



# greater FORT LAUDERDALE

## CVBuzz

October 2011

### DID YOU KNOW?

According to Forbes, Fort Lauderdale ranks #2 for one of the Happiest Cities for Young Professionals. [Click here](#) to read more

### GREATER FORT LAUDERDALE MARKETING PLAN PRESENTATION

See you **Thursday, October 13** for the 2012 Greater Fort Lauderdale Marketing Plan Presentation and Luncheon at the Broward County Convention Center (celebrating 20 years). See what's on the horizon for tourism sales, convention sales, multicultural business, film & entertainment, public relations and advertising as we gear up for the year ahead. RSVP to [kcanter@broward.org](mailto:kcanter@broward.org). Don't miss the Florida Restaurant & Lodging Association Tradeshow starting at 10am, right before the luncheon. Discover what's new with Broward's top cultural groups, co-op advertising and hospitality service providers.



### DINE OUT LAUDERDALE KICKS OFF

Experience the culinary greatness in Greater "Fork" Lauderdale during the 5th Annual Dine Out Lauderdale, sponsored by Stoli and E&J Gallo Winery, now through November 10 with special \$35 three-course dinner menus at more than 40 top Broward restaurants.

**FORT LAUDERDALE:** Blue Moon Fish Co., By Word of Mouth, Cafe Vico, The Capital Grille, Chart House, China Grill at the Hilton Fort Lauderdale Marina, Coco Asian Bistro & Bar, Dapur, Asian Tapas & Lounge, 15th Street Fisheries, Grateful Palate, Grille 66 & Bar Restaurant at the Hyatt Regency Pier Sixty-Six, Hi-Life Café, ilios at the Hilton Fort

Lauderdale Beach Resort, Indigo Restaurant at the Riverside Hotel, Johnny V, Mai-Kai Restaurant, Market 17, The Melting Pot, Fort Lauderdale, Morton's The Steakhouse, North Ocean Grille at the Pelican Grand, Primavera, SAIA at B Ocean Fort Lauderdale, Shula's on the Beach at the Westin Beach Resort, Fort Lauderdale, SoLita Las Olas, Spazio, Steak 954 at the W Fort Lauderdale, Sublime Restaurant & Bar, Sunfish Grill, 3030 Ocean at the Harbor Beach Marriott Resort & Spa, Trina at The Atlantic Resort & Spa, Truluck's, Via Luna at The Ritz-Carlton, Fort Lauderdale **HOLLYWOOD:** AiZia at The Westin Diplomat Resort & Spa, Bongos Cuban Cafe at Seminole Hard Rock Hotel & Casino, Lola's on Harrison, Tatu at the Seminole Hard Rock Hotel & Casino **HALLANDALE BEACH:** III Forks **LIGHTHOUSE POINT:** Le Bistro **POMPANO BEACH:** Cafe Maxx **WILTON MANORS:** Tee Jay Thai Sushi **WESTON:** East City Grill, Ireland's Steakhouse at the Hyatt Regency Bonaventure.

### AWARD-WINNING GFLCVB

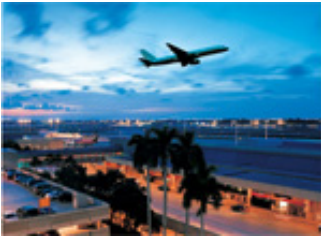
At the Governor's Conference on Tourism, the GFLCVB received a Flagler Award from VISIT FLORIDA, receiving the first place Henry Award in the category of Niche Marketing recognizing the marketing initiatives implemented by the Broward Office of Film & Entertainment. The GFLCVB also won the prestigious *Meetings & Conventions 2011* Gold Service Award by *M&C* subscribers, for the 17th consecutive year.

### CELEBRATE THE 52nd ANNUAL FORT LAUDERDALE INTERNATIONAL BOAT SHOW

The world's largest boat show, set over six locations in Fort Lauderdale, will take place Oct 27-31. The show features more than a billion dollars' worth of boats, yachts, super yachts, electronics, engines and thousands of accessories from every major marine manufacturer and builder worldwide on both land and in water. And don't forget to

download the new FREE smart phone app: MyBoatShow, to help navigate your way around the show. Visit [http://www.showmanagement.com/fort\\_lauderdale/event/](http://www.showmanagement.com/fort_lauderdale/event/) for more info.





### FLYING HIGH WITH NEW SERVICE

New service to FLL includes: American with new service to LAX in Nov and additional flights from Chicago and Dallas in Feb; Vision with service to Freeport in Nov; Allegiant with new service to Bangor, Lexington and Grand Rapids (seasonal) in Nov; and Southwest with service to Milwaukee and Manchester in Feb; and service to Cuba began Sept 17 and operates on Saturdays.

### PORT NEWS

Congrats to Port Everglades named "2010 Port of the Year" by Princess Cruises. A global award that is based on several criteria including passenger satisfaction surveys, facilities and operational efficiencies. Port Everglades serves as home port for Princess' Caribbean and Panama Canal sailings. [Read more here.](#)

### IN THE NEWS

International media coverage included travel stories from Isabel Conway, UK-based freelance writer in the *Weekend Irish Examiner* and on [unraveltravel.eu](#). [Click here](#) for the full story. The June visit of Anita Zaror, a freelance writer from South America, produced a travel story in *Travel Time*, distributed in Chile, Argentina, Peru and Uruguay, [click here](#) to view. During a recent visit to the W Fort Lauderdale, Ginger Dingus experienced all that Greater Fort "Waterdale" has to offer. [Click here](#) to view the first of her articles appearing *Examiner.com*. Journalists from Scandinavia and the UK are visiting in November, if you are interested in hosting, please contact Jessica Taylor [jtaylor@broward.org](mailto:jtaylor@broward.org).



### TOURISM SALES

In September Alfredo Gonzalez attended La Cumbre in Las Vegas and the International French Travel Market in Paris. Alfredo also conducted meetings with Clickhotels.com. Fernando represented the CVB at a Broward County Marketing Partnership Opportunity meeting with Seasite.com. He attended the Gold Coast Travel Industry Association meeting in Fort Lauderdale at Trina Restaurant. Josh Winston was joined by two hotel partners for ASTA's annual Travel Retailing & Destination Expo.

### CONVENTION SALES TEAM UPDATE

The convention sales team recently participated in the following: Site Classic in Monterrey, CA; HSMIA MEET National in Washington, DC; Society of Government Meeting Professionals Regional Meeting in Daytona; GFLCVB St. Louis Sales Mission; and Visit Florida Governor's Conference on Tourism.

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

- Oct 5: ASAE Summit Awards Dinner – Washington, DC – Sally Slater/ Dion James
- Oct 10–13: GFLCVB New York Sales Mission – New York, NY – Steve Aird
- Oct 11–13: IMEX America – Las Vegas, NV – Stacy Copeland
- Oct 13–16: GFLCVB Destination Preview
- Oct 18–21: TSAE Education Day – Tallahassee, FL – Michele Bemis
- Oct 22–26: MILI Monterey, CA – Christine Tascione

### OCTOBER GROUP SALES UPDATE

**Groups meeting in October will generate more than \$180 million to Broward County. Sample groups include:**

- Oct 11-18: International Esthetics, Cosmetics and Spa Conference (435 attendees)
- Oct 18-22: Real Estate Owned Managers Association of California Fall Conference (600 attendees)
- Oct 20-Nov 3: 52nd Annual International Boat Show (115,000 attendees)
- Oct 27-30: Women of Faith Imagine Conference (15,000 attendees)
- Oct 28-Nov 4: Rising Media Building Business Capability 2011 (500 attendees)
- Oct 28-Nov 9: 2011 ACORD Implementation Forum (221 attendees)
- Oct 29-Nov 6: BI Worldwide Covidien VENUS Vascular National Meeting (200 attendees)

### SPORT LAUDERDALE

**Greater Fort Lauderdale welcomes the following sports groups in October, with more than 8,100 competitors plus family and friends:**

- Oct 6-9: Soccer Fall Classic (1860 attendees)
- Oct 7-9: Women's Cricket Classic (250 attendees)
- Oct 8-9: Fort Lauderdale Archers - State 900 Round (500 attendees)
- Oct 12-15: FHSAA October Classic (1300 attendees)
- Oct 21-23: Rising Stars Fall Showcase (4000 attendees)

Oct 22-24: Fright Invite Gymnastics (280 attendees)

## SPORTS HALL OF FAME

Save the date for the **2011 Broward County Sports Hall of Fame** honoring Broward's sports legends, **Tuesday, November 8** at the Broward County Convention Center. The festivities kick off with a cocktail reception and silent auction. [Click here](#) for more info. Help us make the auction a success by donating a certificate or prize package. Contact Saskia Fisher [sfisher@broward.org](mailto:sfisher@broward.org) to donate an item.

## MULTICULTURAL MEETINGS

The Greater Lauderdale Caribbean Chamber International Expo takes place Oct 6 at Inverrary Country Club. National and International business leaders will focus on Greater Fort Lauderdale being the Caribbean Gateway to the Americas.

## FORT LAUDERDALE INTERNATIONAL FILM FESTIVALS

The **26th Annual Fort Lauderdale International Film Festival (FLIFF)** starts Oct 21 and runs through Nov 11. During the month-long event over 150 American Indie and World Cinema films will be presented — features, documentaries and shorts with 100 special guests, both filmmaker and celebrity talent will be introduced at screenings of their films. For more info and to see the celebrity guests being honored, go to: <http://fliff.com>. **The Fort Lauderdale Gay and Lesbian Film Festival (FLGLFF)** takes Oct 13-16. Kicking off this year's festival in style at the Atlantic Resort & Spa from 6:30-10pm, guests will enjoy hors d' oeuvres, and cocktails courtesy of Brown-Forman's Chambord Vodka and Herradura Tequila. FLGLFF is showcasing 17 films throughout the four-day event. To purchase tickets visit [www.flglff.com](http://www.flglff.com).



## FILM & ENTERTAINMENT

Current productions in the works include: **Feature Films:** Possession; Mais Je Dream ou Quoi **TV Series:** Operation Osmin; All That Jazz (Oprah Network); Gator Boys; Real Vice Miami; Swamp Wars; Unclaimed; The Magic City; HGTV's Weekends with Luis; HGTV's My First Sale; Recreating A Legend; Think Green; Designing Spaces; MTV: Teen Mom; Yo Cuz; Cineflix's Dual Suspects 2 **Telenovela:** Grachi (Season 2); Mi Corazon Insiste **TV Commercials:** SHOP NBC: 10th Anniversary Invicta Watches; Urban Tote; Lenovo Computers; Sole Shapers; 1Mobi Phone; Puss 'N Boots; FLIFF 2011 Trailer; Sonobello **Still Photography:** Bon Prix; Real Cats: Woman Within; Walmart **Music Videos:** Musical Invasion; Lip Gloss; Follow Me **Independent Short:** Genesis **Documentaries:** HBO Sports: Broadway Joe Namath; Dr. West; First Hand; Misty; All Wars End **Web:** Top of Google; FLL Expansion of Runway 9R/27L.

## PARTNER NEWS

**The Ritz-Carlton, Fort Lauderdale**, who received Wine Spectator's "Award of Excellence" for two consecutive years, introduces *Passport to Wines of the World*, every Wed through Sat from 7-9pm, where each country features exceptional, carefully selected wines, available from \$11-\$20 a glass. [Click here](#) for more info. Craft Beer Tasting at **Sublime Restaurant** takes place Oct 10 from 6-8pm with over a dozen of today's finest craft beers from some of the country's best microbreweries. Tickets are \$15. [Click here](#) for more info. Every Tuesday in October, **Rocco's Tacos & Tequila Bar** will be donating a percentage of their famed Taco & Tequila Tuesdays' sales to breast cancer research via Susan G. Komen. The event, "Tacos, Tequila & Tatas Tuesdays" include all-you-can-eat tacos for \$14.99 and drink specials. [Click here](#) for more info.

## HAPPENINGS AROUND TOWN

Through Oct 28: "Abstractions" Broward Art Guild  
 Through Nov 10: Dine Out Lauderdale, <http://sunny.org/dineout>  
 Through Nov 30: Art of the Dive/Portraits of the Deep, IGFA Fishing Hall of Fame & Museum  
 Oct 4-16: Rain, A Tribute to the Beatles, Broadway, Broward Center for the Performing Arts  
 Oct 4: Weird Al Yankovic, Hard Rock Live  
 Oct 6: Eric Burdon & The Animals, Hard Rock Live  
 Oct 7: Fight Time 3 – "It's War" War Memorial Auditorium  
 Oct 8: 2nd Annual Great Scarecrow Competition, Flamingo Gardens  
 Oct 8: Gold Coast Derby GRRLs, War Memorial Auditorium  
 Oct 9: Peter Frampton, Hard Rock Live  
 Oct 11: Duran Duran, Hard Rock Live  
 Oct 12: Celtic Thunder, Hard Rock Live  
 Oct 12-23: Jon and Juan's Wedding, Broward Center for the Performing Arts  
 Oct 13-16: Fort Lauderdale Gay and Lesbian Festival  
 Oct 13-29: The Village of Horrors (Thurs-Sat), War Memorial Auditorium  
 Oct 14-16, 21-23: Thoroughly Modern Millie, Jr, Fort Lauderdale Children's Theatre

- Oct 15: Florida Panthers vs. Tampa Bay Lightning, BankAtlantic Center
- Oct 15-16: Viva Broward, Seminole Hard Rock Hotel & Casino
- Oct 18: Dolly Parton, Hard Rock Live
- Oct 18: Symphony of the Americas, In Celebration: Hispanic Heritage, Broward Center for the Performing Arts
- Oct 19: Broward National College Fair, Broward County Convention Center
- Oct 19: This is Your Ocean: Sharks, Museum of Art | Fort Lauderdale
- Oct 20: Art Walk, Las Olas Boulevard
- Oct 20: Lucinda Williams, Parker Playhouse
- Oct 20: Florida Panthers vs. Buffalo Sabres, BankAtlantic Center
- Oct 20: HSMAl Hospitality Awards Gala, Hyatt Regency Pier 66
- Oct 20-23: Rising Stars Fall Showcase
- Oct 21: 5th Annual Taste of Harbor Beach, Harbor Beach Marriott Resort & Spa
- Oct 21-Nov 11: Fort Lauderdale International Film Festival, Cinema Paradiso
- Oct 22: Florida Panthers vs. New York Islanders, BankAtlantic Center
- Oct 22 Fright Night Las Olas, Riverside Hotel Lawn
- Oct 22-23: Las Olas Art Fair Wine & Chocolate Tasting, Las Olas Boulevard
- Oct 22-23: Wine & Chocolate Tasting at the Las Olas Art Fair
- Oct 22: Paula Poundstone, Mardi Gras Casino
- Oct 26: Josh Groban, BankAtlantic Center
- Oct 27: The Art of Wine and Food, Museum of Art | Fort Lauderdale
- Oct 27-31: 52nd Annual Fort Lauderdale International Boat Show
- Oct 28: Elmo's Halloween Party, Young at Art Children's Museum
- Oct 28-29: Women of Faith: Imagine, BankAtlantic Center
- Oct 28-29: Coral Springs Craft Guild Fall/Holiday Craft Show
- Oct 28-30: Miami City Ballet, Broward Center for the Performing Arts
- Oct 29: Halloween Hullabaloo Party, Stranahan House
- Oct 29: Trick or Treat on Second Street, Esplanade Park
- Oct 30: Story Time with the Good Witch, Flamingo Gardens
- Oct 31: Panthers vs. Winnipeg Jets, BankAtlantic Center
- Oct 30-Nov 1: Symphony of the Americas, Cirque de la Symphonie, Broward Center for the Performing Arts

Sunny wishes,



Nicki E. Grossman  
President

