



### Lauderdale Spa Chic

It's time for **Lauderdale Spa Chic**, with spa treatments for \$99 (up to 50% savings) through Sept 30. Spa Chic Stays, including spa treatments and

overnight accommodations, start at \$218. Relax and renew at one of 12 participating spas:

The Atlantic Resort & Spa, Diplomat Golf Resort & Spa, Embassy Suites Deerfield Beach Resort, Grand Resort & Spa (gay), Harbor Beach Marriott Resort & Spa, Hyatt Regency Pier Sixty-Six, Hollywood Beach Marriott, Ocean Sands Resort & Spa, Planet Massage on Las Olas Blvd., The Ritz Carlton, Fort Lauderdale, the W Fort Lauderdale and The Westin Beach Resort, Fort Lauderdale. For details visit [www.sunny.org/spachic](http://www.sunny.org/spachic)

### SAVE THE DATE: Greater Fort Lauderdale Marketing Plan Presentation

Join us on **Thursday, October 8** at noon for the **2010 Greater Fort Lauderdale Marketing Plan Presentation and Luncheon** at the Broward County Convention Center. See what's on the horizon for group and tourism sales, public relations and advertising as we work together towards a successful year ahead. RSVP to Kim Canter [kcanter@broward.org](mailto:kcanter@broward.org) by September 25. And don't miss the **Florida Restaurant & Lodging Association** Tradeshow before the luncheon at 10am. Discover what's new with 30 of Broward's top cultural groups, co-op advertising and hospitality service providers. To exhibit at the tradeshow, contact Lynne Hernandez, with FRLA [LHernandez@frla.org](mailto:LHernandez@frla.org)

### Award-Winning GFLCVB

At the Governor's Conference on Tourism, Nicki Grossman was presented with three prestigious **Flagler Awards** from VISIT FLORIDA, receiving top honors for the 2009 Vacation Planner in the promotional material category; "There's one thing all Americans can agree on. It's time for a getaway" post election newspaper ad with a donkey and an elephant sitting under an umbrella on the beach, placed in the New York Times; and the multiple billboards along the Long Island Expressway in New York for the outdoor category. The CVB was also awarded the **Inner Circle Award of Excellence** from Association Meetings. Meeting planners from Convention South Magazine selected Greater Fort Lauderdale for a **Readers Choice Award**, based on meeting space, commitment to service and creativity of staff.



### Dine Out Lauderdale

Get ready to enjoy three-course dinner menus for \$35 October 1-November 12 at top Broward restaurants: 3030 Ocean at the Harbor Beach Marriott Resort & Spa, Beach Watch, Blue Moon Fish Co., Bin 595 at the Renaissance Fort Lauderdale – Plantation Hotel, Bova Prime, By Word of Mouth, Cafe Maxx, Café Vico, The Capital Grille, Cero Restaurant at The Ritz-Carlton, Fort Lauderdale, Charley's Crab, Chima Brazilian Steakhouse, China Grill at the Hilton Fort Lauderdale Marina, Coco Asian Bistro & Bar, da

Campo Osteria at the il Lugano, East City Grill, E-Spot Restaurant & Bar at Embassy Suites Fort Lauderdale, Galanga Thai Kitchen & Sushi Bar, Grille 66 & Bar Restaurant at the Hyatt Regency Pier Sixty-Six, Hi-Life Café, Himmarshee Bar & Grille, ilios at the Hilton Fort Lauderdale Beach Resort, Ireland's Steakhouse at the Hyatt Regency Bonaventure, Johnny V, Le Bistro, Lola's on Harrison, Mai-Kai Restaurant and Show, The Melting Pot, Morton's The Steakhouse, North Ocean Grille at the Pelican Grand, Shula's on the Beach, Sublime, Sunfish Grill, Trina at The Atlantic Hotel, Truluck's Seafood Steak and Crab House. Visit [www.sunny.org/dineout](http://www.sunny.org/dineout) for details and menus.

### Tourism Sales

Congratulations to **Josh Winston** for receiving his **Certified Destination Management Executive (CDME) designation** at DMAI's 95th Annual Convention. This month Alfredo Gonzalez hosted a visit with cast and crew members of the Italian TV show **Donnavventura**. Alfredo also participated in the **VISIT USA** sales mission to Costa Rica. Fernando Harb recently attended the **Virtuoso Travel Mart** held annually in Las Vegas to showcase We Love Cruisers. Josh Winston and five hotel partners traveled to the **Visit Florida Welcome Centers at I-75 and I-95** for our annual **Greater Fort Lauderdale Days** to promote summer drive business and to announce the launch of Spa

Chic 2009. Additionally, they held an educational seminar for travel industry professionals in Jacksonville to review the details of the We Love Cruisers Program, which Justin Flippen has been working on to launch during National Cruise Month in October.

### Cruise and Play

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 Justin Flippen [jflippen@broward.org](mailto:jflippen@broward.org) or Fernando Harb [fharb@broward.org](mailto:fharb@broward.org).



### Multiculturally Speaking

Albert Tucker will be traveling to Orlando for the **Black Enterprise Business Conference** Sept 4-7; DC for the **Gospel Music Month Recognition** Sept 10-12; and he will attend the **20th Pride of the Elks Mid-Winter Conference** Sept 17 and "**Stomping at the Savoy**" **Urban League Dinner** at the Convention Center Sept 26.

### Convention Sales Team Update

The convention sales team was recently at the Society of Government Meeting Professionals, Tallahassee Society of Association Executives, the Chuck Cook Show, Meeting Professionals International SE Education Conference, ASAE & The Center's Annual Meeting in Toronto, Visit Florida's Governor's Conference in Miami Beach, IncentiveWorks in Toronto and Successful Meetings Marketplace.

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

Sept 9-10: HSMAI's Affordable Meetings National – Washington, DC (Dion James)

Sept 9-12: SITE Classic – Fort Worth, Texas (Stacy Copeland)

Sept 14-17: GFLCVB Sales Mission – Atlanta, GA (Michele Bemis)

Sept 15-17: PCMA New England Board of Directors Meeting, Event and Sales Calls – Boston, MA (Christine Tascione)

Sept 23-24: Visit Florida Marketing Council Retreat – Daytona, FL (Christine Tascione)

Sept 29-Oct 1: The Motivation Show – Chicago, IL (Nora Gorman, Stacy Copeland)

#### Mark Your Calendar for these Upcoming Sales Missions:

Atlanta (Michele Bemis): Sept 14-18

Ohio (Stacy Copeland): Oct 19-22

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

### 2010 Destination Preview Dates

We are in the process of setting our dates and plans for our upcoming group meeting professional Destination Previews for 2010. The groups are typically a maximum of 25 people who are qualified for current or future group or convention business for the Greater Fort Lauderdale area. With each Preview we try to rotate the location of the hotel where the group stays, and take them to various venues and tour properties and areas in order to give them a broad understanding of the Greater Fort Lauderdale area. If you are interested in hosting the group for rooms, a meal, an activity, service or event please send an email to Christine Tascione at [ctascione@broward.org](mailto:ctascione@broward.org).

### LauderDEAL Value Dates and Offers

On [www.sunny.org/lauderdeals](http://www.sunny.org/lauderdeals) special group value dates and offers are featured. An email is broadcasted out to group and meeting hotels sales leaders periodically requesting updates prior to deployment of special promotions or group e-newsletters. These can be updated with any new offers at any time! So make sure that you use this area and keep it current. Simply send Christine Tascione [ctascione@broward.org](mailto:ctascione@broward.org) an email with the group offer and any attachment and we will update the website. The next group e-newsletters (sent to 25,000+ planners) are slated to launch Sept 15, Oct 15 and Nov 17 with different features.

### NEW Florida Green Lodging Program Restructured

As of July 1, 2009, the Florida Department of Environmental Protection launched a restructured Florida *Green Lodging* Program which will save the state money and continue to recognize the industry's achievements while strengthening the program's environmental performance and improving customer service. [Click here](#) to read more about the program improvements, new standards and requirements.



### News from the Parimutuels

The 46th season of harness racing opens on Sept 19 at the **Isle Casino Racing Pompano Park** with the Sunshine State Stakes. Get into the fall spirit with the \$1,000,000 Football Frenzy and the Big Game Sweepstakes in September. Every Sunday from Sept 13 to Jan 3, from 1pm to 6pm, win a share of \$15,000 in prizes including two tickets to Super Bowl in South Florida at the Dolphin / Land Shark Stadium.



### **An Author Among Us**

**Marcia Slow-Sandler**, from the **Mardi Gras Gaming and Racing**, held a book signing Aug 25. Marcia recently published her second book...*A Murder 2 Die 4*. Inspired by Angela Lansbury's TV portrayal of Jessica Fletcher, the crime solving author, Marcia decided to follow her footsteps "in real life." Marcia draws from a wealth of personal experience acquired from her years of serving at both Pembroke Pines and Hallandale Beach Police Departments as Crime Watch Coordinator and Public Information Officer. In 2009, she was inducted into the Broward County Senior Hall of Fame and is a member of HSMAI.

### **Port News**

Renowned international artist Michele Oka Doner is installing a 3,000-square-foot work of art in the center floor of the new Cruise Terminal 18, the largest cruise terminal in the world, which will serve as the home for Royal Caribbean International's new Oasis-class mega cruise ships. The first of Royal Caribbean's 5,400-passenger cruise ships, *Oasis of the Seas*, is scheduled to arrive at Port Everglades in November 2009 where it will be officially named and begin sailing every Saturday year-round from the Port.

### **September Group Sales Update**

**Groups meeting in September will generate more than \$10 million to Broward County. Sample groups include:**

- Sept 1-6: Nova SE University Collegiate Fall Classic (350 attendees)
- Sept 6-12: Electronic Recruiting Exchange 2009 Expo (400 attendees)
- Sept 11-13: Florida Pharmacy Association Annual Meeting 2009 (300 attendees)
- Sept 13-18: McGraw Hill School Solutions Group National Sales Meeting (1,000 attendees)
- Sept 14-22: Harrison International Florida (400 attendees)
- Sept 17-21: The Elks Mid Winter Conference (350 attendees)
- Sept 21-26: FICPA 2009 Conference/Trade Show (2000 attendees)
- Sept 24-27: 30th Annual AUGS Scientific Meeting (600 attendees)

### **LandWarNet**

For the 6th consecutive year LandWarNet held their conference here in August. Their estimated economic impact to date is \$43.4 million. This year they added 9 overflow hotels for a total of 19. Their record attendance was 6,850 attendees, 2,607 RPN & 10,518 TRN and had an estimated economic impact of \$7.3 million. *"Thank you so much for the great work for LWN last week. [The CVB's] leadership made many things happen "above and beyond." Feedback from all was outstanding. Hard to believe 6850 through the door! Govt and industry really enjoyed the conference and Ft Lauderdale. Your efforts led the way and set the standard for excellence that was achieved by the Lauderdale Team."* General John Dubia (Ret.), AFCEA/LandWarNet

### **Sport Lauderdale**

**Greater Fort Lauderdale welcomes the following sports groups in September, with more than 6,700 competitors plus family and friends:**

- Sep 4-8: Labor Day Youth Softball Tournament (1625 attendees)
- Sep 5-7: Last Chance Pandemonium (541 attendees)
- Sep 7-11: Costa Rica - USA Soccer Invite (1100 attendees)
- Sep 8-13: American Swim Coaches Assoc World Clinic (965 attendees)
- Sep 10-14: AAU Taekwondo Team Trials (250 attendees)
- Sep 12-14: FLA Archery Association Club Shoot Clubhouse 3D (125 attendees)
- Sep 16-27: State College Pre Season Open (380 attendees)
- Sep 29-Oct 5: National Senior Games (1800 attendees)

### Super Bowl Host Committee

The latest volunteer recruitment event, *Swing and Sign* at the **Woodmont Country Club**, was a BIG success thanks primarily to HC Volunteer Services staff and "captain" **Mike Freglette** (formerly of the Diplomat Golf Resort) for bringing us this opportunity. He helped us land all of those helicopters on the golf course during Experient. Completely hosted by Woodmont, over 250 attended and most signed up on the spot! As of this week, we're at 4,100 registered volunteer ambassadors and counting. THANKS to all of you for continuing to help, please send anyone interested to [www.southfloridasuperbowl.com](http://www.southfloridasuperbowl.com).



### Meeting Planner Event

Join the GFLCVB and HSMIAI as we hear from a panel of meeting planners about "Emerging Issues in the Meetings Market," on Wed, Sept 16, 4:30pm at the Broward County Convention Center. \$25 per person for HSMIAI and MPI members, \$35 for guests. Advance reservations necessary. [Click here](#) for more information.

### The Great Escape 2009 Tourism & Travel Expo

The Travel Expo will take place Oct 27 at the Miramar Cultural Center / ArtsPark from 5:30-9pm. Network with over 450 South Florida business people. [Click here](#) for more information.

### Light the Night

The Leukemia and Lymphoma Society will hold its signature event, Light the Night Walk, which pays tribute to and brings hope to people battling cancer. Participants will carry illuminated balloons and raise funds for vital lifesaving research and patient services. The **Fort Lauderdale Light the Night Walk** is **Sat, Nov 7** at Huizenga Plaza, downtown Fort Lauderdale. Check-in for the two-mile walk will take place at 5pm, opening ceremonies are at 6pm and the walk begins at 6:30pm. The **Miramar Light the Night Walk** will be held at **Memorial Hospital Miramar** on Sat, Oct 10. Walkers can check-in at 6pm and the walk will begin at 7:30 pm. [www.lightthenight.org](http://www.lightthenight.org).



### Dania Beach Marine Flea Market

The Marine Flea Market, in Dania Beach on **Mar 18-21, 2010**, is recognized as the largest event of its type in the world. Private individuals and corporate vendors sell marine equipment, coral encrusted antiques, used boats, fishing tackle, diving gear, marine artwork and other boating related items in a pleasant, almost party-like, atmosphere. Providing the ideal environment for buyer and seller to engage in friendly and, sometimes, intense 'bargaining.' Thousands of boating related items are bought and sold at a fraction of their retail value through a system of dickering and dealing. [www.daniamarinefleamarket.com](http://www.daniamarinefleamarket.com)

### Miami Intermodal Center

The Miami Intermodal Center (MIC) will provide connectivity, where none existed, between the transportation systems in the Palm Beaches, Fort Lauderdale, Miami and the Florida Keys, for residents and visitors. The MIC will be similar to New York's Grand Central Station and other multimodal facilities that can be found in many world-class cities, offering easy connections to several forms of transportation. [Click here](#) for more information.

### 2010 Per Diem Rates

The FY 2010 (Oct 1, 2009- Sept. 30, 2010) federal per diem rates have been released. Travel to Fort Lauderdale: Oct 1-Apr 30 \$168, May 1-Sept 30 \$117.

### Happenings Around Town

Through Sept 30: 2-for-1 Summer Offers, Greater Fort Lauderdale [www.sunny.org/summer](http://www.sunny.org/summer)  
 Sept 1-3: Florida Marlins vs. Atlanta Braves, Land Shark Stadium  
 Sept 4-6: International Gem & Jewelry Show, War Memorial Auditorium  
 Sept 5: Depeche Mode, BankAtlantic Center  
 Sept 6: SunTrust Sunday Jazz Brunch, Riverwalk, Downtown Fort Lauderdale  
 Sept 6: Lil Wayne, BankAtlantic Center  
 Sept 11: Heal the Land Concert with Byron Cage, War Memorial Auditorium  
 Sept 11-13: Florida Marlins vs. Washington Nationals, Land Shark Stadium  
 Sept 12-13: AAU Taekwondo 2009 Team Trials, Broward County Convention Center  
 Sept 13: Bruce Springsteen and the E Street Band, BankAtlantic Center  
 Sept 17-20: Disney on Ice Princess Classics, BankAtlantic Center  
 Sept 19: 1st Annual Las Olas Photo Walk, Las Olas Blvd.

Sept 19-20: Gun & Knife Show, War Memorial Auditorium  
Sept 20: Hollywood Beach Latin Festival, Hollywood Beach and Broadwalk  
Sept 21-23: Florida Marlins vs. Philadelphia Phillies, Land Shark Stadium  
Sept 23: Rob Thomas & One Republic, Hard Rock Live  
Sept 24: Journey, Hard Rock Live  
Sept 24: Sugarland, BankAtlantic Center  
Sept 24: Riverwalk Trust Mutts and Martinis Yappy Hour, Fort Lauderdale Riverwalk  
Sept 25-27: Florida Marlins vs. New York Mets, Land Shark Stadium

With all best wishes,



Nicki E. Grossman  
President

