Exhibit 2

PROPOSED

RESOLUTION NO. 2018-

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF BROWARD COUNTY, FLORIDA, PERTAINING TO THE GREATER FORT LAUDERDALE CONVENTION AND VISITORS BUREAU ("CVB"); AMENDING SECTIONS 13.30 AND 13.31 AND CREATING SECTION 13.32 OF THE BROWARD COUNTY ADMINISTRATIVE CODE ("ADMINISTRATIVE CODE") TO ESTABLISH A PROCESS TO PERMIT THE CVB TO ENTER INTO INCENTIVE AND SPONSORSHIP AGREEMENTS FOR THE PROMOTION OF TOURISM IN BROWARD COUNTY; AND PROVIDING FOR SEVERABILITY, INCLUSION IN THE ADMINISTRATIVE CODE, AND AN EFFECTIVE DATE.

WHEREAS, Sections 13.30 and 13.31 of the Broward County Administrative Code ("Administrative Code") set forth the structure, functions, and responsibilities of the Greater Fort Lauderdale Convention and Visitors Bureau ("CVB"); and

WHEREAS, the Broward County Board of County Commissioners ("Board") desires to amend the Administrative Code to establish a process by which the CVB may, in compliance with Section 125.0104, Florida Statutes, enter into incentive or sponsorship agreements with various entities or organizations as a means to promote tourism in Broward County, NOW, THEREFORE,

BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF BROWARD COUNTY, FLORIDA:

Section 1.   Section 13.30 of the Broward County Administrative Code is hereby amended to read as follows:

Coding: Words in struck-through type are deletions from existing text. Words in underscored type are additions.

1   **13.30. Greater Fort Lauderdale Convention and Visitors Bureau;**
2   **Established; President as Head.**

3   There is hereby established a Greater Fort Lauderdale Convention and Visitors
4   Bureau ("CVB") responsible to the County Administrator for the overall promotion of the
5   Greater Fort Lauderdale/Broward County area as an attractive destination for
6   conventions and the leisure traveler. The President of the ~~Convention and Visitors~~
7   ~~Bureau~~ CVB shall ~~be~~ serve as the chief executive and operating officer of the
8   ~~Convention and Visitors Bureau~~ CVB, and shall be selected and appointed by the
9   County Administrator who may be assisted by the Tourist Development Council
10   ("Council"). The President shall possess a relevant undergraduate or graduate degree
11   and at least seven (7) years of outstanding, innovative executive experience in the
12   development and promotion of the hospitality and convention industry.

13   Section 2.   Section 13.31 of the Broward County Administrative Code is hereby
14   amended to read as follows:

15   **13.31. Functions; Responsibilities.**

16   The ~~Greater Fort Lauderdale Convention and Visitors Bureau~~ CVB shall:

17   ~~a.~~ (a)   Serve and operate as an Office of the County Administrator. The
18   ~~Convention and Visitors Bureau~~ CVB shall be responsible for implementing the
19   marketing plan as approved by the ~~Tourist Development~~ Council ~~("Council")~~ regarding
20   the promotion of tourism to Broward County, the marketing of Broward County as a
21   desirable tourist and convention destination, and the operation and marketing of the
22   Greater Fort Lauderdale Broward County Convention Center.

23   ~~b.~~ (b)   Annually, and prior to the adoption of its budget by the Board of County
24   Commissioners ("Board"), ~~the Convention and Visitors Bureau shall~~ prepare and submit

1 its proposed budget to the Council for review. A year-to-date budget and budget

2 updates shall be submitted to the Council at least once each quarter during the fiscal

3 year.

4 ~~c.~~ (c)   Annually, and prior to the commencement of the fiscal year, ~~the~~

5 ~~Convention and Visitors Bureau shall~~ prepare and submit to the Council a plan for

6 marketing and promoting Broward County as a desirable tourist and convention

7 destination.

8 ~~d.~~ (d)   Establish and implement the policies of the ~~c~~County regarding the

9 promotion of tourism, the marketing of Broward County as a desirable tourist and

10 convention destination, and the operation and marketing of the Broward County

11 Convention Center.

12 ~~e.~~ (e)   …

13 ~~f.~~ (f)   …

14 ~~g.~~ (g)   …

15 (h)   Enter into incentive or sponsorship agreements ("Sponsorship

16 Agreements"), in the manner set forth in Section 13.32, with entities or organizations in

17 connection with, or in furtherance of, the promotion and advertising of Broward County

18 as a tourism destination.

19 Section 3.   Section 13.32 of the Broward County Administrative Code is hereby

20 created to read as follows:

21 [Underlining omitted]

22 **13.32. Group and Tourism Sponsorship Programs.**

23 The CVB is authorized to utilize Sponsorship Agreements to assist in the

24 promotion, advertising, and marketing of Broward County.

(a)   Group Sponsorship Program.

The CVB may provide entities or organizations with monetary or nonmonetary Group Sponsorship Program ("GSP") incentives to induce them to hold an event or convention in Broward County (collectively, an "Event").

(1)   Review Process.

a.   Whenever the CVB is considering offering a GSP incentive, it shall conduct a review to determine whether one of the Event's main purposes is the attraction of tourists to Broward County.

b.   When determining whether and how much of a GSP incentive to offer, the CVB shall consider the following factors prior to approving any GSP incentive for an Event:

1.   Promotional efforts by the Event host to tourists;

2.   The quality and attractiveness of the Event to tourists;

3.   The expected number of hotel room nights that will be needed to accommodate Event attendees;

4.   The estimated number of tourists expected to attend the Event;

5.   The time of year the Event is scheduled to take place;

6.   The anticipated economic impact of the Event to Broward County and its municipalities;

7.   Consideration of current and future market conditions; and

8.   Other factors that may assist in the promotion of Broward County as an attractive tourist destination.

Coding: Words in struck-through type are deletions from existing text. Words in underscored type are additions.

4

1   c. The CVB shall document, in writing, utilizing the factors set forth

2   above, the results of the review process and its decision to approve

3   or deny the proposed GSP incentive. If a GSP incentive is

4   recommended by CVB staff to the CVB President, the

5   documentation shall indicate the recommended amount of any

6   monetary GSP incentive, the fair market value of any nonmonetary

7   GSP incentive, and any conditions related to the recommendation.

8   Recommended GSP incentives must be presented to the CVB

9   President for final determination. No GSP incentive shall be offered

10   to any entity or organization without the written approval of the CVB

11   President.

12   (b) Tourism Sponsorship Program.

13 As authorized below, the CVB may sponsor an event, service, or activity that has

14 the provision of activities attractive to tourists already in Broward County as its primary

15 purpose ("Tourism Event"). A Tourism Sponsorship Program ("TSP") shall be in the

16 form of a monetary or nonmonetary contribution to an entity or organization that is

17 responsible for organizing and conducting the Tourism Event.

18   (1) A CVB determination to sponsor a Tourism Event shall only be made after

19   a review of a formal application by the event host and consideration of the

20   following factors:

21   a. The quality and attractiveness of the Tourism Event to tourists;

22   b. The comprehensive marketing or promotional plan targeting

23   tourists, taking into consideration the advertising media to be

24   utilized, the proposed marketing and promotional budget, and the

Coding: Words in ~~struck-through~~ type are deletions from existing text. Words in <u>underscored</u> type are additions.

5

| | | | qualifications or reputation of the persons involved in developing the marketing and promotional plan; |

1 qualifications or reputation of the persons involved in developing

2 the marketing and promotional plan;

3 c. The expected number of hotel room nights that will be needed to

4 accommodate the Tourism Event attendees;

5 d. The level of support from the Broward County tourism industry;

6 e. The time of year the Tourism Event is scheduled to take place;

7 f. The prior history of the Tourism Event including, but not limited to,

8 the number of hotel room nights generated from the previous

9 Tourism Event(s) of the same type or nature;

10 g. The financial responsibility and stability of the entity or organization

11 responsible for conducting the Tourism Event;

12 h. The total budget for the Tourism Event and its sources of revenue;

13 i. Whether the Tourism Event promotes the destination, marketing,

14 and brand advocacy efforts of the CVB; and

15 j. Any other factors that may assist in the promotion and marketing of

16 Broward County as an attractive tourist destination.

17 (2) The CVB shall document, in writing, utilizing the factors set forth above,

18 the results of the review process and the decision to approve or

19 recommend denial of the application. Tourism Events that are approved

20 during the annual budget cycle shall be included in the CVB's annual

21 budget and submitted to the Board for approval. Tourism Events not

22 included in the annual budget shall be reviewed by the Council prior to a

23 final determination by the CVB President to provide the TSP.

24

Coding: Words in struck-through type are deletions from existing text. Words in underscored type are additions.

1 (3) All GSP and TSP sponsorships shall be reduced to writing in an executed

2 Sponsorship Agreement that has been reviewed and approved in advance

3 by the Office of the County Attorney. Only entities and organizations that

4 enter into a Sponsorship Agreement can receive sponsorship funding,

5 subject to all the conditions and obligations set forth in the Sponsorship

6 Agreement.

7 (c) Agreements.

8 (1) The CVB President may approve and execute any Sponsorship

9 Agreement in an amount up to $250,000. The Director of Purchasing,

10 upon the written recommendation from the CVB President, may approve

11 and execute any Sponsorship Agreement in an amount greater than

12 $250,000 and up to $500,000. A Sponsorship Agreement in excess of

13 $500,000 must be approved by the Board.

14 (2) A Sponsorship Agreement may provide for advance payments or partial

15 payments prior to the Event or Tourism Event, subject to the conditions

16 and obligations set forth in the agreement.

17 (d) Minimum Requirements.

18 The requirements imposed by this section are minimum requirements. All

19 Sponsorship Agreements must also comply with any applicable requirements imposed

20 by Section 125.0104, Florida Statutes, and the applicable policies, procedures, and

21 guidelines adopted by the CVB.

22 Section 4. SEVERABILITY.

23 If any portion of this Resolution is determined by any Court to be invalid, the

24 invalid portion shall be stricken, and such striking shall not affect the validity of the

1   remainder of this Resolution. If any Court determines that this Resolution, or any

2   portion hereof, cannot be legally applied to any individual(s), group(s), entity(ies),

3   property(ies), or circumstance(s), such determination shall not affect the applicability

4   hereof to any other individual, group, entity, property, or circumstance.

5   Section 5.   INCLUSION IN THE ADMINISTRATIVE CODE.

6   It is the intention of the Board of County Commissioners that the provisions of

7   this Resolution shall become and be made a part of the Broward County Administrative

8   Code; and that the sections of this Resolution be renumbered or relettered and the word

9   "resolution" may be changed to "section," "article," or such other appropriate word or

10   phrase in order to accomplish such intentions.

11   Section 6.   EFFECTIVE DATE.

12   This Resolution shall become effective upon adoption.

13

14   ADOPTED this   day of   , 2018.

15   **PROPOSED**

16

17   Approved as to form and legal sufficiency:
18   Andrew J. Meyers, County Attorney

19

20   By */s/ Mark A. Journey*   05/03/18
           Mark A. Journey   (date)
21   Senior Assistant County Attorney

22

23   MAJ/mm
    05/03/18
24   CVB Sponsorship Admin Code Reso
    #30033

        Coding: Words in ~~struck-through~~ type are deletions from existing text. Words in
                         underscored type are additions.