

Item # 43

**ADDITIONAL MATERIAL
10:00 a.m. Regular Meeting
FEBRUARY10, 2015**

SUBMITTED AT THE REQUEST OF

**GREATER FORT LAUDERDALE
CONVENTION & VISITORS BUREAU**

Jardine, Arlene

Subject: FW: Capital Challenge Grant Requests

From: Grossman, Nicki

Sent: Monday, February 09, 2015 10:14 AM

To: Ryan, Tim; Kiar, Martin; Bogen, Mark; Ritter, Stacy; Lamarca, Chip; Wexler, Lois; Furr, Beam; Sharief, Barbara; Holness, Dale; Henry, Bertha; Cepero, Monica; Bosworth, Earl

Subject: Capital Challenge Grant Requests

At the Tourist Development Council Meeting on January 29, 2015, our staff was requested to evaluate the room night information provided in the TDT Challenge Grant applications. I am providing those evaluations below.

Please let me know if you have any questions or require additional information.

We have reviewed the following Capital Challenge Grant requests:

Pompano Beach requesting \$500,000 to build the Pompano Beach Cultural Center. They estimate booking 1,200 room nights in the first year based on the events planned.

Lauderhill is requesting \$50,000 to renovate the Lauderhill Arts Center and estimate booking 1,800 room nights. Their estimate is based on their intention to attract a number of international visitors as a result of the arts exhibitions.

Pembroke Pines is requesting \$500,000 to build the Civic Center Cultural Complex booking 900 room nights.

Both Pompano Beach and Pembroke Pines used Webb Management Services to quantify room night activity and the projections seem in line with anticipated activities projected.

Lauderhill is requesting \$50,000. They are showing a higher room night projection than the other two municipalities. The detail presented is based on existing activities. We were not able to prove 1,800 room nights based on those activities; hotels reported fewer than 500 room nights during the time of the listed events and activities. The funds being requested are to enhance/ refurbish current facilities to support the continuation of those activities presented. The city's room night projection reflects their anticipation of increased room night activity based on the enhancements to the facilities.

Old Davie School Historical Museum is asking for \$46,000 to build and furnish an Agricultural and Citrus Packing House Museum. Will be part of the Step-Back-In-Time tour given to thousands of guests and school children each year. The projected 6,600 room nights is based on their estimate of 10,000 guests coming to weddings and private events held at the ODSHM each year, with approximately one-third of the guests staying in an area hotel for two nights. Although the new museum will enhance the experience for visitors, there is no indication it will generate new incremental hotel stays even approaching 6,600 room nights. There are no statistical or outside analysis presented to support the room night claim.

We estimate that there may be an impact of 300 room nights annually from guests attending a variety of events at the Museum, based on the Museum's marketing plans.

The CVB is happy to work with the Museum team to assist them in creating programming that could result in incremental room night business and will monitor the events at the Museum to track actual room night business.

The CVB staff intends to monitor the above events both existing and after opening of new facilities, once they begin, and will report to the TDC, the Cultural Division and the Board of County Commissioners accordingly.

The projected incremental room nights are estimates in all four requests, with Webb Management Services justifying projections by Pompano Beach and Pembroke Pines.

The CVB was not asked to evaluate the return on investment of the grant awards. We reviewed the room night generation estimates.

Best,

Nicki

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HELLO SUNNY
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President

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