

TOURIST DEVELOPMENT COUNCIL
Thursday, January 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 NOVEMBER 14TH TDC MEETING MINUTES***
4. **MOTION TO RECEIVE AND FILE CONSENT ITEMS FOR DECEMBER 2024
emailed to the Board and JANUARY 2025 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***

5. **OLD BUSINESS – DISCUSSION ITEMS**

- A. **TDC TOURISM PERFORMANCE METRICS**
 1. **TDC DASHBOARD CURRENT MONTH & FY2025* - Emanuel Perry**
 - a. **Bed Tax Collections***
- B. **CSL TOURISM MASTER PLAN UPDATE - Richard Cutting-Miller,
Webex Video Call**
- C. **PGA TOUR CONTRACT UPDATE*-Emanuel Perry**
- D. **PBI UPDATE – Nichole Hughes**

E. MOTION TO APPROVE THE APPOINTMENT OF DEPUTY VICE MAYOR ROB LONG TO THE TDC FINANCE COMMITTEE – Emanuel Perry

F. FINANCE COMMITTEE BUDGET SCHEDULE* - Emanuel Perry

6. NEW BUSINESS – DISCUSSION ITEMS

A. ERM

1. Update – Deb Drum

B. SPORTS COMMISSION

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

	Grant	Amount	Room Nights
a.	TGL Presented by SoFi (TBD) – SoFi Center - <i>NEW</i>	\$125,000	15,000
b.	Palm Beaches Spartan Sprint Weekend (March 29-30, 2025) – Burt Aaronson South County Regional Park	30,000	3,816
c.	Delray ITF Championships (April 19-26, 2025) - Delray Beach Tennis Center and the Delray Swim & Tennis Club	8,000	700
d.	International Tennis Federation (ITF) Masters World Championships 60s (May 11-24, 2025) BallenIsles Country Club - <i>NEW</i>	15,000	1,500
e.	International Tennis Federation (ITF) Masters World Championships 65s/70s (May 11-24, 2025) – Palm Beach Gardens Tennis Center and The Country Club at Mirasol - <i>NEW</i>	35,000	2,500
f.	Prospect Wire Southeast Championships (May 31 - June 4, 2025) - CACTI Park of the Palm Beaches, Roger Dean Chevrolet Stadium & Santaluces Athletic Complex	20,000	2,000
g.	South Florida Collegiate Baseball League (May 31 - July 25, 2025) – Various Baseball Fields in Palm Beach County	25,000	2,500
h.	Prospect Select Summer Series (June 6 - July 14, 2025) – CACTI Park of The Palm Beaches, Roger Dean Chevrolet Stadium and Santaluces Athletic Complex	73,000	8,880
i.	AFIA Worlds Master’s Soccer (June 20-27, 2025) – Lynn University - <i>NEW</i>	40,000	2,500

j.	Junior Tour Powered by Under Armour Summer National Championship (June 25-30, 2025) - PGA National Resort	25,000	2,000
k.	2025 Nautique WWA Wakeboarding & Wake Park World Championships (September 6-14, 2025) Burt Aaronson South County Regional – Sunset Lake and Shark Park 561 Wake Park at Okeeheelee Park – <i>NEW</i>	90,000	8,000
	<u>TOTAL</u>	<u>\$486,000</u>	49,396

Average Historical ADR - \$248.20
ROI - \$735,605.23

2. MOTION TO APPROVE 2026 COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP CONTRACT IN THE AMOUNT OF \$225,000*– George Linley

C. DISCOVER THE PALM BEACHES

1. Update* - Milton Segarra

D. FILM & TV

1. Update – Michelle Hillery

E. CULTURAL COUNCIL

1. Update – Dave Lawrence

F. 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 February 13, 2025.

*Attachment included.