



greater FORT LAUDERDALE

May 2011

CVBuzz

I ♥
TRAVEL

Get your red on: Celebrate National Tourism Appreciation

Reserve your seat for the **National Tourism Appreciation Day** luncheon on Thursday, May 12 at the Broward Convention Center. Join the CVB as we celebrate the importance of tourism with motivational speaker and comedian, Frank Miles. \$35pp. Please RSVP to Kim Canter by May 6: kcanter@broward.org

Celebrate with Mom

It's not too late to make plans for Mother's Day. Need help with ideas? Visit <http://sunny.org/mom> for suggestions on celebrating with Mom. We are tweeting and posting on Facebook too. And don't forget Dad...send Mother's Day and Father's Day (and even Memorial Day) activities to kcanter@broward.org.

Vacation Like a VIP in Greater Fort Lauderdale

Lauderdale Luxe guests can now enjoy celebrity perks with an exclusive Greater Fort Lauderdale package, 'Vacation Like A VIP' package providing guests staying at one of the upscale hotel properties a room upgrade, complimentary valet parking, \$25 American Express gift card and \$100 resort credit to be applied to spa, golf, food & beverage, pool/beach cabana, water activities or kids programs. For details on the Vacation Like a VIP program, valid June 1 through October 15 with a two-night minimum stay and a list of participating Luxe properties, visit <http://sunny.org/vip>.

Super Summer

Look for the TV spots, billboards and direct mail coming soon. Thanks to our many hospitality industry partners offering 2-for-1 experiences from arts and entertainment to boating and fishing-- to encourage summer visitation. Visit <http://sunny.org/supersummer> to view more than 30 special summer two-for-one deals available May 1 through Sept 30. Super Summer Savings cards are available for distribution to hotel guests. Contact kcanter@broward.org to order a quantity. Summer visitors can discover a passion for diving, charter a fishing boat for an afternoon adventure, spend the day relaxing and revitalizing at the spa, or rent a beach cruiser.

What's the deal?

Summer deals are in full swing. Visit <http://sunny.org/Lauderdeals> to check out Super Summer Savings 2-for-1 mighty deals, Florida Resident hotel deals, special deals for Latin American visitors, plus Cruise and Play deals. June is **Learn to Dive Month**: Special dive packages have been created offering a free graduation dive along with a free hotel night stay. Learn to Dive includes a partnership with PADI and SDI promoting online dive instruction, local dive operators, and "dive and stay" hotel packages. To view offers go to <http://sunny.org/learntodive>. **Lauderdale Spa Chic**: September 1-30 spa treatments for \$99 (up to 50% savings). For info visit <http://sunny.org/spachic>. **Dine Out Lauderdale** starts October 1 with \$35 three-course menus at top restaurants <http://sunny.org/dineout>.

Tourism Sales

In April, Alfredo Gonzalez conducted a Canadian Sales Mission to Toronto. Alfredo, along with Fernando Harb, also conducted a FAM with the BizBash Group. Alfredo and Josh Winston travelled to San Francisco on a West Coast Sales Mission. Josh and Fernando attended the Cruise3sixty annual conference held at the Broward Convention Center. Josh also conducted a Luxury Hotel FAM and Alfredo finished up the month on a Latin American Sales Mission to Argentina, Chile and Uruguay.

Multicultural Meetings

Greater Fort Lauderdale hosts the **Kappa Alpha PSI Fraternity's 100th Year Gala Celebration** May 21 at the Broward County Convention Center. This coincides with the Kappa's recent announcement that GFL was selected



for the **2015 Kappa Regional Conference**. The **Unifest Cultural Celebration** will take place at Vincent Torres Park in Lauderdale Lakes, May 22. And the Westin Diplomat Resort & Spa will be the host hotel for the **NAACP Leadership 500 Conference** May 26-30, anticipating more than 700 attendees. Greater Fort Lauderdale is preparing for the **105th Session of the National Baptist Congress (NBC)**, June 12-17, with more than 8,000 participants here for a week of Praise and Learning. Greater Fort Lauderdale will host **Omega Psi Fraternity Florida State Meeting** Sept 15-18, bringing approximately 550 Omega men and their families, to the Westin Cypress Creek. This is a prelude to bigger and better programs to come with the Omegas. Greater Fort Lauderdale is also being considered for the **Omega's 76th Annual District Meeting**, April 13, which brings Florida, the Caribbean, Alabama and the Carolina's together for a week of activities and experiences; and **Omega's International Leadership Conference**, June 2014, which is a four-day program that attracts more than 7,000 global attendees. Notable National Omega Men include: Bill Cosby, Tom Joyner, Michael Jordan and Earl Graves of Black Enterprise Magazine and Notable Local Omega Men include: Dorsey Miller, and Harry Harrell (owner of Tom Jenkins B-Q).



Superior Small Lodgings

Annual property reviews begin May 9, with inspector Roseanne Petit. To qualify, you must have 50 rooms or less, meet the Superior Small Lodging guidelines and pass the review with an 85% grade. As a Superior Small Lodging member you will be included in the 2012 Greater Fort Lauderdale Superior Small Lodging directory, as well as the SSL website www.superiorsmalllodging.com, the Broward listing on www.sunny.org/ssl, Broward SSL Facebook page www.facebook.com/superiorsmalllodgings and the Greater Fort Lauderdale Playbook. SSL members can join Visit Florida at a discounted rate and will receive a free

SSL sign to display on your property as well. It's not too late to sign up for an inspection. To become a Superior Small Lodgings member, go to www.sunny.org/sslmembers or [click here](#) for the sign up form.

Convention Sales Team Update

The convention sales team recently participated in the following: Destination Preview, Mid-Atlantic Sales Mission, Convention Collection Events in Chicago, Minneapolis/St. Paul Sales Mission, Dunn's Crab Fest in DC, PCMA Foundation Dinner in DC and ASAE & The Center's Annual Springtime Expo & Foundation Golf Tournament in VA.

Catch the sales team at these upcoming events and tradeshow:

Upcoming Sales Missions Want to join us? Contact the group sales team leader listed.

May 3-5:	Meeting Spots
May 4-5:	GFLCVB Milwaukee Client Visits
May 9-13:	GFLCVB Dallas Sales Mission
May 9-13:	GFLCVB Ohio Sales Mission
May 11:	AMPS Industry Golf Event
May 17-20:	Marriott Masters Event – Fort Lauderdale
May 21-24:	Meetings Industry Ladies Organization – Amelia Island

Spring Derby

The CVB hosted a group of 13 planners in the area from April 2-5 for our annual Spring Derby Preview. Prospective buyers from the Northeast, Southeast and Mid-Atlantic all had a wonderful few days learning about what Fort Lauderdale has to offer to their clients and their delegates. A big "thank you" goes out to all of our partners and their teams that helped make this a tremendously successful visit resulting in new business and positive: Hilton Fort Lauderdale Marina; Hilton Fort Lauderdale Beach Resort; Westin Diplomat Resort & Spa; Harbor Beach Marriott Resort & Spa; GalleryONE; B Ocean; W Hotel Fort Lauderdale; Hyatt Regency Bonaventure Conference Center & Spa; ME Productions; The Westin Beach Resort, Fort Lauderdale; and Hyatt Regency Pier 66. Our next destination previews are scheduled for July 14-17, Sept 15-18, and Nov 3-6. Details are being finalized now, so if you are interested in featuring something unique with our prospective customers, please contact Christine Tascione at ctascione@broward.org.



May Group Sales Update

Groups meeting in May will generate more than \$12 million to Broward County. Sample groups include:

May 9-16:	2011 IGLTA Annual Convention (250 attendees)
May 10-13:	Claims Education Conference (500 attendees)
May 15-18:	American Wood Protection Association 2011 Meeting (350 attendees)
May 15-18:	2011 Protective Agent Conference (200 attendees)
May 15-20:	2011 Governor's Hurricane Conference (1040 attendees)
May 16-20:	American Superyachts Forum (500 attendees)
May 17-24:	Weekend to Remember 2011 (300 attendees)

May 18-25: Catholic Health East Meeting (400 attendees)
 May 19-22: Blog Wire (350 attendees)
 May 24-June 1: Nycomed (600 attendees)
 May 25-29: 7th Leadership 500 Summit (400 attendees)

Sport Lauderdale

Greater Fort Lauderdale welcomes the following sports groups in May, with more than 12,000 competitors plus family and friends:

Apr 28-May 16: 2010 Florida Firefighter Games (900 attendees)
 May 4-8: Spring Shootout (1200 attendees)
 May 5-8: US Soccer Age Group Team Trials (1100 attendees)
 May 5-10: ATT USA Diving Grand Prix (300 attendees)
 May 6-9: Veterans BTTC Open International Tournament (200 attendees)
 May 7-15: Plantation International Tennis Fed (ITF) Grade 4 (1200 attendees)
 May 9-14: Masters Basketball Championships (850 attendees)
 May 10-13: SBAA Southern Classic (1200 attendees)
 May 12-15: Fort Lauderdale Southern Invite (1000 attendees)
 May 12-15: South Florida Spring Fling (100 attendees)
 May 12-16: Aquacades Synchronized Swimming (250 attendees)
 May 12-15: Sunshine State Games Broward County Festival (550 attendees)
 May 14-16: Fort Lauderdale Beach Volleyball (100 attendees)
 May 14-20: USTA National Open Clay Court Championships (350 attendees)
 May 16-18: American Super Yacht Forum (150 attendees)
 May 18-24: National Sports Massage Symposium (380 attendees)
 May 20-22: AAU Super Regional National Qualifier (700 attendees)
 May 20-22: Sunshine State Games Lacrosse Series (350 attendees)
 May 25-June 3: Guatemala National Team Training a& Gold Cup (100 attendees)
 May 26-30: Memorial Day Classic (900 attendees)
 May 27-29: Masters Swim Meet (100 attendees)
 May 28-30: Family Fitness Weekend Independence Day Race- Tradewinds Park (800 attendees)

Port News

Port Everglades recorded an 18.4% increase in multi-day cruise activity for the first six months of its fiscal year, with 2,518,445 cruise passengers embarking and debarking through the Port for the period ending March 31, 2011 compared to 2,127,835 passengers the prior year. Port Everglades is the cruise ship capital of the world with more than 3.9 million passengers expected during 2011 and more homeported cruise ships than any cruise port worldwide. Fourteen cruise lines and more than 54 cruise ships set sail from Port Everglades.

Flying High

We are proud that Fort Lauderdale/Hollywood International Airport offers the lowest fares in South Florida. As part of the FLL advertising program designed to increase regional market share, look for billboards near MIA, radio traffic sponsorships, banners on Travelocity and Yahoo, all running now through mid-July introducing the new branding concept and tag line, "Breeze in-Breeze Out," thanks to Starmark International and Curry Media Services.



Film & Entertainment

The latest in Broward County Film Productions: Feature Film: Tom Cruise, Alec Baldwin, Mary J Blige and more are in town in May filming the big screen version "Rock of Ages," an '80s rock musical. **TV Series:** Season two of the hit A&E original scripted drama series "The Glades," premieres Sunday, June 5 at 10pm; Burn Notice (Season Five); Rachael Ray's Human Labs; Police Women of Broward County; VH1's Tough Love (Season 3); Investigation Discovery's Nightmare Next Door; truTV's All Worked Up; HGTV's My First Sale; Think Green; Four Weddings; Cineflix's Jailbreak; Latin America's Discovery Channel Planeta Feroz; UK Travel Series: Paul Merton's Great Escapes; A Chris Davidson Documentary; MTV: Teen Mom; and Treasure Hunters: Dealing with Dad; I Love Abuela. **Telenovelas:** Aurora; Detras Del Sol; Asfalto/RPM; Casa al Dia 39; Mi Corazon Insiste; Quiero Mi Beby. **TV Commercials:** Flovent; ZIGGO; Pet Whiz; Belk's; Lowe's; Boston Market; Golden Gorgeous. **Still Photography:** Transat's The Celebrity at Port Everglades; Wal-Mart; NKD – Stuttgart; M Marketing. **Web:** Tribord Water Sports. **Documentaries:** Fort Lauderdale International Film Festival and Broward County Film Society; Red Bull Candola; Whole Tour of Miami. **Corporate Videos:** City of Miramar Waste & Recycling; Avis; Qwest/Century Link.

2011 Humanitarian of the Year

An evening celebrating the life and memory of Joe Millsaps will take place Thursday, May 12 at the The Westin Beach Resort & Spa at 7pm. [Click here](#) to RSVP.



Guests Driving to Miami or the Florida Keys?

Tolls on Florida's Turnpike, from Exit 1 to Exit 47 in Miami-Dade County, are only collected electronically with SunPass or with TOLL-BY-PLATE, a system that takes a photo of a vehicle's license plate and mails a bill to the vehicle's registered owner. Cash toll collections have been removed on this segment of the Turnpike. With SunPass or TOLL-BY-PLATE, drivers DO NOT STOP to pay tolls. Drivers in rental cars should ask about charging tolls to the credit card used to rent the vehicle. Visit www.floridasturnpike.com or call 1-800-749-PIKE for details.

Partner News

For the seventh consecutive year, **ME Productions** has been recognized by Special Events Magazine as one of the nation's top Destination Management Companies. Special Events Magazine is an industry resource for event professionals who design and produce special events. [Click here](#) to see the 25 Top DMCs. **Broward County Parks and Recreation** introduces the **Find It All Multipurpose Card**, a seasonal pass good for unlimited admissions to the water park of your choice (Paradise Cove at C.B. Smith Park, \$76; Tropical Splash at Central Broward Regional Park & Stadium, \$40; Splash Adventure at Quiet Waters Park, \$40; and Castaway Island at T.Y. Park, \$56). The passes are available for purchase at the participating parks offices.

The Great American Beach Party

Celebrate this Memorial Day weekend at the City of Fort Lauderdale's **2nd Annual Great American Beach Party "Decades of Distinction"** recognizing the City's Centennial on Sat, May 28 from 11:30am to 9:30pm on Fort Lauderdale Beach at A1A and Las Olas Boulevard. Free event featuring music, live performances and activities for the entire family. [Click here](#) for more info.

Old Florida Fish-Fry

As part of Fort Lauderdale's Centennial celebrations, enjoy an old-fashioned good time on the banks of the New River with food, games and entertainment at the Old Florida Fish Fry being held at the Fort Lauderdale History Center, May 7 from 4:30-8pm. Donations needed. [Click here](#) for info on tickets.



Happenings Around Town

Extended through May 8: Vatican Splendors: Art and Faith, Museum of Art | Fort Lauderdale

May 1-Sept 30: Super Summer Savings: 2-for-1 offers, Greater Fort Lauderdale

May 4: Winnie the Pooh, Broward Center for the Performing Arts

May 5: Doktor Kaboom!, Parker Playhouse

May 6: Caps for Sale / Three Billy Goats, Miramar Cultural Center

May 6-8: Florida Marlins vs. Washington Nationals, Sun Life Stadium

May 7: Kylie Minogue, BankAtlantic Center

May 7: One Night of Queen, Parker Playhouse

May 9-11: Florida Marlins vs. Philadelphia Phillies, Sun Life Stadium

May 11: Creedence Clearwater, Hard Rock Live

May 12, 14: Mozart's Don Giovanni, Broward Center for the Performing Arts

May 13-14: 8th Annual Women's Power Caucus, Hyatt Regency Pier Sixty-Six

May 13-15: Sunshine State Games Figure Skating, Incredible Ice

May 14: Fort Lauderdale Strikers vs. Tampa Bay Rowdies, Fort Lauderdale Stadium

May 15: International Young Dancers Festival, Broward Center for the Performing Arts

May 15: Swingin' Evening of Entertainment, Broward Center for the Performing Arts

May 18-19: Florida Marlins vs. Chicago Cub, Sun Life Stadium

May 18-21: Pompano Beach Fishing Rodeo

May 19: Bill Cosby, Hard Rock Live

May 19: Art Walk Las Olas

May 20-22: Florida Marlins vs. Tampa Bay Rays, Sun Life Stadium

May 20-22: South Florida RV Show, Isle Casino Racing Pompano Park

May 21: Jackson Browne, Broward Center for the Performing Arts

May 21: Lewis Black, Hard Rock Live

May 26: Cocktails with Larry Miller, Broward Center for the Performing Arts

May 27-30: Fort Lauderdale Home Design & Remodeling Expo, Broward County Convention Center

May 28: Great American Beach Party, Fort Lauderdale Beach

May 28: Fort Lauderdale Strikers vs. Montreal Impact, Fort Lauderdale Stadium

May 28-29: The Blue Wild, Broward County Convention Center

May 29: Israeli Dance Festival, Broward Center for the Performing Arts

All best wishes,



Nicki E. Grossman

President

greater
FORT LAUDERDALE
CONVENTION & VISITORS BUREAU
sunny.org