



Tourist Development Council (TDC) Meeting Minutes
Greater Fort Lauderdale Convention & Visitors Bureau
December 4, 2024, 10:00 am

MEMBERS IN ATTENDANCE: Mayor Beam Furr, Camasha Cevieux, Tim Petrillo, Commissioner Melissa Dunn, Lisa Lutoff-Perlo, Mayor Dean Trantalis, Bob Weiser, Seth Fellman

NOT PRESENT: Andreas Ioannou, Mayor Josh Levy, Ramola Motwani

1. CALL TO ORDER

Mayor Beam Furr called the meeting to order at 10:00 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 August 15, 2024, was made by Commissioner Melissa Dunn and seconded by Mayor Dean Trantalis. The minutes were approved without objection.

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

The GFLCVB portion of the September 2024 reporting period collections totaled \$4,342,761.55 an increase of 0.3% (\$12,275.91) when compared to collections for the same month in FY 2023. The GFLCVB portion of FY 2024 revenue collected through the September 2024 reporting period totaled \$82,630,118.02 a decrease of 2.1% (\$1,809,250.15) when compared to collections for the same period last year.

The top ten hotel September 2024 revenue increased an average of 3.1% when compared to the same month last year and represented 16.9% of total revenue collected during the month.

Revenue from all hotels totaled \$4,384,809.98 and represented 67.3% of total revenue collected during the month. Non-hotel revenue totaled \$2,128,478.95 and represented 32.7% of total revenue collected during the month.

FY 2024 hotel revenue collected through the September 2024 reporting period totaled \$90,796,319.56 and represented 73.3% of total revenue collected. Non-hotel revenue collected through the September 2024 reporting period totaled \$33,128,973.69 and represented 26.7% of total revenue collected.

The collection expense for September 2024 was \$60,525.37. The GFLCVB's portion was \$45,196.65 which represents 1.0% of the GFLCVB's monthly reporting period revenue. To date in FY 2024, GFLCVB expenses total \$484,447.07 which represents 0.6% of the GFLCVB reporting period revenue collected through October 31, 2024.

4. CHAIR'S REPORT | Mayor Beam Furr

Mayor Furr stated this is his first meeting and that he is very glad to be here. Discussion ensued.

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

- a) **Introduction of new member Bob Weiser-** Mr. Weiser is currently the General Manager of the Hollywood Beach Marriott and has been there since 2015. He stated that he is very happy to be here. Mayor Furr confirmed that he was highly recommended from the Hollywood Chamber of Commerce.

President Ritter introduced our new Assistant County Attorney Karina Rodrigues. Visit Lauderdale met with their brand new marketing agency Spark. VL had a two day retreat with Spark and is excited to work with them as they are very creative and innovative. VL Marketing Lunch is on January 8th at the Broward County Convention Center.

Broward County Commission gave Broward County Cultural an extra estimated \$1m from general revenue. This new sponsorship program will provide a way for Broward Cultural to fund events that are important to the community but that can be problematic for VL to fund. Visit Lauderdale will be working together with Broward Cultural to make sure that there is no double funding and that we approach these events in the spirit of cooperation and collaboration.

The FIFA 2026 tourism sponsorship will be presented at the next TDC Meeting on February 20, 2025. Discussion ensued.

6. The "Sphere" Las Vegas |Camila Clark, Sr. VP Marketing & Communications, Visit Lauderdale

Ms. Clark discussed the Sphere in Las Vegas which enabled us to amplify our message on the global stage. Visit Lauderdale did this in October during the IMEX Tradeshow which is one of the largest tradeshow. We were able to launch it during the conference and it was phenomenal. The actual video is 90 seconds and we had over 300 minutes of exposure. This was pushed out to our social platforms on X and Instagram. This drove more views to our website. Ms. Clark stated that people were talking about it and were happy we are doing bold and innovative activations.

Discussion ensued.

7. Broward Cultural Affairs – Ignite Broward | Philip Dunlap, Director of Cultural Affairs

Mr. Dunlap discussed the Ignite Broward is in its 5th year. He acknowledged the main partner Mad Arts who is responsible for the rebranding and manages the website. Ignite 2024's

total attendance was 25,000. Fort Lauderdale guests were 32% outside of Broward. Dania guests were 43% outside of Broward. Ignite Broward 2025 will be held on February 14-23, 2025. The City of Hollywood is a new sponsor in 2025 and committed \$150,000. Ignite Broward 2025 will now be in three locations: Esplanade Park in Downtown Fort Lauderdale, Dania Beach at Mad Arts and ArtsPark in Downtown Hollywood. The event has been expanded to ten days.

Discussion ensued.

8. Council Member Comments and Discussion of Non-Agenda Items

Mayor Trantalis stated that the City of Ft. Lauderdale is about to open a major pickleball center. They are planning to host national events on a regular basis. The official opening is April but there is a tournament in January. The center will include a restaurant and seating area. They can also hold beach volleyball events as well as private events.

Camasha Cevieux and Glen Allen discussed the Grand Slam Track in Miramar. This is a new professional track and field organization with 2025 being their first real season.

Tim Petrillo reminded members that the VL Food and Wine Festival will be taking place in January.

Discussion ensued.

9. 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 11:00am.