

TOURIST DEVELOPMENT COUNCIL
Thursday, October 9, 2025 – 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 SEPTEMBER 11TH TDC MEETING MINUTES***
4. **MOTION TO RECEIVE AND FILE CONSENT ITEMS FOR OCTOBER 2025***

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 MARKETING UPDATE*
- G. CONVENTION CENTER “PACE” REVENUE REPORT*

OTHER TDC-SUPPORTED AGENCY/DEPARTMENT REPORTS

- H. ERM PROJECT STATUS REPORT*
- I. PBI TRAFFIC REPORT*
- J. CONTRACT TRACKING REPORT*
- K. 2025 MLB SPRING TRAINING BENEFIT REPORT*

5. **OLD BUSINESS – DISCUSSION ITEMS**

- A. TDC TOURISM PERFORMANCE METRICS
 1. TDC DASHBOARD CURRENT MONTH & FY2025* - Emanuel Perry
 - a. Bed Tax Collections*
- B. LEGISLATIVE TALKING POINTS* – Emanuel Perry
- C. PBI UPDATE* – Andrew Gamboa

6. **NEW BUSINESS – DISCUSSION ITEMS**

A. SPORTS COMMISSION

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

	Grant	Amount	Room Nights
a.	Winter Equestrian Festival (WEF) (December 31, 2025 – March 29, 2026) – Wellington International	\$300,000	120,000
	<u>TOTAL</u>	<u>\$300,000</u>	<u>120,000</u>

Average Historical ADR - \$344.93

ROI - \$2,483,496.00

**B. RECOMMENDATION FOR STAFF TO ENTER CONTRACT
NEGOTIATIONS WITH PGA TOUR – Emanuel Perry**

**C. MOTION TO APPROVE FY2026 SPORTS COMMISSION MARKETING
PLAN* - George Linley**

1. Executive Summary
2. Marketing Plan
3. Vendor Spending

**D. MOTION TO APPROVE FY2026 CULTURAL COUNCIL MARKETING
PLAN* - Dave Lawrence**

1. Executive Summary
2. Marketing Plan
3. Vendor Spending

E. ERM

1. Update – Deb Drum

F. DISCOVER THE PALM BEACHES

1. Update – Heather Andrews

G. FILM & TV COMMISSION

1. Update – Michelle Hillery

H. CONVENTION CENTER

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

7. **BOARD COMMENTS**

8. **PUBLIC COMMENTS**

9. **ADJOURNMENT**

The next meeting will be on **NOVEMBER 13, 2025.**

*Attachment included.