



Tourist Development Council (TDC) Meeting Minutes
Broward County Convention Center
February 20, 2025, 9:30 am

MEMBERS IN ATTENDANCE: Mayor Beam Furr, Tim Petrillo, Mayor Dean Trantalis, Bob Weiser, Andreas Ioannou, Mayor Josh Levy

NOT PRESENT: Camasha Cevieux, Commissioner Melissa Dunn, Ramola Motwani

1. CALL TO ORDER

Mayor Beam Furr 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 December 4, 2024 was made by Mayor Dean Trantalis and seconded by Tim Petrillo. The minutes were approved without objection.

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

The GFLCVB portion of the December 2024 reporting period collections totaled \$7,505,000.98 a decrease of 0.8% (\$59,749.62) when compared to collections for the same month in FY 2024. The GFLCVB portion of FY 2025 revenue collected through the December 2024 reporting period totaled \$20,168,230.58 an increase of 4.5% (\$865,756.78) when compared to collections for the same period last year.

The top ten hotel December 2024 revenue decreased an average of 0.9% when compared to the same month last year and represented 17.0% of total revenue collected during the month. Revenue from all hotels totaled \$8,284,298.36 and represented 73.6% of total revenue collected during the month. Non-hotel revenue totaled \$2,969,602.66 and represented 26.4% of total revenue collected during the month.

FY 2025 hotel revenue collected through the December 2024 reporting period totaled \$22,199,644.95 and represented 73.4% of total revenue collected. Non-hotel revenue collected through the December 2024 reporting period totaled \$8,045,494.39 and represented 26.6% of total revenue collected.

The collection expense for December 2024 was \$80,800.87. The GFLCVB's portion was \$54,250.57 which represents 0.7% of the GFLCVB's monthly reporting period revenue. To date

in FY 2025, GFLCVB expenses total \$117,093.41 which represents 0.6% of the GFLCVB reporting period revenue collected through January 31, 2025.

4. CHAIR'S REPORT | Mayor Beam Furr

Mayor Furr stated that the County Commission passed all the negotiations with the Florida Panthers. The Panthers are paying off one bond and using it to do things like maintenance on the roof of the arena. Discussion ensued.

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

a) Market/Data Briefing | Ted Botimer, VP of Research, Strategy, & Revenue Management, Visit Lauderdale

President Ritter introduced Ted Botimer to brief us on Marketing data. Hotel revenue is up 5% from last year. The daily rate and occupancy are up 1%. Discussion ensued on ways to increase summertime travel.

President Ritter noted that we receive about 50% of our income in the summer from in-state visitors. Pre and post cruise stays along with many sporting events and High School/amateur sports also help summer travel. The participants bring their parents, siblings and other family members to the sporting events that can extend to additional days for vacation. VL marketing plan is focusing on creating an experience in the upcoming year for summertime.

President Ritter stated the Convention Center and Omni Hotel are opening in September. If any TDC member would like to take a hard-hat tour of the Convention Center and Omni Hotel please let her know and a tour will be put together. Visit Lauderdale is scheduled to move their offices to the new convention center by January 2026. Discussion ensued.

- b) Marketing Update-Camila Clark, Sr. VP Marketing & Communications, Visit Lauderdale** - Ms. Clark gave an update on the winter campaign "Break Free". This campaign will focus on TV and digital ads that will run up North. On March 3rd Visit Lauderdale will take over the Cube in New York 's Time Square which is a 3D activation. VL will be taking over Millennial Square on the Magnificent Mile in Chicago with a giant container to give people an experience during St. Patrick's Day weekend. People will be able to come in and feel the warmth of Greater Fort Lauderdale with videos, music and a few takeaways. Visit Lauderdale is also doing Out of Home Advertising in the Northeast and Midwest as well as an ad in bus shelters to showcase this campaign. VL will be focusing on culinary for the summer partnering with the Michelin Guide. The Team from Spark, Visit Lauderdale's marketing agency, was at the meeting and introduced themselves. Discussion ensued.

President Ritter said that Richard Gray's position as Visit Lauderdale VP of Inclusivity and Accessibility is still open. Visit Lauderdale continues to express our inclusive nature. sponsoring such events as Fire Island in the Pines in the summertime and The Abilities Expo. There will be a brand refresh this year with new images and videos. President Ritter noted that she has received several emails from Canadians. VL has drafted a statement to let Canadians know that we they are always welcome. We are not pulling back on Canada. Discussion ensued.

6. Council Member Comments and Discussion of Non-Agenda

Mayor Furr inquired if VL is involved in Art Basel. President Ritter stated VL does not have a connection with Art Basel as people are going to stay here anyway because of compression. Tim Petrillo said we should be more involved with IGNITE which is Broward's Art Basel. IGNITE should branch out into hotels and restaurants like Art Basel. Mayor Levy proposed that we have sculpture art that shows imagery from around the world located all over the county. President Ritter and Tim Petrillo suggested that the private sector needs to get involved with this event. Tim Petrillo mentioned IPW Meeting 2026- Fort Lauderdale and stressed the tourism sector needs to be involved in this to get the word out to the community. Discussion ensued.

7. MOTION TO ADJOURN

A motion to adjourn the meeting was made by Tim Petrillo and was seconded by Mayor Trantalis. The meeting was adjourned with no objection at 11:20am.