

TOURIST DEVELOPMENT COUNCIL
September 9, 2021 – 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 8th TDC MEETING MINUTES***
4. **MOTION TO RECEIVE AND FILE CONSENT ITEMS: AUGUST 2021 emailed to the Board and SEPTEMBER 2021 included under this Agenda**

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 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/DEPARTMENTS REPORTS

- I. **ERM PROJECT STATUS REPORT***
- J. **PBI TRAFFIC REPORT***
- K. **CONTRACT TRACKING REPORT***
- L. **AGENCY QUARTERLY REPORT 06.30.2021***

5. **OLD BUSINESS – DISCUSSION ITEMS**

- A. **TDC TOURISM PERFORMANCE METRICS**
 1. **TDC DASHBOARD CURRENT MONTH & FY2021***
 - a. **Bed Tax Collections***
 - b. **Report Out Metrics***
- B. **PBI UPDATE**
- C. **CHECKPOINT #17 JULY 2021 COLLECTED AUGUST 2021***

6. NEW BUSINESS – DISCUSSION ITEMS

**A. TRI PARTY AGREEMENT*- Boca Raton Bowl Game- Jergensen
Two (2) Year Agreement with Option to renew for Three (3) Years
Parties: Palm Beach County/TDC; City of Boca Raton; ESPN/Disney
MOTION TO APPROVE**

**B. ERM
1. Two Minute Update- Deb Drum**

**C. FILM & TV
1. Present FY2022 Marketing Plan* (20 Minutes)- Chuck Elderd
MOTION TO APPROVE**

**D. SPORTS COMMISSION
1. The Category “G” Grant Agreements*
MOTION TO APPROVE**

	Grant	Amount	Room Nights
a.	Prospect Wire Florida Fall Classic (September 25-26, 2021) – Ballpark of the Palm Beaches - NEW	\$7,000	600
b.	Columbus Day Discovery Showdown (October 7-10, 2021) – Palm Beach Skate Zone, Palm Beach Ice Works - NEW	\$8,000	800
c.	Perfect Game WWBA Championship Weekend (October 7-11, 2021) – Ballpark of the Palm Beaches, Roger Dean Chevrolet Stadium, Santaluces Athletic Complex	\$70,000	7,848
d.	USTA Columbus Day Open (October 9-11, 2021) – Delray Beach Tennis Center, Delray Swim & Tennis Club, Boca West Country Club, Indian Spring Country Club, Boca Lago Country Club, Boynton Beach Tennis Center	\$5,000	400
e.	World Comes to The Palm Beaches (October 27-31, 2021) – Ballpark of the Palm Beaches, Santaluces Athletic Complex	\$12,500	1,589
f.	TimberTech Championship (November 1-7, 2021) The Old Course at Broken Sound	\$30,000	1,500
g.	Men’s Senior Baseball League (MSBL) Fall Classic (November 6-20, 2021) – Ballpark of the Palm Beaches, Roger Dean Chevrolet Stadium	\$35,000	5,184
h.	US Open Table Tennis Championships/Pan American Table Tennis Championships	\$38,000	2,010

	(November 13-December 22, 2021) – Palm Beach County Convention Center - <i>NEW</i>		
i.	American Junior Golf Association (AJGA) Rolex Tournament of Champions (November 20-25, 2021) – PGA National Resort & Spa	\$14,000	1,000
j.	Equestrian Holiday & Horses Circuit (December 1, 2021 – January 2, 2022) – Palm Beach International Equestrian Center	\$20,000	12,375
k.	“Little Mo” Internationals in Florida(December 3-8, 2021) – Palm Beach Tennis Center, PGA National Resort & Spa	\$12,500	1,500
l.	Garden of Life Palm Beaches Marathon (December 10-12, 2021) Meyer Park Amphitheatre	\$15,000	2,160
	<u>Totals</u>	<u>\$267,000</u>	<u>36,966</u>

2. Present FY2022 Marketing Plan* (20 Minutes) - George Linley
MOTION TO APPROVE

E. CULTURAL COUNCIL

1. Present FY2022 Marketing Plan* (20 Minutes) - Dave Lawrence
MOTION TO APPROVE

F. DISCOVER

1. Discover/PBIA Advertising Collaboration- Nick Parks
2. FRLA/DTPB Workforce Development – Heather Andrews

G. CONVENTION CENTER

1. Spectra Venue Management
 - a. Two Minute Update- Dave Anderson
2. Spectra Hospitality
 - a. Two Minute Update- Vincent McPhail

7. RETREAT OVERVIEW AND EXPECTATIONS OF BOARD- Jergensen

8. BOARD COMMENTS

9. PUBLIC COMMENTS

10. ADJOURNMENT

Strategic Planning Retreat will be on October 6, 2021, 9: 00 A.M. to 4:30 P.M. at PBCCC.

There is NO TDC Board Meeting on October 14, 2021.

***Attachment included.**

Tdc/tdcmtgs2021/Agenda.09.9.2021

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