

TOURIST DEVELOPMENT COUNCIL
THURSDAY, NOVEMBER 13, 2025 – 3:00 P.M.
NORTON MUSEUM OF ART
1450 S. DIXIE HWY
WEST PALM BEACH, FLORIDA 33401
AGENDA

1. ROLL CALL*

Welcome from Norton Museum of Art CEO, Mr. Ghislain d’Humières.

2. MOTION TO APPROVE AGENDA ADDITIONS AND DELETIONS*

3. MOTION TO APPROVE OCTOBER 9TH TDC MEETING MINUTES*

4. MOTION TO RECEIVE AND FILE CONSENT ITEMS FOR NOVEMBER 2025*

MARKETING AGENCIES REPORTING

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

PBC CONVENTION CENTER OPERATING REPORTS

- F. CONVENTION CENTER MARKETING UPDATE***
- G. CONVENTION CENTER “PACE” REVENUE REPORT***

OTHER TDC-SUPPORTED AGENCY/DEPARTMENT REPORTS

- H. ERM PROJECT STATUS REPORT***
- I. PBI TRAFFIC REPORT***
- J. CONTRACT TRACKING REPORT***

5. OLD BUSINESS – DISCUSSION ITEMS

- A. TDC TOURISM PERFORMANCE METRICS**
 - 1. TDC DASHBOARD CURRENT MONTH & FY2025* - Emanuel Perry**
 - a. Bed Tax Collections***
- B. PBI UPDATE* – Andrew Gamboa**

6. NEW BUSINESS – DISCUSSION ITEMS

- A. GEMBA CONTRACT EVALUATION* - Emanuel Perry**
- B. RECOMMENDATION FOR APPROVAL OF PGA TOUR CONTRACT FOR THREE YEARS IN THE AMOUNT OF \$3.3M**

C. MOTION TO APPROVE 2026 TDC BOARD MEETING CALENDAR* - Emanuel Perry

D. MOTION TO APPROVE 2026 TDC FINANCE COMMITTEE MEETING CALENDAR*– Emanuel Perry

E. SPORTS COMMISSION

1. MOTION TO APPROVE The Category “G” Grant Agreements* - George Linley

	Grant	Amount	Room Nights
a.	Paradise Puck Series (January 1-4, 2026) – Palm Beach Skate Zone and Palm Beach Ice Works	\$15,000	1,500
b.	Boca Raton International Masters (January 14-18, 2026) - Patch Reef Park Tennis Center	\$25,000	2,500
c.	Florida Rush Hockey (January 16-19, 2026) Palm Beach Skate Zone & Boca Ice	\$25,000	3,000
d.	Florida Exposure Cup (January 29 - February 1, 2026) – Palm Beach Ice Works and Palm Beach Skate Zone	\$15,000	1,500
e.	Delray Beach Open (February 13-22, 2026) - Delray Beach Tennis Center	\$55,000	1,000
f.	Gauntlet of Polo (February 11 - April 26, 2026) – National Polo Center	\$50,000	13,439
g.	Junior Tour Powered by Under Armour Winter National Championship (February 11-16, 2026) – PGA National Resort	\$25,000	2,000
h.	East Coast Championships SoFlo National (February 21-22, 2026) – Palm Beach County Convention Center	\$25,000	2,500
i.	Palm Beach Challenge College & International Baseball Festival (February 26 - March 31, 2026) - Santaluces Athletic Complex	\$25,000	3,325
j.	James Hardie Pro Football Hall of Fame Invitational (March 2-8, 2026) Old Course at Broken Sound	\$100,000	2,500
k.	Palm Beaches Spartan Sprint Weekend (March 28-29, 2026) Burt Aaronson South County Regional Park	\$30,000	3,816
l.	PGA Works Collegiate Championship (May 1-6, 2026) The Park- <i>NEW</i>	\$20,000	2,896
m.	National Collegiate Athletic Association (NCAA) Division II Women's Golf National Championship (May 11-16, 2026), PGA National Resort	\$30,000	1,758
n.	Prospect Wire Southeast Championships (May 30 – June 3, 2026) - CACTI Park of the Palm Beaches, Roger Dean Chevrolet Stadium & Santaluces Athletic Complex	\$20,000	2,000
o.	South Florida Collegiate Baseball League (June 1 – July 26, 2026) - Little Fenway Park, Spanish River High School, Keiser University, Burt Aaronson Park, Harry Gibbons Field, Santaluces	\$25,000	2,500

	Athletic Complex, and Wellington Sports Complex		
p.	Prospect Select Summer Series (June 5 – July 14, 2026) - CACTI Park of the Palm Beaches, Roger Dean Chevrolet Stadium & Santaluces Athletic Complex	\$73,000	8,880
q.	Junior Tour Powered by Under Armour Summer National Championship (June 24-26, 2026) - PGA National Resort	\$25,000	2,000
r.	USTA Boys 18's & 16's National Clay Court Championships (July 5-12, 2026) - Boca Swim & Racquet Club, Delray Beach Tennis Center, Delray Swim & Tennis Club, Palm Beach Gardens Tennis Center, and The Country Club at Mirasol	\$25,000	2,500
s.	2026 Nautique WWA Wakeboard & Wakesurf National Championships (September 9-13, 2026) - Burt Aaronson South County Regional – Sunset Lake	\$90,000	8,000
	<u>TOTAL</u>	<u>\$698,000</u>	<u>67,614</u>

Average Historical ADR - \$273.59

ROI - \$1,109,910.86

2. Update – George Linley

F. CULTURAL COUNCIL

1. MOTION TO APPROVE BRIGHT IDEAS SPONSORSHIP* - Dave Lawrence

	ORGANIZATION NAME	PROJECT NAME	SPONSORSHIP CATEGORY	REQUEST	FY25/26 AWARD
a.	The Palm Beach Symphony Society, Inc., dba Palm Beach Symphony	Florida Panthers Activation	Marketing Activation	\$100,000	\$25,000
b.	Bold Foundation, Inc.	The Blackluxe Picnic & Music Festival	Special Event or Festival	\$50,000	\$2,500
c.	Fiesta de Pueblo, Inc.	World Fest USA & Business Expo	Special Event or Festival	\$50,000	\$5,000
d.	Loxahatchee River Historical Society, Inc. dba Jupiter Inlet Lighthouse and Museum	River to Reef Art Festival	Special Event or Festival	\$50,000	\$50,000
e.	Friends of Mounts Botanical Garden, Inc.	ILUMINA a Tropical Garden Lantern Festival	Special Event or Festival	\$50,000	\$25,000
f.	Norton Museum of Art, Inc.	Art + Wellness at The Norton	Special Event or Festival	\$50,000	\$15,000
g.	The Zoological Society of the Palm Beaches, Inc., dba	Rhythm in the Wild	Special Event or Festival	\$50,000	\$50,000

	Palm Beach Zoo & Conservation Society				
h.	Spady Cultural Heritage Museum, Inc., dba Spady Cultural Heritage Museum, dba EPOCH	Palm Beach Reggae Music & Arts Festival	Special Event or Festival	\$50,000	\$30,000
	TOTALS			<u>\$450,000</u>	<u>\$202,500</u>

2. Update* – Dave Lawrence

G. DISCOVER THE PALM BEACHES

1. Update* – Milton Segarra

H. ERM

1. Update – Deb Drum

I. FILM & TV

1. Update – Michelle Hillery

J. CONVENTION CENTER

1. OVG Venue Management

a. Update - Dave Anderson

2. OVG Hospitality

b. Update – Katherine Griffin

7. BOARD COMMENTS

8. PUBLIC COMMENTS

9. ADJOURNMENT

The next meeting will be on **DECEMBER 11, 2025.**

*** Attachment included.**