Half Marathon](#) taking place in February. Now in its fourteenth consecutive year, the race takes place on a fast and flat course and includes a post-race party on the beach.

CNN Travel- January 11, 2019
UMV: 52,389,651

Forbes

Fort Lauderdale's Art And Design Week Meets AI



Every business thrives on innovation and competition. Art world is no exception. Artists and exhibitors focus increasingly on the impact of technology and artificial intelligence. The recently reviewed Strasbourg Biennale was [dedicated entirely to the subject](#). Across the Atlantic ocean, Fort Lauderdale's [contemporary Art and Design Week](#) also showcased AI-generated portraits by a French collective called *Obvious*. Their most controversial artwork – a blurry portrait of a European nobleman, created by an algorithm that used a database of historical portraits for inspiration – sold for a [shocking \\$432,000](#) at Christie's last fall. When art institutions compete, it is the audience who wins by visiting thought-provoking exhibitions.

Forbes - January 30, 2019
UMV: 34,791,357



10 best things to do in Fort Lauderdale, Florida



1. Fort Lauderdale Beach

Even though Fort Lauderdale is known internationally for its stunning beaches, there are still so many more things to do.

USA Today - February 5, 2019
UMV: 22,841,142

**GREATER
FORT LAUDERDALE**



The 2019 best beaches in the US and the world



9. FORT LAUDERDALE BEACH - FORT LAUDERDALE, FLORIDA

The legendary spring break destination is back in the top 10 again after checking in at No. 6 last year. There is an airport right in Fort Lauderdale, helping you get to the beach in minutes. The city has also worked to cater to families as well as spring-breakers, with a host of activities for tourists of all interests.

TODAY – February 28, 2019
UMV: 5,202,712



People on the move: Broward Health names senior vice president of operations



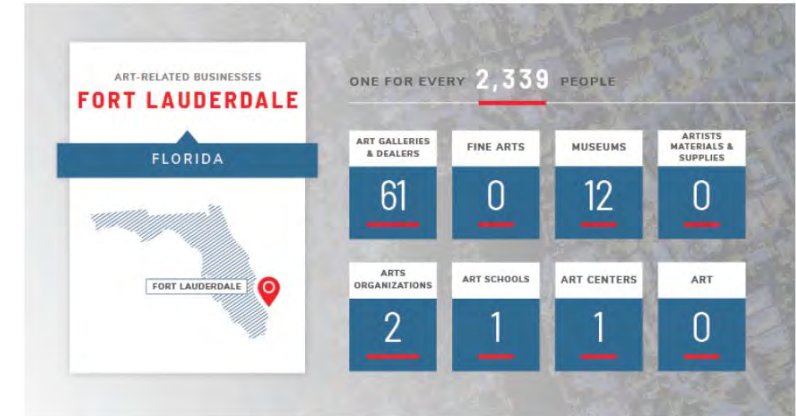
Tourism

The Greater Fort Lauderdale Convention & Visitors Bureau announced that **Michael Pouey** has joined the organization's sales team as vice president of group sales. He most recently led the sales and event team at the 589-room Hilton Fort Lauderdale Marina since 2013. Also, **Fred Trimble** joined the convention sales team as regional sales executive, based in Washington, D.C.

Sun-Sentinel - March 18, 2019
UMV: 1,054,334



Move Over, New York: Here Are the 10 Best Cities for Art Lovers in the US, According to a New Study



4. Fort Lauderdale, Florida

If you're a fan of the winding canals that snake through Italy, but prefer Tommy Bahama to a gondolier's stripe, look no further than the so-called "Venice of America," Fort Lauderdale. The Port Everglades make this city a mega-ship magnet, with an estimated 45,000 residential yachts docking at one of the 100 marinas in town, helping make tourism one of its main industries.

Artnet News- February 4, 2019
UMV: 542,359

***Polar What? 10 Places You Can Go
Right Now Where the Average Winter
Temp Is 70 Degrees or Higher***



Fort Lauderdale, Florida

Average Winter Temp: 78 Degrees

While this South Florida city may have solidified its reputation as a spring break capital decades ago, winter is perhaps an even lovelier time to visit. While here, spend your days on the water: Fort Lauderdale is best known for its sparkling beaches, Venice-like waterways, and numerous mega-yachts. At the Bahia Mar, impressive 250-slip marina.

Coastal Living - February 5, 2019
UMV: 221,310

**Travel Thursday: Pride Fort Lauderdale Sets
An Amazing Precedent for Pride of the
Americas 2020**



More than 120,000 visitors from the U.S. and beyond experienced the 42nd Annual Pride Fort Lauderdale Festival, which took place from Thursday, Feb. 21 through Sunday, Feb. 24 in Greater Fort Lauderdale. The carnival-themed festival included the first parade ever held along iconic Fort Lauderdale Beach.

Instinct - March 8, 2019
UMV: 178,572

Fort Lauderdale Knows Brunch



The sunny beachside city of Fort Lauderdale, Florida, is known for being a premier vacation destination thanks to its tropical climate and one of the world's busiest cruise ports in Port Everglades. Known for being a top vacation destination for people from all over, Fort Lauderdale has embraced one aspect of millennial culture that we can all get behind: brunch. The trendy fusion of breakfast and lunch is served all over town on the weekends, and those visiting shouldn't miss out on the experience.

When it comes to a great Fort Lauderdale brunch, you need to incorporate all the things that make it great: the food, the drinks, and of course, the location and atmosphere. There are brunch spots to suit all walks of life, but here are some of the most popular places to try the next time you're in town.

Porthole Cruise – March 5, 2019
UMV: 10,785

Fort Lauderdale Art + Design Week Press Trip

January 24-27, 2019

Total Participants: 4

- James Slotek, **Toronto Sun**
- Maria Birger, **Forbes**
- Robin Tierney, **Artsy**
- Hillary Latos, **Resident Magazine**

Media Coverage to Date:

- Fort Lauderdale's Art & Design Week Meets AI, **Forbes**



 mashabirger • Follow
Pier Sixty-Six, Hotel & Marina

mashabirger Taking a boat to opulent waterfront properties turned into art galleries for the @artftlauderdale art fair is only one part of this engaging cultural experience.

#art #florida #visitfortlauderdale #ftladw19 #artft19



 sparkleandspirit • Follow

sparkleandspirit Loved @artftlauderdale ! 4 waterfront mansions filled with great art. Let's go next January. #artfortlauderdale #visitlauderdale #loveart #waterfronthomes #surroundyourselfwithbeauty #positivevibes #energygirl #willtravelforart #pinkrobin

artftlauderdale Thank you for joining us! Great shot! 📷

Social Media Engagement Highlights

@VisitLauderdale

(Jan-March 2019)



Total Followers:
251,985

Total Impressions:
529,677

Total Reach:
400,025

Total Engagement:
9,180



Total Followers:
74,273

Total Impressions:
475,699

Total Engagement:
7,588



Total Followers:
27,848

Total Impressions:
239,975

Total Reach:
178,257

Total Engagement:
12,094



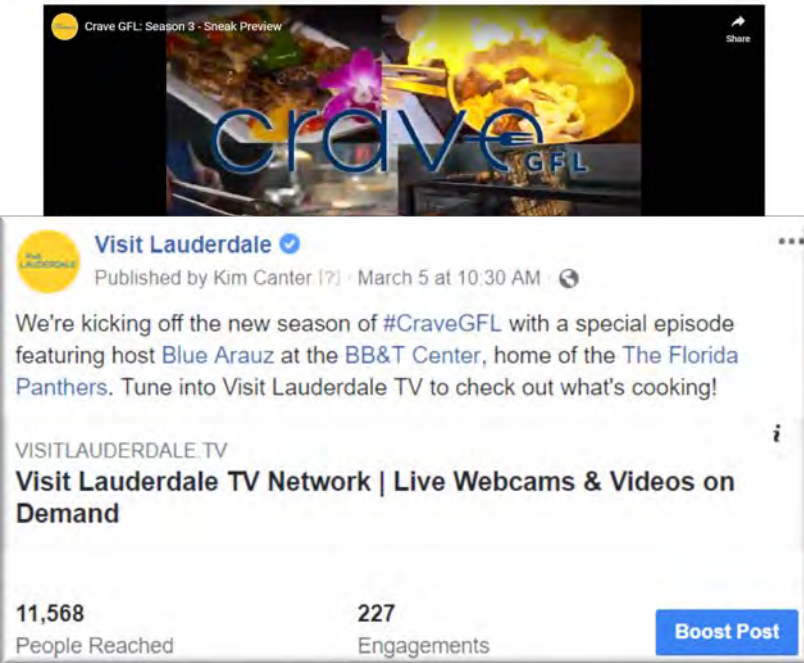
Total Subscribers:
1,034

Total View:
34,003

Minutes Watched:
12,518

Top Organic Social Posts

Facebook



March
11,568 Total Reach
16,065 Impressions

Instagram



February
1,226 Likes
514 Engagements
7,783 Impressions
6,317 Reach

Twitter



January
30,782 Impressions



Diversity & Inclusion

Q1 2019

Diversity & Inclusion Marketing Highlights

Pride Fort Lauderdale and the first ever **Carnaval Parade** on Fort Lauderdale beach attracted more than 120,000 people. The festival was a huge success with *American Idol*'s drag queen finalist Ada Vox and *RuPaul's Drag Race* judge Todrick Hall headlining the event.



Diversity & Inclusion Marketing Highlights

Greater Fort Lauderdale welcomed eight journalists and influencers to the destination for a **Pride Fort Lauderdale-themed media FAM**.

They experienced the Pride Fort Lauderdale parade and festival, in addition to the Pride Fashion Show at Seminole Hard Rock Hotel & Casino Hollywood, SOBWWFF Crave GFL Series Drag Brunch at The Ritz-Carlton, Fort Lauderdale and the Stonewall Gala. Media came from the UK, Canada, Brazil, and the U.S.



Diversity & Inclusion Marketing Highlights

ATTENDED:

- NY Times Travel Show Media reception (January)
- Stonewall Gala (February)
(pictured here with Jazz Jennings from reality show 'I Am Jazz')
- ITB Berlin (March)
- Planning session for Southern Comfort Transgender Conference returning to GFL in August 2019





UNDERGROUND LAUDERDALE

film • music • fashion • create

sunny.org/underground

Q1 2019

Underground Highlights: January 2019–April 2019

Economic Impact = \$7.4M+

Film Permits = 163

Job Creation = 2,187



Underground Highlights

- Fort Lauderdale Promotes Quality of Life Through Arts (Articles in Meetings Today and South Florida's Arts Boom)
- OUTshine's Big Night OUT at The Venue in Wilton Manors during the Academy Awards
- Winterfest Captain's Cup and planning for the Winterfest Boat Parade partnership
- SOBE Food and Wine Crave Series Partnership in Greater Fort Lauderdale
- FLL Fashion Week (March 14th – 16th, 2019) at the Conrad Hotel: Hosted a 3-Day event including local and NY designers
- Underground and Finn Partners hosted a FAM Tour for a potential key projection lighting festival
- Gridiron Grill-Off Food, Wine & Music Festival, Pompano Beach



Underground Highlights (cont.)

- Fort Lauderdale Art & Design Week and Art Fort Lauderdale
- 3-Days of Dynamic Line Up at the Tortuga Music Festival (April 12th – 14th, 2019)
- CVB, Underground Film and the Museum of Discovery and Science partner to film aerial footage in Greater Fort Lauderdale for a new Fly 7D theater experience
- Tour Connection NYC Partnership: CVB's Underground Division will be attending alongside key entertainment travel agents to promote the destination and entertainment-friendly hotels
- Underground Film preparing a partnership with IFP for a series of NY and LA events with key independent filmmakers to promote local incentives for film projects.
- 22nd Annual Cuisine for Art (May 16th, 2019) at the Seminole Hard Rock Hotel and Casino
- Ongoing development of the County signature event

