# GREATER FORT LAUDERDALE

Greater Fort Lauderdale Convention & Visitors Bureau 101 NE Third Avenue, Suite 100 Fort Lauderdale, FL 33301 954-765-4466 | 800-22-SUNNY sunny.org

November 13, 2020

Maggie Masek Senior Director, Global Accounts HelmsBriscoe

RE: Optimists International 2023

Dear Maggie:

It gives me great pleasure to submit this proposal on behalf of the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) for the Optimists International 2023 Convention.

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 and outdoor cafes, top-notch shopping, million-dollar yachts, 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, which added a new runway, has allowed FLL to add hundreds of in and outbound flights on 34 + airlines – 700+ daily non-stops to/from 60+ destinations. The expansion also includes more gates (14 new ones online or coming), a streamlined security checkpoint, concourse connectivity, and larger immigration arrival operations – including Mobile Passport Control. 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.

Your business is valuable to Broward County, and to support Optimists International, the Greater Fort Lauderdale CVB is pleased to offer the following incentives and marketing assistance for the 2023 program based on a minimum of 2,500 room nights.

# **GFLCVB** Incentives

- **\$30,000** sponsorship incentive offered by GFLCVB with room pick up guarantee of 2,500 guest rooms and all F&B functions contracted through the Convention Center.
- Rental of Meeting Space, Breakouts, Registration Area and offices offered at a discounted room rental rate of \$66,338.

# **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 can also provide selections of items for promotion such as collateral, small promotional items.

• The GFLCVB public relations team can issue a press release to appropriate local & regional media, if desired about the conference or help present during any on-site press conferences.

• The GFLCVB can 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.

• Digital Airport welcome signs at Fort Lauderdale/Hollywood International Airport during peak conference arrival dates.

Upon contract with any of our destination hotels, we will submit a formal agreement for your signature that will formalize our sponsorship.

We look forward to hosing the Optimists International 2023 Convention in Greater Fort Lauderdale.

Sunny regards,

Heather Miller Regional Sales Executive

heathermiller@broward.org 954.205.2826



# **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.

DATE	6/17	6/18	6/19	6/20	6/21	6/22	6/23	6/24	6/25	6/26	6/27	6/28	6/29	
DAY	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	
TOTAL REQUESTED	2	2	5	28	98	161	251	421	451	431	351	285	42	Rates
TOTAL AVAILABLE	0	0	0	30	98	183	276	426	450	430	353	295	45	
Hilton Fort Lauderdale Marina				5	40	93	156	276	300	280	228	195	20	\$159
Holiday Inn Express Ft. Lauderdale Cruise- Airport				5	10	15	20	50	50	50	50	25	5	\$149
Renaissance Fort Lauderdale Cruise Port Hotel				20	48	75	100	100	100	100	75	75	20	\$159

### **Optimist International 2023**

\*All rates include a commission and a \$5 rebate.





#### **PROPOSAL** for

#### **2023 Optimists International Convention**

Contact:	Maggie Msek	
Company:	Optimist International	
Address:	4494 Lindell Boulevard	
	St. Louis, MO 63108	
Phone:	314-371-6000	
E-mail:	mmasek@helmsbriscoe.com	

Hotel Contact:	Evan Davis
Title:	Director of Sales & Marketing
Address:	1881 SE 17 <sup>th</sup> Street
	Fort Lauderdale, FL 33316
Phone:	954-253-0974
E-mail:	evan.davis@hilton.com

#### PROPOSED DATES/Room Block: 06/20/2023 – 06/29/2023

Day	Tue	Wed	Thu	Fri	Sat	Sun	Mon
Date	06/20	06/21	06/22	06/23	06/24	06/25	06/26
Marina View Rooms	5	40	93	156	276	300	280
TOTALS	5	40	93	156	276	300	280

Day	Tue	Wed	Thu	Fri
Date	06/27	06/28	06/29	06/29
Marina View Rooms	228	195	20	0
TOTALS	228	195	20	0

#### Confirmed 2023 Rates:

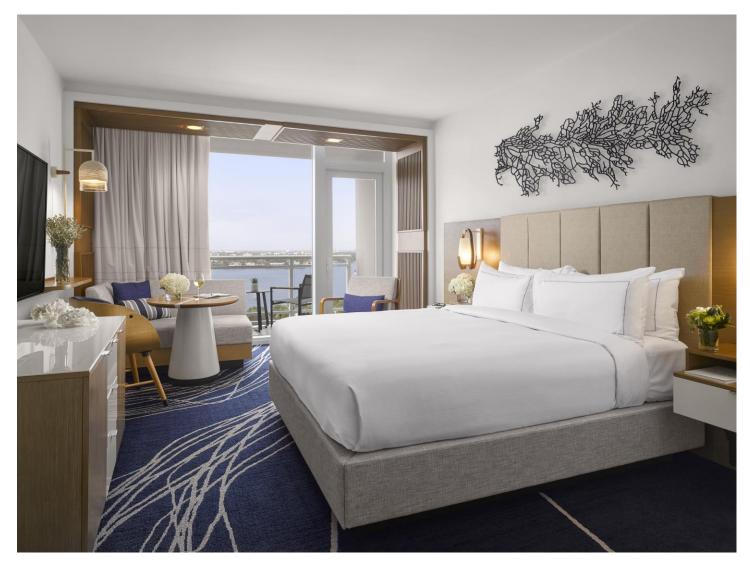
Marina View \$159.00

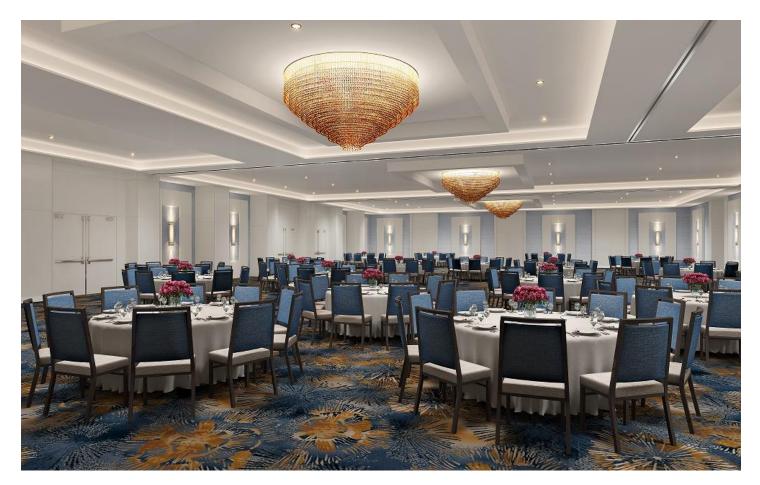
**NOTE:** Rates are being held on a first option basis through 12/31/2020. After this date, block and rates are subject to change. The above rates are net, non-commissionable and are for single/double occupancy and quoted exclusive of tax, currently 13%.

#### WHY HILTON FORT LAUDERDALE MARINA?

#### FULLY RENOVATED HOTEL March 2021







**LOCATION:** Located directly across from the Broward County Convention Center, guests will access the convention with ease, then return to a casual resort atmosphere where they can network in any one of our three bars, enjoy some quiet time while watching the sun set from their balconies, or hop on the Water Taxi and explore Fort Lauderdale via the Intracoastal Waterways.

**LOCATION:** Less than three miles from Fort Lauderdale International Airport and I-95, I595 and other major highways, the Hilton Fort Lauderdale Marina is convenient for travelers both flying and driving.

**LOCATION:** Dining and entertainment options are just steps away from the resort along the beaches of A1A or the famed Las Olas Boulevard. In addition to the almost 50 restaurants within walking distance of the resort, one can take a tour of the Museum of Art, grab a dinner and a cocktail at YOLO (You Only Live Once), and dance the night away on Las Olas Boulevard, or one can stroll along the beach and enjoy one of our many oceanfront cafes.

#### SPECIAL CONSIDERATIONS:

- Complimentary Two Story Presidential Suite 6/20 -6/29
- Complimentary One bedroom suite at group rate from 6/20 6/29
- Complimentary in-room Wi-Fi
- 20 complimentary valet self-parking passes
- Comp 1 per 40 rooms
- Rate is commissionable at 7%
- \$5.00 rebate back to the master
- Complimentary Welcome Drink on peak arrival day
- 5 Complimentary VIP Welcome Amenities of the Hotel's Choice
- 5 Complimentary Airport Transfers
- No Resort Fee
- 7 Complimentary VIP Junior Suite Upgrades from 6/20 -6/29
- Complimentary welcome drink on peak arrival day
- Complimentary 1 hour reception beer and wine reception for 150 for one day of choice



# Proposal prepared for Optimist International 2023 #BUSINESSUNUSUAL



October 17, 2019

Maggie Masek, Senior Director Global Accounts Helms Briscoe 4494 Lindell Boulevard St. Louis, MO 63108 Phone: 314-371-6000 Fax: 314-371-6006

Maggie,

Thank you for the opportunity to provide rooms for your Optimist International 2023 group event to be held at the Broward County Convention Center.

Renaissance Fort Lauderdale is perfectly situated in the heart of Fort Lauderdale's vibrant 17th Street yacht and cruise district. Three (3) miles to Fort Lauderdale International Airport (FLL) and located at the entrance to Port Everglades.

# One block from the Broward County Convention Center, allows attendees to walk right across the street to attend their meeting!

Just 1 mile from Fort Lauderdale Beach, 3 miles from downtown Fort Lauderdale and Las Olas Boulevard.

Our professionally updated lobby, restaurant, lounge, and guest rooms provide a contemporary, yet comfortable coastal atmosphere.

Because we're a hotel for the curious and the adventurous, our hotel Navigators have insider neighborhood knowledge on-hand and ready.

We are passionate about our neighborhood and passionate about connecting you to local experiences that will stay with you long after you've left.

For those who see every journey as a chance to be inspired by the unexpected and intriguing, we believe every trip is an opportunity to discover something new.

We are happy to extend Alternate planner date option rates.

The following group room rate option: **\$159.00+tax.** 

#### No sleeping rooms being held at this time

Date	Day	Standard	Total
		Room	
June 20, 2023	Tuesday	20	20
June 21, 2023	Wednesday	48	48
June 22, 2023	Thursday	75	75
June 23, 2023	Friday	100	100
June 24, 2023	Saturday	100	100
June 25, 2023	Sunday	100	100
June 26, 2023	Monday	100	100
June 27, 2023	Tuesday	75	75
June 28, 2023	Wednesday	75	75
June 29, 2023	Thursday	20	20
Total		713	713

No event space being held at this time	

Hotel room rates are subject to applicable state and local taxes (currently 13%) in effect at the time of check in. **Rates are based on single or double occupancy** (additional guests add \$20.00) **Reservations must be guaranteed at time of confirming**. **Cancellations 72 hours before arrival** or first night room and tax will be charged to card on file.

#### **CONCESSIONS AND INCLUSIONS:**

- Complimentary standard guest room WiFi
- Complimentary access to Fitness Center
- Overnight Self Parking: \$30.00+ each car, valet optional at \$35.00 each car (or prevailing rate)
- One per 40 complimnetary rooms
- 7% commissionable to HelmsBriscoe
- Rate includes \$5.00 rebate

#### **RESERVATION/BOOKING TERMS:**

Responsible for 75% of room block commitment.

Thank you for your consideration of Renaissance Fort Lauderdale Cruise Port Hotel. Should you have any additional questions, I am happy to assist. As always, feel free to visit us on our website at <u>renaissancefortlauderdale.com</u>

Warm Regards,

Melíssa Hall

Melissa Hall Director of Sales and Marketing 954-626-1716 | mhall@renaissancefortlaududerdale.com

