

Greater Fort Lauderdale Convention & Visitors Bureau  
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December 3, 2018

To Whom It May Concern:

This letter will serve to explain the low ranking given to the City of West Park's TDT Challenge Grant application as requested by the Acting Director of Cultural Affairs, Leslie Fordham.

The City of West Park submitted an application for the construction of a cultural center at McTyre Park. The park is a municipal facility and likely attracts only residents to it, although there may be visitation by friends and family from out of the area. There was no documentation provided as to the number of visitors this park receives on a monthly or annual basis.

The mission of the GFLCVB is to promote and market the destination which is Broward County. Expending tourist development tax (TDT dollars is set out in a Florida state statute. The primary directive for the spending of TDT dollars is also the promotion and marketing of the destination. In reviewing West Park's application several things are evident. First, there is no way to accurately predict the room night generation as there is no historical data. Therefore, we must make an analysis of total room nights based upon researching the assets of the municipality and surrounding areas. In doing so, one determines that West Park has no hotels in its city boundaries. The Belvedere Inn is the closest property and it is in Miramar. In addition, the dining and retail option focus are limited and focus on residents.

Considering the above, it was the determination of the GFLCVB that the threshold to expend TDT on this project was not met. Finally, our ranking was consistent with the advisory panel's recommendations.

Sincerely,



Stacy Ritter  
President/CEO