

April 7, 2020

Mr. Robert Bottemly
Senior Operational Account Manager
BCD Meetings & Events on behalf of Boston Consulting
470 7th Ave, 5th Floor
New York, NY 10018

RE: Boston Consulting WWOM 2023, 2024, 2025, 2026

Dear Rob:

It gives me great pleasure to submit this proposal on behalf of the Greater Fort Lauderdale Convention & Visitors Bureau for **Boston Consulting WWOM November 2023,2024, 2025, 2026** program.

Your business is valuable to Broward County, and as such, to demonstrate our collaborative commitment with our area hotels to make this an outstanding convention, we are pleased to offer an incentive of **\$50,000.00** towards the group's master bill, based on a one-year agreement with the Broward County Convention Center and the group's intended use of a minimum of **10,000** total room nights. A two-year agreement with the Broward County Convention Center and the group's intended use of a minimum of **20,000** room nights, we are pleased to offer an incentive of **\$100,000.00** towards the group's master bill.

Please note that said incentive total shall not exceed \$50,000.00 per year.

Meet Sunny. The Greater Fort Lauderdale area strikes the perfect balance of business and pleasure. Whether it's the exceptional hotels in our convention district, or the beachfront resorts along Fort Lauderdale Boulevard, delegates are just minutes from the Broward County Convention Center, miles of Blue Wave beaches and Intracoastal waters, enticing restaurants, top-notch shopping, and a vibrant downtown arts & entertainment district. This all comes together to provide your clients and attendees endless experiences in our casually elegant year-round meeting paradise.

Getting here has never been easier. FLL-Fort Lauderdale/Hollywood International Airport's recent expansion project has allowed FLL to add hundreds of in and outbound flights on 34 airlines – 650 daily non-stops to/from 60+ destinations. And, the center and hotels are within 2-4 miles from the airport – which saves you and your traveler's valuable time and money on transfers.

GFLCVB Marketing Assistance

- Complimentary created/hosted microsite for conference promotion providing a view of what to do in the area from www.sunny.org but offering customized content, if desired. GFLCVB Services team will gladly assist.
- The GFLCVB can make available other social media outreach opportunities to generate interest in the conference the destination through our Marketing/Communications departments – i.e., Twitter, Facebook, and Instagram.
- The GFLCVB will also provide selections of items for promotion such as collateral, small promotional items.
- The GFLCVB public relations team will issue press release to appropriate local and regional media, if desired about the conference or help present during any on-site press conferences.
- The GFLCVB will also make available for conference promotion digital images, logos, b-roll or specific marketing media images to assist with conference brochures, websites or other conference promotion needs. The use of these images is limited exclusively to destination and conference promotion and not for commercial advertisement use.

Upon contract with the Broward County Convention Center located at 1600 SE 17th St. Fort Lauderdale, FL 33316, we will submit a formal agreement for your signature that will formalize our sponsorship.

We look forward in hosting **Boston Consulting's WWOM November program** in Greater Fort Lauderdale.

Sunny regards,



Agnieszka (Agnes) Zaranski
Regional Sales Executive
954.205.3052
azaranski@broward.org



HOTEL ACCOMMODATION & RATE SUMMARY

On behalf of the Greater Fort Lauderdale area, we are delighted to provide you with this summary of hotel accommodations and rates currently available to your organization over the dates requested, as indicated below. Also provided for your reference after this document are the individual hotel proposals which contain the specific details of the hotel accommodations, rates, concessions and other pertinent property information.

Boston Consulting Group WWOM Meeting Nov 2023

DATES: **10/31/23-11/11/23** **11/07/2023- 11/18/23** **11/28/23-12/09/23**

Date 2023	10/31	11/01	11/02	11/03	11/04	11/05	11/06	11/07	11/08	11/09	11/10	11/11	Rates
Day	TUES	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	
Total Requested	30	30	73	220	580	1850	1950	1950	1950	1850	700	50	
Total Available	30	30	73	220	580	2500	2500	2500	2500	2500	700	50	
Broward County Convention Center Hotel, (available October 2023)	30	30	73	220	580	600	600	600	600	600	600	50	**
Hilton Ft. Lauderdale Marina	0	0	0	0	0	250	250	250	250	250	0	0	\$189++ 7% commission
Renaissance Ft. Lauderdale Cruise Port	0	0	0	0	0	100	100	100	100	100	0	0	\$249.00++
Marriott Harbor Beach Resort & Spa	0	0	0	0	0	250	250	250	250	250	100	0	\$269.00- \$279.00++

W FORT LAUDERDALE	0	0	0	0	0	300	300	300	300	300	0	0	\$299.00++
Le Meridien Dania Beach at FLL Airport	0	0	0	0	0	150	150	150	150	150	0	0	\$239.00+tax
The Dalmar Fort Lauderdale	0	0	0	0	0	75	75	75	75	75	0	0	\$229.00+Tax
The Ritz-Carlton Fort Lauderdale	0	0	0	0	0	50	50	50	50	50	0	0	\$349.00++
Conrad Fort Lauderdale	0	0	0	0	0	50	50	50	50	50	0	0	\$329.00++
B Ocean Fort Lauderdale	0	0	0	0	0	300	300	300	300	300	0	0	\$239.00++
Westin Fort Lauderdale Beach	0	0	0	0	0	75	75	75	75	75	0	0	\$219.00++
Double Tree Resort by Hilton Hollywood	0	0	0	0	0	300	300	300	300	300	0	0	\$219.00++

** We anticipate the Broward County Convention Center Hotel to be in the Upper Upscale hotel category. The below room rates are reflective of the 2019 seasonal ADR for Upper Upscale Broward County Beach hotels according to STR. An estimated growth increase of 5%-8% per year should be considered. These rates do not include built-in rebates for Convention center or 3rd party commissions.

*Subject to change.

**** 2019 Upper Upscale Hotel Room Rates for Ft Lauderdale Market**

Season	Date Range	2019 Rate
Peak	Jan 15-Apr 15	\$275.43
Shoulder	Apr 16 - June 15	\$208.05
Low	June 16 - Sept 30	\$175.65
Shoulder	Oct 1 - Jan 14	\$220.14



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Boston Consulting Group WWOM Meeting Nov 2024

Date 2024	10/29	10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8	11/9	Rates
Day	TUES	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	
Total Requested	20	27	67	299	532	1597	2063	2063	2063	2063	666	133	
Total Available	20	27	67	299	532	2500	2500	2500	2500	2500	666	133	
Broward County Convention Center Hotel, (available October 2023)	20	27	67	299	532	600	600	600	600	600	600	133	**
Hilton Ft. Lauderdale Marina	0	0	0	0	0	250	250	250	250	250	0	0	\$194.00 ++ 7% commission
Renaissance Ft. Lauderdale Cruise Port	0	0	0	0	0	100	100	100	100	100	0	0	\$259.00++
Marriott Harbor Beach Resort & Spa	0	0	0	0	0	250	250	250	250	250	66	0	\$269.00++

W FORT LAUDERDALE	0	0	0	0	0	300	300	300	300	300	0	0	3%-5% escalator from \$299.00++
Le Meridien Dania Beach at FLL Airport	0	0	0	0	0	150	150	150	150	150	0	0	\$239.00+tax
The Dalmar Fort Lauderdale	0	0	0	0	0	75	75	75	75	75	0	0	\$239.00+Tax
The Ritz-Carlton Fort Lauderdale	0	0	0	0	0	50	50	50	50	50	0	0	\$359.00++
Conrad Fort Lauderdale	0	0	0	0	0	50	50	50	50	50	0	0	\$299.00++
B Ocean Fort Lauderdale	0	0	0	0	0	300	300	300	300	300	0	0	\$249.00++
Westin Fort Lauderdale Beach	0	0	0	0	0	75	75	75	75	75	0	0	\$229.00++
Double Tree Resort by Hilton Hollywood	0	0	0	0	0	300	300	300	300	300	0	0	\$229.00++

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Boston Consulting Group WWOM Meeting Nov 2025

DATES: **10/28/25-11/8/25** **11/4/25-11/15/25** **11/11/25-11/22/25**

Date 2025	10/28	10/29	10/30	10/31	11/01	11/02	11/03	11/04	11/05	11/06	11/07	11/08	Rates
Day	TUES	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	
Total Requested	30	30	75	260	680	2260	2360	2360	2360	2260	725	50	
Total Available	30	30	75	260	680	2500	2500	2500	2500	2500	725	50	
Broward County Convention Center Hotel, (available October 2023)	30	30	75	260	600	600	600	600	600	600	600	50	**
Hilton Ft. Lauderdale Marina	0	0	0	0	0	250	250	250	250	250	0	0	\$199.00++ 7% commission
Renaissance Ft. Lauderdale Cruise Port	0	0	0	0	80	100	100	100	100	100	25	0	\$249.00++
Marriott Harbor Beach Resort & Spa	0	0	0	0	0	250	250	250	250	250	100	0	\$269.00- \$279.00++

W FORT LAUDERDALE	0	0	0	0	0	300	300	300	300	300	0	0	\$299.00++
Le Meridien Dania Beach at FLL Airport	0	0	0	0	0	150	150	150	150	150	0	0	\$239.00+tax
The Dalmar Fort Lauderdale	0	0	0	0	0	75	75	75	75	75	0	0	\$229.00+Tax
The Ritz-Carlton Fort Lauderdale	0	0	0	0	0	50	50	50	50	50	0	0	\$349.00++
Conrad Fort Lauderdale	0	0	0	0	0	50	50	50	50	50	0	0	\$329.00++
B Ocean Fort Lauderdale	0	0	0	0	0	300	300	300	300	300	0	0	\$239.00++
Westin Fort Lauderdale Beach	0	0	0	0	0	75	75	75	75	75	0	0	\$219.00++
Double Tree Resort by Hilton Hollywood	0	0	0	0	0	300	300	300	300	300	0	0	\$219.00++

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Boston Consulting Group WWOM Meeting Nov 2026

DATES: 10/27/26-11/7/26 11/3/26-11/14/26 11/10/26-11/20/26

Date 2026	10/27	10/28	10/29	10/30	10/31	11/01	11/02	11/03	11/04	11/05	11/06	11/07	Rates
Day	TUES	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	
Total Requested	30	30	75	300	680	2500	2600	2600	2600	2500	775	50	
Total Available	30	30	75	300	680	2650	2650	2650	2650	2650	775	50	
Broward County Convention Center Hotel, (avail Oct. 2023)	30	30	75	300	600	600	600	600	600	600	600	50	**
Hilton Ft. Lauderdale Marina	0	0	0	0	0	250	250	250	250	250	0	0	\$204.00++ 7% commission
Renaissance Ft. Lauderdale Cruise Port	0	0	0	0	80	100	100	100	100	100	25	0	\$249.00++
Marriott Harbor Beach Resort & Spa	0	0	0	0	0	250	250	250	250	250	100	0	\$269.00- \$279.00++

W FLL	0	0	0	0	0	300	300	300	300	300	0	0	\$299.00++
Le Meridien Dania Beach at FLL Airport	0	0	0	0	0	150	150	150	150	150	50	0	\$239.00+tax
The Dalmar FLL	0	0	0	0	0	75	75	75	75	75	0	0	\$229.00+Tax
The Ritz-Carlton Fort Lauderdale	0	0	0	0	0	50	50	50	50	50	0	0	\$349.00++
Conrad Fort Lauderdale	0	0	0	0	0	50	50	50	50	50	0	0	\$329.00++
B Ocean FLL	0	0	0	0	0	300	300	300	300	300	0	0	\$239.00++
Westin Fort Lauderdale Beach	0	0	0	0	0	75	75	75	75	75	0	0	\$219.00++
Double Tree Resort by Hilton Hollywood	0	0	0	0	0	300	300	300	300	300	0	0	\$219.00++
Margaritaville Hollywood Beach	0	0	0	0	0	150	150	150	150	150	0	0	(2023) \$249 with a 2-4% max escalator per year

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