



Tourist Development Council (TDC) Meeting Minutes
Greater Fort Lauderdale Convention & Visitors Bureau
August 15, 2024, 9:30 am

MEMBERS IN ATTENDANCE: Camasha Cevieux, Andreas Ioannou, Tim Petrillo, Commissioner Melissa Dunn, Lisa Lutoff-Perlo, Mayor Dean Trantalis, Mayor Josh Levy

NOT PRESENT: Seth Fellman, Mayor Nan Rich, Ramola Motwani

1. CALL TO ORDER

Tim Petrillo called the meeting to order at 9:30 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 February 13, 2024, was made by Tim Petrillo and seconded by Commissioner Melissa Dunn. The minutes were approved without objection.

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

The GFLCVB portion of the June 2024 reporting period collections totaled \$5,416,403.38 an increase of 0.04% (\$2,028.70) when compared to collections for the same month in FY 2023. The GFLCVB portion of FY 2024 revenue collected through the June 2024 reporting period totaled \$68,192,097.70 a decrease of 2.1% (\$1,477,216.97) when compared to collections for the same period last year.

The top ten hotel June 2024 revenue decreased an average of 0.2% when compared to the same month last year and represented 18.9% of total revenue collected during the month.

Revenue from all hotels totaled \$5,885,545.26 and represented 72.5% of total revenue collected during the month. Non-hotel revenue totaled \$2,237,163.41 and represented 27.5% of total revenue collected during the month.

FY 2024 hotel revenue collected through the June 2024 reporting period totaled \$75,757,079.89 and represented 74.1% of total revenue collected. Non-hotel revenue collected through the June 2024 reporting period totaled \$26,514,625.89 and represented 25.9% of total revenue collected.

The collection expense for June 2024 was \$82,331.84. The GFLCVB's portion was \$56,017.63 which represents 1.0% of the GFLCVB's monthly reporting period revenue. To date in FY 2024, GFLCVB expenses total \$384,920.92 which represents 0.6% of the GFLCVB reporting period revenue collected through July 31, 2024.

4. VICE CHAIR'S REPORT | Tim Petrillo

Tim Petrillo congratulated Visit Lauderdale on having their logo predominately displayed on the helmets of the Florida Panthers. It was great to see our community in the spotlight with the Stanley Cup. He commented on how the Panther organization does a lot of community events and it was great to see the large turnout for the parade.

Mr. Petrillo discussed IPW 2026 which is a huge convention of travel professionals from all over the world. This will happen as we open our new Convention Center. He stressed that we need to showcase our destination and rally around the CVB and the hospitality industry as this is going to be a huge economic engine. The hospitality industry is doing initiatives to train our teams to engage in hospitality from the minute someone walks from the airport to the minute they leave.

Discussion ensued.

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

President Ritter stated that the CVB has setup an IPW task force to put together a strategy together. President Ritter stated that there will be 6,000 travel professionals for IPW from around the world. Visit Lauderdale is planning the opening event on Fort Lauderdale Beach and are exploring different opportunities for the closing event, which includes Hard Rock. There will also be familiarization trips for media, tour operators and travel planners to see different places around the destination. IPW will require hundreds of volunteers. VL is looking at breaking up the lunches and doing smaller lunches possibly using cruise ships. This is an opportunity to show people what we have to offer not just for that week, but it has economic impact legs that last for several years after. Mayor Levy discussed that we could offer a Hollywood Broadwalk experience.

President Ritter commented on the Panther parade and how the VL logo was prominently displayed on all the buses and players helmets all season long. VL had a little bit of extra money and is sponsoring a paralympic swimmer for the US, a premier football club in England called the Wolves for Wolverhampton and an Indy car driven by Mark Cannon.

The next initiative is the Sphere in Las Vegas. This will run for a week. VL is working on the graphics. This item needs to go in front of the Board of County Commissioners for approval because it exceeds the \$500,000 threshold. Camila Clark, Senior VP of Marketing stated the value of the Sphere is more about the social and other digital platforms and drone footage. On the August 22nd Broward County Board of Commissioners agenda is a motion to approve the contract for the new marketing agency, Spark.

Discussion ensued.

- a) **Resume for MAC Board Position- Sheryl A Dickey-** President Ritter stated that there is an opening on the Marketing Advisory Committee. The TDC needs to vote on this vacancy and review the enclosed resume of Sheryl Dickey.

A motion to approve Sheryl Dickey as the new Marketing Advisory Committee member was made by Mayor Dean Trantalis and seconded by Commissioner Melissa Dunn. The motion passed unanimously.

6. Budget Presentation I Office of Management Budget, Elijah Anderson

The budget shows that there was a sharp decline in TDT revenues during the pandemic down 27% from FY20 to FY21. Late FY21 through March 2023 saw record TDT revenues. In FY24, \$124m is the projected total, as of July, of TDT collections. FY25 recommended budget is \$124m. FY24 budget included \$1.8m of one-time supplements, FY25 recommended marketing budget is \$23.9m exceeding pre-pandemic levels. The Headquarters Hotel has an estimated substantial completion date of Fall 2025 with a total estimated cost of \$730.3m. Discussion ensued.

Andreas Ioannou made a motion to approve the proposed budgets FY 2024/2025. Mayor Trantalis seconded the motion. The motion passed unanimously.

a) Visit Lauderdale Strategy Plan FY 2025-2026 I Anthony Cordo, EVP Visit Lauderdale

Mr. Cordo presented a brief strategic plan for Visit Lauderdale which is a rolling strategic plan for the next two years. VL wants to focus on our brand to promote visitation here through our marketing efforts and keep it fresh and innovative. Expand the convention meeting at sports overnight share of our market year. We want to make sure individual hotels around the county are getting sold along with venues and attractions etc. There needs to be a focus on the international overnight share of the market to make sure that those affluent visitors are coming here. VL wants to expand our community alignments. This is everything from supporting the workshops efforts with training locals to making sure that we're providing the data that our partners need. President Ritter commented that this plan is general because we are in transition with our Public Relations firm.

Andreas Ioannou made a motion to recommend approval of the FY 2024/2025 Marketing Plan. Commissioner Melissa Dunn seconded the motion attached). The motion passed unanimously.

7. MOTION TO ADJOURN

A motion to adjourn the meeting was made by Tim Petrillo and was seconded by Mayor Josh Levy. The meeting was adjourned with no objection at 10:53am.