

**TOURIST DEVELOPMENT COUNCIL**  
**Thursday, September 14, 2023 – 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 13<sup>TH</sup> TDC MEETING MINUTES\***
4. **MOTION TO RECEIVE AND FILE CONSENT ITEMS FOR AUGUST 2023  
emailed to the Board and SEPTEMBER 2022 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/DEPARTMENT REPORTS**

- I. **ERM PROJECT STATUS REPORT\***
- J. **PBI TRAFFIC REPORT\***
- K. **CONTRACT TRACKING REPORT\***
- L. **AGENCIES QUARTERLY REPORTS 06.30.23\***

5. **OLD BUSINESS – DISCUSSION ITEMS**

- A. **TDC TOURISM PERFORMANCE METRICS**
  1. **TDC DASHBOARD CURRENT MONTH & FY2023\* - Emanuel Perry**
    - a. **Bed Tax Collections\***
- B. **ROGER AMIDON RESIGNATION\***
- C. **TOURISM MASTER PLAN UPDATE – Emanuel Perry**
- D. **PBI UPDATE – Joe Harrington**

**6. NEW BUSINESS – DISCUSSION ITEMS**

**A. ERM**

1. Update – Deb Drum

**B. CONVENTION CENTER**

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

**C. SPORTS COMMISSION**

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

	Grant	Amount	Room Nights
a.	I Do Beach Tennis ITF Open Singer Island (November 6-11, 2023) – Riviera Beach Municipal Beach Park - NEW	\$25,000	2,200
b.	5v5 Soccer Tour National Championship (November 17-19, 2023) The Gardens North County District Park – NEW	\$20,000	1,388
c.	Battle Youth National Champions (December 4-10, 2023) – Village Park	\$100,000	14,198
d.	Winter Equestrian Festival (January 3-March 31, 2024) – Wellington International	\$125,000	85,000
e.	Florida Rush Hockey (January 12-15, 2024) – Palm Beach Ice Works & Palm Beach Skate Zone	\$25,000	3,000
f.	Boca Raton International Masters (January 17-21, 2024) – Patch Reef Tennis Center	\$25,000	2,500
g.	Florida Exposure Cup (February 1-4, 2024) – Palm Beach Ice Works & Palm Beach Skate Zone - NEW	\$15,000	1,500
h.	Delray Beach Open (February 9-18, 2024) – Delray Beach Tennis Center	\$35,000	1,000
i.	Palm Beach Challenge College & International Baseball Festival (March 1-31, 2024) – Santaluces Athletic Complex	\$20,000	3,325
j.	Delray Beach Pickleball (March 20-24, 2024) Delray Tennis Center	\$20,000	1,500
	<b>Total</b>	<b>\$410,000</b>	<b>115,611</b>

Average Historical ADR - \$310.26  
ROI - \$2,152,168.13

**D. DISCOVER**

1. FY24 Marketing Plan\* (25 Minutes) - Jorge Pesquera –  
MOTION TO APPROVE

**E. CULTURAL COUNCIL**

- 1. FY24 Marketing Plan\* (20 Minutes) - Dave Lawrence -  
MOTION TO APPROVE**

**F. SPORTS COMMISSION**

- 1. FY24 Marketing Plan\* (20 Minutes) - George Linley –  
MOTION TO APPROVE**

**G. FILM & TV**

- 1. FY24 Marketing Plan\* (20 Minutes) - Michelle Hillery –  
MOTION TO APPROVE**

**7. BOARD COMMENTS**

**8. PUBLIC COMMENTS**

**9. ADJOURNMENT**

The next Meeting will be on **October 12, 2023.**

**\*Attachment included.**