

**TOURIST DEVELOPMENT COUNCIL**  
**Thursday, September 12, 2024 – 9:00 A.M.**  
**2195 Southern Boulevard**  
**West Palm Beach, Florida 33406**  
**AGENDA**

1. **ROLL CALL\***
2. **MOTION TO APPROVE AGENDA ADDITIONS AND DELETIONS\***
3. **MOTION TO APPROVE JULY 11<sup>TH</sup> TDC MEETING MINUTES\***
4. **MOTION TO RECEIVE AND FILE CONSENT ITEMS FOR AUGUST 2024  
emailed to the Board and SEPTEMBER 2024 included under this Agenda\***

**MARKETING AGENCIES REPORTING**

- A. **DTPB ACTIVITY REPORT\***
- B. **CULTURAL COUNCIL ACTIVITY REPORTS\***
- C. **SPORTS COMMISSION ACTIVITY REPORT\***
- D. **FILM & TV MONTHLY NEWSLETTER\***
- E. **FILM & TV PRODUCTION REPORT\***

**PBC CONVENTION CENTER OPERATING REPORTS**

- F. **CONVENTION CENTER INCOME STATEMENT & FINANCIAL  
OPERATIONS ANALYSIS COMPARED TO BUDGET & PRIOR YEAR\***
- G. **CONVENTION CENTER MARKETING UPDATE\***
- H. **CONVENTION CENTER “PACE” REVENUE REPORT\***

**OTHER TDC-SUPPORTED AGENCY/DEPARTMENT REPORTS**

- I. **ERM PROJECT STATUS REPORT\***
- J. **PBI TRAFFIC REPORT\***
- K. **CONTRACT TRACKING REPORT\***
- L. **AGENCIES THIRD QUARTER REPORTS\***

5. **OLD BUSINESS – DISCUSSION ITEMS**

- A. **TDC TOURISM PERFORMANCE METRICS**
  1. **TDC DASHBOARD CURRENT MONTH & FY2024\* - Emanuel Perry**
    - a. **Bed Tax Collections\***
    - b. **Letter of Support for Cultural Organizations\***
- B. **PBI UPDATE – Nichole Hughes**
  1. **PBI Report Update\* - Nichole Hughes**

6. **NEW BUSINESS – DISCUSSION ITEMS**

**A. DISCOVER THE PALM BEACHES**

1. **MOTION TO APPROVE 3-Year Wellcoming Contract in the Amount of \$1,500,000.00\* - Milton Segarra**
2. **MOTION TO APPROVE 5-Year Agency PR Contract in the Amount of \$1,080,000.00\* - Erika Constantine**
3. **MOTION TO APPROVE FY2025 DTPB Marketing Plan\* – Milton Segarra**

**B. FILM & TV**

1. **MOTION TO APPROVE FY 2025 F & T.V. Marketing Plan\* – Michelle Hillery**

**C. SPORTS COMMISSION**

1. **MOTION TO APPROVE The Category “G” Grant Agreements\***

	<b>Grant</b>	<b>Amount</b>	<b>Room Nights</b>
a.	<b>I Do Beach Tennis ITF World Tour 2024 (November 1-10, 2024) – Riviera Beach Municipal Beach Park - <i>NEW</i></b>	<b>\$35,000</b>	<b>3,500</b>
b.	<b>2024 Fizzle Racing Hydrodrags Nationals/World Championships (November 22-24, 2024) – Burt Aaronson South County Regional Park - <i>NEW</i></b>	<b>\$10,000</b>	<b>1,000</b>
c.	<b>Winter Equestrian Festival (January 1 - March 30, 2025) - Wellington International</b>	<b>\$125,000</b>	<b>85,000</b>
d.	<b>Paradise Puck Series (January 2-5, 2025) Palm Beach Ice Works and Palm Beach Skate Zone - <i>NEW</i></b>	<b>\$15,000</b>	<b>1,500</b>
e.	<b>Boca Raton International Masters (January 9-12, 2025) – Patch Reef Park Tennis Center</b>	<b>\$25,000</b>	<b>2,500</b>
f.	<b>Florida Rush Hockey (January 17-20, 2025) - Palm Beach Skate Zone &amp; Boca Ice</b>	<b>\$25,000</b>	<b>3,000</b>
g.	<b>Florida Exposure Cup (January 30 - February 2, 2025) – Palm Beach Ice Works and Palm Beach Skate Zone</b>	<b>\$15,000</b>	<b>1,500</b>
h.	<b>Delray Beach Open (February 7-16, 2025) – Delray Beach Tennis Center</b>	<b>\$35,000</b>	<b>1,000</b>
i.	<b>Gauntlet of Polo (February 7 - April 20, 2025) – National Polo Center</b>	<b>\$50,000</b>	<b>13,439</b>
j.	<b>Junior Tour Powered by Under Armour Winter National Championship (February 14-17, 2025) - PGA National Resort - <i>NEW</i></b>	<b>\$25,000</b>	<b>2,000</b>
k.	<b>East Coast Championships SoFlo National (February 22-23, 2025) Palm Beach County Convention Center</b>	<b>\$25,000</b>	<b>2,500</b>

<b>l.</b>	<b>Palm Beach Challenge College &amp; International Baseball Festival (March 1-31, 2025) - Santaluces Athletic Complex</b>	<b>\$25,000</b>	<b>3,325</b>
<b>m.</b>	<b>Development Player League (DPL) Summit (March 27-30, 2025) - The Gardens North County District Park &amp; Joe Russo Athletic Complex – <i>NEW</i></b>	<b>\$40,000</b>	<b>3,000</b>
<b>n.</b>	<b>James Hardie Pro Football Hall of Fame Invitational (March 31 - April 6, 2025) - Old Course at Broken Sound - <i>NEW</i></b>	<b>\$100,000</b>	<b>2,500</b>
	<b><u>TOTAL</u></b>	<b><u>\$550,000</u></b>	<b>125,764</b>

Average Historical ADR - \$311.01  
ROI - \$2,346,831.70

2. Update – George Linley

**D. ERM**

1. Update – Deb Drum

**E. CULTURAL COUNCIL**

1. Update – Dave Lawrence

**F. CONVENTION CENTER**

1. OVG Venue Management
  - a. Update - Dave Anderson
2. OVG Hospitality
  - b. Update - Kathy Griffin

7. **BOARD COMMENTS**

8. **PUBLIC COMMENTS**

9. **ADJOURNMENT**

The next meeting will be on **October 12, 2024, and will feature marketing plan presentations.**

\*Attachment included.