



greater FORT LAUDERDALE

CVBuzz

June 2009



Pack your bags, we're staying home

This summer, Greater Fort Lauderdale puts you in a sunny state of mind with value offers especially for Florida residents. Visit www.sunny.org/PackYourBags for participating hotels. The **2-for-1 Summer Offers** (June 1-Sept 30) are in full swing with media coverage in print, radio, TV and travel blogs. Check out all the 2-for-1 summer offers to attractions, cultural activities, spas, dive operators, and entertainment at <http://sunny.org/summer>.

June is Broward Attractions and Museums Month (BAMM)

June is the month to experience diverse cultural treasures all for the price of one membership, thanks to the collaborative effort of 17 attractions, museums, and cultural destinations located in Broward County and Boca. During Broward Attractions and Museums Month (BAMM), members of any of the 17 institutions will enjoy reciprocal membership to the other venues free of charge. JOIN ONE, EXPERIENCE THEM ALL. Participating institutions include: African-American Research Library, Art and Culture Center of Hollywood, Bonnet House Museum & Gardens, Children's Museum Boca Raton, Cinema Paradiso, Coral Springs Museum of Art, Flamingo Gardens, Fort Lauderdale History Center, IGFA Fishing Hall of Fame, International Swimming Hall of Fame, Museum of Art | Fort Lauderdale, My Jewish Discovery Place Children's Museum, Old Davie School Historical Museum, Old Dillard Museum, Plantation Historical Museum, Seminole Ah-Tah-Thi-Ki Museum, and Stranahan House. www.budurl.com/dzw9



Share A Little Sunshine

Visit Florida is asking that we Share a Little Sunshine. Reconnect with family & friends, improve the state economy and enter to win a great Florida vacation package. Invite someone to visit. Please click www.ShareALittleSunshine.org, and choose one of the invitations, add a personal message and press send. Your family and friends will receive a cool video message and great Florida travel deals. As an added benefit, every invitation you send, registers you for a chance to win one of 12 great Florida vacation packages.

Tourism Sales Update

To enhance the pre- and post-cruise experience for visitors, the Greater Fort Lauderdale CVB is collecting information from attractions, restaurants, retailers, spas and hotels for the new **Cruise and Play** webpage on sunny.org. Offers for cruise passengers should include a special incentive such a discount, free shuttle service, free parking, welcome cocktail or any other added value. Your Cruise and Play offer will be heavily promoted through media, travel trade, CLIA agents, international agents, and consumer outlets. If you are interested in participating in this pre and post cruise program, please contact Fernando Harb fharb@broward.org.

Media Visits

Greater Fort Lauderdale welcomes the following press to our sunny shores: June 2: SATW CAD group day tour of GFL; June 19-25: Spartacus Traveler (Guest House needed); June 19-22: Edge Boston; June 10 & 15: SoulofAmerica.com; and June 24-27: Family Press Trip. If you are interested in hosting/assisting with media, please contact Jessica Taylor, jtaylor@broward.org

ARVO's Annual Meeting in Greater Fort Lauderdale was a Big Success



We welcomed over 10,000 ARVO attendees from 70 countries staying in 31 hotels (From Fort Lauderdale to Hollywood). ARVO has met in Greater Fort Lauderdale since 1995, marking 15 consecutive years and \$180 million estimated economic impact to date.

Convention Sales Team Update

The convention sales team was recently in LaJolla, CA for Meeting Industry Ladies Organization, Tallahassee for SGMP Regional Meetings & Tallahassee Society of Association Executives & Meeting Spots, Toronto for International Gay & Lesbian Travel Association – Annual Convention & Toronto Group Sales Mission, Dallas for Dallas Group Sales Mission, Key West for South Florida Meeting Professionals Intl – Florida Chapters MPI BOD meeting, and Visit Florida Atlantic Customer Mission.

Catch the sales team soon at these upcoming events and tradeshow:

June 2–4: Greater Fort Lauderdale Sales Blitz, Convention Center
 June 4–5: Florida Association of Convention & Visitors Bureau Summit, Tampa (Christine Tascione)
 June 7–9: Professional Convention Management Association Leadership Summit, Austin, TX (Christine Tascione)
 June 9–12: Affordable Meetings West and Sales Calls, San Jose, CA (Elena Gladstone)
 June 12–16: Healthcare Convention and Exhibitors Association, Tampa, FL (Michele Bemis)
 June 12–14: Meeting Professionals International Leadership Summit, Fort Worth, TX (Christine Tascione)
 June 18: Society of Government Meeting Professionals, Gainesville, FL (Michele Bemis)
 June 23: Association Forum, Annual Meeting, Chicago, IL (Nora Gorman)
 June 24: Destinations Showcase, Chicago, IL (Nora Gorman)
 June 25: Association Forum Annual Honors Gala, Chicago, IL (Christine Tascione, Nora Gorman)
 June 26: South Florida Meeting Professionals International Annual Awards Gala, Hilton Fort Lauderdale Beach, Fort Lauderdale, FL (Christine Tascione)
 June 25–28: Greater Fort Lauderdale Destination Preview, in partnership with Westin Beach Resort, Fort Lauderdale

Mark Your Calendar for these Upcoming Sales Missions:

Washington, DC (Tom Durkin): June 11-13
 Chicago Cubs Event and Sales Calls (Nora Gorman): July 28-30
 Ohio (Stacy Copeland): Aug 3-7
 Atlanta (Michele Bemis): Sept 14-18

Contact the group sales team leader listed for more information or to let us know that you'd like to participate!

Hotel News

Congratulations to **Don Friedman**, general manager at the **Embassy Suites Fort Lauderdale**, on his 30th anniversary with the company. Don has been at the 17th Street property for 13½ years and longest running GMs at a full service property in Fort Lauderdale. And congratulation to **Jon Erickson** from the **Sheraton Suites Plantation** who was honored by the *South Florida Business Journal* as one of the region's best and brightest professionals under 40 for his professional success and community involvement with the **40 Under 40 Awards**, sponsored by Nova Southeastern University.

The Plane Facts

On Wed, June 3, one of FLL's largest carriers, [JetBlue Airways](#), moves from Terminal 1 to an expanded area in Terminal 3. This relocation will allow JetBlue to centralize departures on one concourse and provide JetBlue international travelers convenient access to U.S. Customs and Immigration facilities. JetBlue international service from Fort Lauderdale currently includes Nassau, with Santo Domingo and Cancun service scheduled to begin June 18th. JetBlue's move to Terminal 3 gives it the capacity to grow its Fort Lauderdale route network.

Green Traveler Survey

Tourism and hospitality leaders want to make vacations and business travel a "greener" experience. Global environmental and travel organizations, suppliers and media have joined with CMI Green and BBMG to produce this first-ever, comprehensive **Green Traveler Survey**. Your important feedback will help airlines, cruise lines, hotels, tour operators and destinations make their operations and communications greener. Your answers are strictly confidential – none of the information you provide will be used for marketing purposes, nor will you be added to any lists without your consent. Completing the online survey takes only 15 minutes, and as an incentive to complete it, ten winners will receive a choice of a \$50 iTunes gift card, or a \$50 Amazon credit, or a \$50 donation to the charity of your choice. [Click here to take the survey.](#)

Good Eats

The Red Zone Café & Sports Theatre recently opened in the Harbor Shops at 1804 Cordova Rd. in Fort Lauderdale, features 13 8'x9' TVs. **Orale**, an authentic Mexican restaurant, opened in Downtown Hollywood. Interested in taking a cooking class? **Hi-Life Café** in Fort Lauderdale has an evening cooking class on June 17 from 6-7:30pm. \$40 per person. Call Chuck at (954) 563-1395. **Le Bistro** in Lighthouse Point will be holding a cooking class on June 27 from 12-3pm. \$50 per person. Call (954) 946-9240 for reservations.

Bet On It

The **Seminole Hard Rock Hotel & Casino's** Summer Open Poker Series June 12-21 offers a \$270,000 prize pool.

The Isle® Casino at Pompano Park kicks off a sizzling summer with the third leg of the Triple Crown, free slot tournaments, a \$25,000 Father's Day Sweepstakes, two Mini Coopers and cash giveaways. They have added new games, increased the number of penny machines and now offer the state's only random jackpot slot machines where guests can win a new car. Free valet parking is available every day.

Battle of the Bands

Hollywood Hard Rock's local band, Ghost of Gloria, is among the 5 finalists nationwide to be sent to London to play on the same stage as the 3 day festival with Neil Young, Dave Matthews Band and Bruce Springsteen. This band was picked by some of the top people in the industry to include Steven Van Zandt, Micki Free, Darrel McDaniels and many more.....let the battle begin. Go to www.ambassadorsfrocks.com and cast your vote for Ghost of Gloria. More local music in South Florida!

June Group Sales Update

Groups meeting in June will generate more than \$35 million to Broward County. Sample groups include:

June 3-13: APIC 2009 Annual Conference (3,100 attendees)
 June 4- 10: ConferenceDirect 2009 National Sales Meeting (225 attendees)
 June 4-13: National Investor Relations Institute 2009 Annual Meeting (1,300 attendees)
 June 5-13: APPA 2009 Professional Academy (140 attendees)
 June 7-14: Nova Southeastern University UCA Cheer Camp (2,600 attendees)
 June 10-15: FamilyLife Weekend to Remember (300 attendees)
 June 13-21: Hooters of America Swimsuit Pageant and Convention-2009 (514 attendees)
 June 16-20: Annual Medical Meeting/CME Meeting (325 attendees)
 June 17-26: 2009 National Sheriffs' Association NSA Annual Conference and Exhibition (4,000 attendees)
 June 22-29: NASBHC 2009 Annual Meeting (400 attendees)
 June 23-30: National PTA Annual Convention & Exhibition (2,000 attendees)
 June 26-July 4: National Institute of Mental Health (811 attendees)
 June 27-July 7: FGBMFI International 2009 Convention (1,000 attendees)

Sport Lauderdale

Greater Fort Lauderdale welcomes the following sports groups in June, with more than 36,700 competitors plus family and friends:

June 1-7: AABC State South Baseball Tournament (Pee Wee Reese) (5000 attendees)
 June 1-7: AABC State Baseball Championships (Gil Hodges 11s) (2000 attendees)
 June 1-7: AABC State South Baseball Tournament (Willie Mays) (1500 attendees)
 June 7-11: UCA Cheer Camp (2600 attendees)
 June 10-14: North American Jr Baseball Champs (2800 attendees)
 June 10-14: AABC State Baseball Championships (Jackie Robinson 9s) (2000 attendees)
 June 10-20: AAU Karate (3 events) (4000 attendees)
 June 13-14: Florida Beach Volleyball - Hollywood Beach (250 attendees)
 June 18-20: FSF Board Meeting and Sports Commission Meeting (150 attendees)
 June 18-23: Gambatta Special Speed Clinic (300 attendees)
 June 19-21: June Krauser Summer Splash/USA Zone Swimming Championships (900 attendees)
 June 24 – 28: Connie Mac State Tournament (1200 attendees)
 June 24-29: International Age Group Invitational (1250 attendees)
 June 25-29: CSSC International Invitational Swim Meet (2500 attendees)
 June 26-29: South Florida Table Tennis (250 attendees)
 June 26 - July 2: UCA JamFest (Cheer/Dance) (3000 attendees)
 June 29-July 5: AAU Taekwondo Nationals (7000 attendees)

Sports Hospitality Update Meeting

Attend an update on sports development and opportunities on **June 10** from 3:30-5pm at IGFA Fishing Hall of Fame in Dania Beach. You'll hear from 25 local event directors who will discuss upcoming sporting events in Broward. To RSVP, contact Saskia Fisher sfisher@broward.org.

Port Everglades Sets Sail with New, Easy-to-Navigate Web Site

Cruise passengers sailing out of Port Everglades can now book a hotel room and plan their pre- and post-cruise vacation directly from the Port's updated web site at www.porteverglades.net and through the main Broward County web site at www.broward.org/port. The updated www.porteverglades.net has a fresh style and navigational ease that compliments South Florida's nautical character and the Port's diverse business mix of cruise, cargo, petroleum, foreign-trade zone and real estate. The site's most popular features are the Daily Ship Schedule, Statistics, Tariff, and Port Map. New sections "Cruise and Play" and "Get A Room" are specially designed to help cruise guests plan their vacations. "Cruise and Play" features special offers for cruise guests, sightseeing options near Port Everglades, upcoming special events and the latest dining deals.



Women's Leadership Exchange Fort Lauderdale Conference at the Sunrise IKEA

A full-day event focused on growing your business in a tough economy, featuring a lineup of informative speakers, including keynote speaker Marci G. Fox, Ph.D, author of "Think Confident, Be Confident: A Four-Step Program to Eliminating Doubt." As a partner of the CVB, you receive a special \$10 discount off the regular conference fee (\$89) bringing your ticket cost to \$79 including breakfast & lunch. [Register here](#) and select Greater Fort Lauderdale Convention & Visitors Bureau under the Supporting Organization tab to receive the discount. Go to www.womensleadershipexchange.com for details.

Happenings Around Town

Through June 25: Night at the Museum: Battle of the Smithsonian, Museum of Discovery & Science and AutoNation® IMAX® Theater

June 1-4: Florida Marlins vs. Milwaukee Brewers, Land Shark Stadium

June 1-July 31: Moonlight, Sea Turtles and You, Museum of Discovery & Science

June 5: First Friday Jazz Jams, ArtServe

June 5-8: Florida Marlins vs. San Francisco Giants, Land Shark Stadium

June 5-7: Super Boat Grand Prix, Bahia Mar Resort, Fort Lauderdale

June 5-Aug 15: The Light Fantastic-Irish Stained Glass Art, Coral Springs Center for the Arts

June 5-Aug 15: Women in Arts, Coral Springs Center for the Arts

June 7: SunTrust Sunday Jazz Brunch, Riverwalk, Downtown Fort Lauderdale

June 7: 13th Annual Israeli Dance Festival, Broward Center for the Performing Arts

June 9-11: Florida Marlins vs. St. Louis Cardinals, Land Shark Stadium

June 10: Classics on Las Olas, Las Olas Boulevard

June 10-20: AAU World Karate Championships, Broward County Convention Center

June 12: Broadwalk Friday Fest, Hollywood Beach Theatre

June 13: Next Step Dance, Broward Center for the Performing Arts

June 17: Bad Company, Hard Rock Live

June 19-21: Florida Marlins vs. New York Yankees, Land Shark Stadium

June 19-Aug 16: It's a Dog Life, Art & Culture Center of Hollywood

June 19-Aug 16: Tillamook Cheddar Mid-Career Retrospective 1999-2009, Art & Culture Center of Hollywood

June 20-21: Stonewall Street Festival, Wilton Manors

June 23-25: Florida Marlins vs. Baltimore Orioles, Land Shark Stadium

June 23-28: Stomp, Broadway, Broward Center for the Performing Arts

June 25-28: Fort Lauderdale Int'l Swimming Invitational, Fort Lauderdale Aquatic Complex

June 25-28: Shorts 4 Kids, Broward Center for the Performing Arts

June 26: Broadwalk Friday Fest, Hollywood Beach Theatre

June 26: An Evening with Il Divo, BankAtlantic Center

June 26: Fort Lauderdale Bus Loop, Riverwalk, downtown Fort Lauderdale

June 26-July 16: Transformer 2: Revenge of the Fallen, Museum of Discovery & Science & AutoNation® IMAX® Theater

June 26-27: Undershorts, Broward Center for the Performing Arts

June 29: Beyonce, BankAtlantic Center

June 29-30: Florida Marlins vs. Washington Nationals, Land Shark Stadium

June 29-July 5: AAU Youth & Adult Taekwondo National Championship 2009, Broward County Convention Center

With all best wishes,

Nicki

Nicki E. Grossman
President

