



greater FORT LAUDERDALE

CVBuzz

March 2015

HAPPY ST. PATRICK'S DAY

It's the luck of the Irish with two St. Patrick's Day Parades & Festivals. Showcasing Irish culture through live performance and entertainment, the **Fort Lauderdale St. Patrick's Parade and Festival** takes place Sat, Mar 14 starting at 7:30am with the Shamrock Run at Huizenga Plaza and the Riverwalk/Riverfront area, parade starts at noon and runs along Las Olas Blvd. <http://www.ftlaudirishfest.com>. And **Hollywood's St. Patrick's Day Parade & Festival** takes place Sun, Mar 15 from 12-6pm, with the parade starting at 1pm in downtown Hollywood. <http://www.stpatricksparade.com>.

YEAR-END STATS

Growth in hotel occupancy continues (for the past 62 months) with the highest January occupancy rate and hotel daily rate in history!

GREATER FORT LAUDERDALE AVERAGE HOTEL OCCUPANCY	
January 2015	January 2014
85.9%	83.2%
GREATER FORT LAUDERDALE AVERAGE HOTEL DAILY RATE	
January 2015	January 2014
\$162.64	\$150.15

AWARD-WINNING CVB

The GFLCVB, along with M. Silver – A Division of Finn Partners, is the proud recipient of three HSMAI Adrian Awards this year. A gold in the "Consumer Marketing Campaign" category for The Beach Looks Good on You heated bus shelters and consumer activation in New York City in 2014, (also nabbed a Silver award in the "Special Event" category); and a Silver "Special Event" Adrian for Meet the Mother, Grandmother, and President of the Greater Fort Lauderdale CVB media cultivation event.



GREATER FORT LAUDERDALE WARMS UP CHILLY COMMUTERS IN CHICAGO AND BOSTON

Greater Fort Lauderdale brought the heat to Chicago last month on the city's coldest day since 1936. The "Warm Up Chicago" promotion turned Chicago's -8 F Pioneer Court into a tropical paradise with the "Beach-on-Wheels", a huge beachcam screen streaming live images of Fort Lauderdale's beaches, giant sunglasses for photo ops, and "Hello Sunny" ambassadors handing out free sunglasses and ice scrapers. Unsuspecting commuters were also surprised in a Chicago bus shelter and in a Boston bus shelter with bikini-clad models live from Pompano Beach and Hollywood beach via a 50" digital monitor and live satellite link importing rays of sunshine from more than 1200 miles away. Commuters had the chance to interact in real time with GFLCVB mascot "Mr. Sunny" while lucky participants won beach vacation getaways to Greater Fort Lauderdale and prizes. [Click here](#) for photos.

FINALLY, WE ALL DO: GREATER FORT LAUDERDALE CELEBRATES MARRIAGE EQUALITY WITH A HISTORIC WEDDING WITH PRIDE

Couples from across the U.S. and around the world converged in Fort Lauderdale on Feb 5 to take part in a group wedding and vow renewal to mark the new dawn of same-sex marriage equality in Florida. Representing 18 U.S. states, Europe, and South America, the LGBT and straight couples were greeted by former *NSYNC member and Dancing with the Stars alum, Lance Bass, who delivered a moving address on the meaning of love as the event's official "Love is Love" ambassador. The newlyweds and recommitted couples attended a post-ceremony champagne toast and reception at the W Fort Lauderdale, with one lucky couple receiving a week-long honeymoon, provided by Cruise Planners, an American Express Travel Representative and Celebrity Cruises. All couples received a welcome gift containing something "new and blue," courtesy of JetBlue and Greater Fort Lauderdale's hotels, restaurants and attractions. Many thanks for all involved including Panache Style for the fab decor and florals. [Click here](#) to view a gallery of photos.



SUMMER SAVINGS: 2-FOR-1 OFFERS

Attractions, cultural activities, spas, restaurants, golf courses, and dive operators are invited to participate in the **2015 Summer Savings** program by offering 2-for-1 offers to stimulate summer business May 1 through October 12, 2015. The CVB's summer program promoting these values will be supported with a public relations and advertising plan to reach millions of in-state and out-of-area consumers and is FREE to participate. [Click here](#) to sign up. Deadline is Friday, Mar 20.

MARCH GROUP SALES & SERVICES UPDATE

- Groups meeting in March will generate more than \$21 million to Broward County. Groups include:
- Mar 1-7: Vineyard Church USA – National Conference 2015 (200 attendees)
- Mar 7-16: National Comprehensive Cancer Network Annual Conference (898 attendees)
- Mar 8-15: ITEX 2015 (700 attendees)
- Mar 9-13: 2015 NCAL Spring Conference (NCAL) & AHCA/NCAL Independent Owner Conference (IO) (250 attendees)
- Mar 9-16: 32nd Annual International Seminar on Primary & Secondary Batteries (200 attendees)
- Mar 13-20: Annual Int'l Anti-Money Laundering Conference (663 attendees)
- Mar 15-20: Powerscreen 2015 Annual Meeting (500 attendees)
- Mar 15-27: LPL Financial Masters 2015 (880 attendees)
- Mar 19-22: Gold Coast BBYO Spring Convention (204 attendees)
- Mar 19-23: Jazz in the Gardens (200 attendees)
- Mar 27-28: Publix Awards Recognition (650 attendees)
- Mar 29-Apr 12: Passover 2015 (500 attendees)
- Mar 29-Apr 12: Majestic Tours 2015 Passover (500 attendees)

TOURISM SALES



In February, Fernando Harb participated with partners at ANATO 2015 in Bogota, Colombia. ANATO 2015 is the most important tourism event in Colombia with more than 60 percent of the convention devoted to international exhibitors, while the remaining floor space is taken by Colombians. Among the exhibitors are travel agencies, wholesalers, tour operators, hotels, airlines, tourist offices, cruise ships, technology providers and others. Erick Garnica attended the opening event of the Kahlo, Rivera, & Mexican Modern Art exhibit at the NSU Museum of Art Fort Lauderdale. In attendance were representatives from the National Institute of Fine Arts in Mexico, National Cultural Committee of Mexico as well as the Mexican Consulate. Caitlan Etchevers traveled with the Margaritaville Resort, Hyatt Regency Pier 66, Hollywood Beach Marriott, Lago Mar Resort & Spa and the Diplomat Resort & Spa to Chicago for a Tourism Sales Mission visiting several agencies, giving a presentation to Orbitz Corporate Offices, and hosting a Travel Agent Reception for more than 30 agents. Justin Flippen attended the South Florida Gay News 5 year anniversary party at the B Ocean. Justin continues to represent the CVB on [Broward 100](#), including the execution and planning of the We Do LGBT wedding event in Wilton Manors, and was interviewed on

the CBS4 local Sunday show Focus on South Florida highlighting Broward100. [Click here](#) for more on We Do.

SNAPSHOT FROM THE UK OFFICE

The GFLCVB UK team has continued to push forward with the co-op marketing campaigns planned for the UK market in January and February. Activity is live with America As You Like It, Barthead Travel and Tropical Sky. A main priority going into February was to conduct meetings with the key Florida tour operators to ensure that Greater Fort Lauderdale remains at the

forefront of product manager's minds ahead of any brochure deadlines. The team also attended the Swanson's and FDM travel shows on behalf of the Florida Beaches collaboration. Greater Fort Lauderdale was also represented at the Ferie Fur Alle consumer show in Herning, Denmark Feb 20-22. The GFLCVB UK PR team has been busy tying up the broadcast opportunity with Good Morning Britain and The Lorraine Show, two of the UK's most-watched breakfast television shows. The competition entry is currently being aired, showcasing Greater Fort Lauderdale as an aspirational destination.

PORT EVERGLADES

Port Everglades is advancing its leadership position in the cruise industry with new terminal construction and a commitment to environmental stewardship. Further adding to its international stature, the port will host "Cruise Shipping," the world's largest cruise convention, starting in 2016 and running through 2018 at the Broward County Convention Center. Recently, the Port celebrated the grand opening of its sixth completely remodeled cruise terminal in five years. The \$24 million Cruise Terminal 4 renovation and upgrades are designed for greater efficiency and guest convenience. Most notable, the terminal's many energy-efficient improvements will qualify the facility to become certified through Leadership in Energy and Environmental Design (LEED) – a first for Port Everglades. Port Everglades' next project for this terminal will be to lengthen the adjacent slip by 250 feet, for a total 1,150 feet of berth length to accommodate larger cruise ships. The \$18 million slip extension is slated to be completed by the end of 2016. Port Everglades is also expanding its environmental efforts by signing on as a participant with Green Marine, the largest voluntary environmental program for the maritime industry in North America. And Port Everglades expects to see a 65 percent increase in daily passengers as Spain-based ferry company Balearia Ferry Express replaces its 460-passenger vessel with the 1,000-passenger Bahama Mama, which began service to Grand Bahama Island last week.



FLYING HIGH

JetBlue Airways announced expanded service at Baltimore/Washington Thurgood Marshall International Airport, with twice daily service to Fort Lauderdale-Hollywood International Airport. The new non-stop route to FLL will launch in November.

LGBT MARKET

Richard Gray attended the Hello Sunny Event in Chicago at the Tribune Tower and also met with local media. This week he is in Berlin attending ITB at the Pink Pavilion. This is the largest LGBT travel expo in the world. The GFLCVB is partnering with Visit Florida as one of the sponsors of their gay party and Richard will participate on a Gay & Lesbian Panel talking about the highly successful LovelsLove wedding held at the W last month. He continues to work on LGBT group and sporting business as well as some new LGBT events.

SunServe is offering LGBTQ Cultural Proficiency trainings to businesses in the Fort Lauderdale area, helping businesses increase revenue/consumer support, giving everyone the tools to be able to provide exceptional service to the LGBTQ community. Businesses in the Greater Fort Lauderdale area serve one of the largest LGBTQ communities in the US. Become a SunServe Business Partner. Space is limited. The cost of the training is \$49. Training dates: March 24, April 28, May 26, June 23, July 28, August 25, September 22, October 27, November 24, December 15. Contact: Aspen Hawke, Business Development Specialist, 954-764-5150 x182, Ahawke@sunserve.org.

SPORTS LAUDERDALE

Sports will host multiple events in March with more than 18,000 attendees visiting the area including Southeast District High School Hockey Championships at the Florida Panthers ICEDEEN; Twisters Gymnastics Invitational at the Broward County Convention Center; Short Course Junior Olympics Swim Championships at the Coral Springs Aquatic Complex; Shamrock Run and City Bikes Las Olas International Triathlon in Fort Lauderdale; and Miramar Track and Field Invite at Ansin Sports Complex.

OFFICE OF FILM, MUSIC & ENTERTAINMENT

Greater Goode, which filmed in Broward County, has been accepted in the Palm Beach International Film Festival, Gasparilla International Film Festival, Beverly Hills Shorts Film Festival, and the L-Dub Film Festival. Film Permits were issued for the following productions in February 2015: **TV Series:** The Ultimate Fighter 21; Ballers; Medicina Moderna; Mission Makeover; Pop Slam!; The Calling; United States of Animals. **TV Commercials:** Bouygues; Broward County HIV Promo; Florida Lottery; Ford Focus; ITT Tech; Motts; Pizza Hut; RedShift Glasses. **Still Photography:** American Vogue; Concentric; Dick's Sporting Goods; Giana & Christian's Engagement; GIV SP Aircraft; Graco; Joann's Fabrics; Target Tents; Wal*Mart. **Telenovelas:** Bajo el Mismo Cielo; Jardinero; Tierra de Reyes. **Documentaries:** Acces Illimite; Shark Cam 3 – Discovery Shark Week Special. **TV Special:** GFLCVB Hello Sunny Bus Shelter. **PSA:** This is My... **Web:** Huffu Bicycles; Strictly Ballet. **Other:** Designing Spaces Tracphone; LGBT 100 Weddings; Ruby; The Following.

MULTICULTURAL BUSINESS DEVELOPMENT

For the first time ever Greater Fort Lauderdale will host the Black Enterprise Magazine "Women of Power" Summit at the Marriott Harbor Beach March 2-5 and will bring in speakers and panelists from all over the country to discuss business and social issues that are important to women across the nation. Al Tucker will travel to Atlanta March 11-13 to attend the National Organization of Black Law Enforcement Executives (NOBLE) Conference, where he will be presenting before the NOBLE Board to bid on the 2017 and/or the 2018 National Conference. It is that time of year again for the 10th Annual Jazz in the Gardens Music Festival March 20-21, where the GFLCVB will be partnering with the City of Miami Gardens and bringing in key decision makers to enjoy our destination, our culture and to look to book future business. More than 40,000 out-of-town guests will be a part of the festivities as hotels in Miramar, Hollywood and Central Broward are all packed with out of town guests. The City of Miramar will host the Women's Impact Luncheon along with the Friday night opening welcome party.

PARTNER NEWS

Congrats to the **Mai-Kai Restaurant** for recently being placed on the National Register of Historic Places. On display at the **NSU Art Museum Fort Lauderdale** work by two of the most famous 20th century artists, Frida Kahlo (1907-1954) and Diego Rivera (1886-1957), a group exhibition of 75 works at through May 31. [Click here](#) for more info.

BROWARD100: CELEBRATE 100 YEARS OF COMMUNITY

Say HAPPY BIRTHDAY in 2015 as Broward County commemorates its centennial, Broward100, with a series of art and performance projects that highlight the culture, sports and recreation venues, natural attractions and community diversity. Visitors and residents are celebrating the art of community with VisualEYES mural art, Inside Out black and white photography appearing around town, a year-round calendar of festivals and events, and the Duende grand finale event the weekend of October 2-4, 2015. For more info, visit www.broward100.org.



To entice residents and visitors to explore our shores, you are invited to submit your Broward100 special offers. Broward100 special offers can range from a special \$100 rate, a culinary treat (such as a piece of birthday cake after dinner), a BOGO, special admission rate, or whatever you creatively decide is the way you want to celebrate 100 years of Greater Fort Lauderdale. Broward100 special deals will be placed on www.Sunny.org/broward100 until October 4, 2015. If your attraction or venue is hosting a special event in 2015, consider making it an official Broward100 sanctioned event. For details visit www.broward100.org/calendar100 and click on 'submit an event.'

Broward100 special offers can be easily submitted online under your partner login at www.sunny.org/partnerlogin. If you have not already obtained your partner login, you may do so from Kim Canter at kcanter@broward.org. When creating your coupons for your Broward100 deals, be sure to select the Broward100 coupon category. Contact Justin Flippen jflippen@broward.org with questions.

DID YOU KNOW?

Miramar is the only city in Broward to receive 5 accepted nominations for Golden Post Awards. Help us represent South Florida! [Click here](#) to vote today for all 5 entries!

XPERIENCE FLORIDA

A free opportunity to showcase your community with Xperience Florida Video Contests: The X Factor Institute is asking service/xperience providers to submit short (less than a minute) videos showing how they create memorable Customer Xperiences (CXs) for Florida visitors. They are showcasing the videos at www.XperienceFlorida.net and any from our county will be identified accordingly. [Click here](#) for more info.

GFLCVB TEAM IN ACTION

Make sure to check out our team in action at various events and functions around the world. [Click here to see.](#)

HAPPENINGS AROUND TOWN

Through Mar 8: Motown, Broward Center for the Performing Arts
Through Mar 13: Kubiat Nnamdie: Looking Glass, Art & Culture Center of Hollywood
Through Mar 15: Florida Renaissance Festival, Quiet Waters Park, Deerfield Beach
Mar 1-31: Meet Me At The Theatre!, Galleria Fort Lauderdale
Mar 3: Florida Panthers vs. Toronto Maple Leafs, BB&T Center
Mar 5: Florida Panthers vs. Dallas Stars, BB&T Center
Mar 6-12: CHAPPIE: THE IMAX® EXPERIENCE, Museum of Discovery & Science
Mar 6-7: Marie Antoinette: The Color of Flesh - A Staged Reading, Broward Center for the Performing Arts
Mar 7: 38th Annual Waterway Cleanup

Mar 7: 4K for AFF (Armed Forces Foundation), TY Park
Mar 7: Florida Panthers vs. New York Islanders, BB&T Center
Mar 7: Galt Mile Wine & Food Festival, A Seaside Affair!
Mar 7-8: Lauderdale-by-the-Sea Craft Festival
Mar 9: Paul Anka, Broward Center for the Performing Arts
Mar 12: Concerts Under the Stars featuring the Young Artist Music Series, Bonnet House
Mar 12: Florida Panthers vs. Winnipeg Jets, BB&T Center
Mar 13: Bank of America Wine, Spirits, and Culinary Celebration, Museum of Discovery & Science
Mar 13-15: Big Cypress Shootout, 2nd Seminole War Reenactment, Billie Swamp Safari
Mar 13-19: CINDERELLA: THE IMAX ® EXPERIENCE, Museum of Discovery & Science
Mar 13: Michael Kaeshammer Trio, Broward Center for the Performing Arts
Mar 14: Fort Lauderdale Irish Festival & Parade
Mar 14: Leslie Jordan - My Life in Front of the Camera, Sunshine Cathedral
Mar 15: Las Olas International Triathlon, DC Alexander Park
Mar 15: Sweet Dillard Jazz, Dillard Center for the Arts Theater
Mar 17: Florida Panthers vs. Montreal Canadiens, BB&T Center
Mar 17: John Mellencamp: Plain Spoken Tour, Broward Center for the Performing Arts
Mar 18: South Florida Business Expo, Broward County Convention Center
Mar 19: Florida Panthers vs. Detroit Red Wings, BB&T Center
Mar 20-Apr 2: Divergent Series: Insurgent: An IMAX 3D Experience, Museum of Discovery & Science
Mar 20: KC & The Sunshine Band, Hard Rock Live
Mar 20-22: Miami City Ballet presents Passion and Grace, Broward Center for the Performing Arts
Mar 20: South Florida Ukulele Fest 2015, ArtServe, Inc.
Mar 20: Sutton Foster, Parker Playhouse
Mar 21-22: Coral Springs Festival of the Arts
Mar 21: CrawDebauchery Food and Music Festival, Pompano Beach Amphitheater
Mar 21-22: Dania Beach Arts and Seafood Celebration
Mar 21: Florida Panthers vs. Boston Bruins, BB&T Center
Mar 21-22: Jazz in the Gardens, Sun Life Stadium
Mar 21-22: Lauderdale-By-The-Sea Turtle Fest
Mar 21: The Magic Toy Shop presented by Momentum Dance Theatre, Hollywood Central Performing Arts Center
Mar 23: Itzhak Perlman, Broward Center for the Performing Arts
Mar 24: Tango Buenos Aires: Song of Eva Peron, Broward Center for the Performing Arts
Mar 26-29: Disney on Ice: Let's Celebrate! BB&T Center
Mar 27: Cesar Millan Live, Broward Center for the Performing Arts
Mar 27: The Australian Bee Gees Show, Broward Center for the Performing Arts
Mar 28: Lara Fabian, Hard Rock Live
Mar 28: Mess O' Blues, Beer & BBQ Fest, Pompano Beach Amphitheater
Mar 28: Florida Derby, Gulfstream Park
Mar 29: Jackie Evancho, Broward Center for the Performing Arts Center

Best wishes,



Nicki E. Grossman
President

greater
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU
sunny.org