

**BEACH BUSINESS IMPROVEMENT DISTRICT
ADVISORY COMMITTEE MEETING (BBID)**

November 10, 2025

1:30 PM

Fort Lauderdale Aquatic Center

501 Seabreeze Blvd, Fort Lauderdale, FL 33316

East Conference Room

**Cumulative Attendance
September 2025- September 2026**

Organization/Hotel	P/A	Regular		Special	
		P	A	P	A
Marriott Courtyard, PHF Oceanfront Sharon Howell Steve Zunt, Alternate	P	1	1	0	0
The “W” Hotel, Capri Hotel, LLC Cody Bertone Alex Caceres, Alternate	A	1	1	0	0
Ritz Carlton Hotel Jose Torres Samuel Fuerstman, Alternate	A	0	2	0	0
Bahia Mar Double Tree Lisa Namour Priscilla Guardo, Alternate	P	2	0	0	0
Greater FTL Lauderdale Chamber Ina Lee	P	2	0	0	0
The Westin Ft Lauderdale Beach Laurie Johnson Vacant, Alternate	P	2	0	0	0
B Ocean Fort Lauderdale Sabrina Graves Vacant, Alternate	P	1	1	0	0
Sonesta Hotel Jeffrey Peterson Daniel McDermott, Alternate	P	2	0	0	0
Conrad Robert Lacle Veronica Milanona, Alternate	P	2	0	0	0
Maren Hotel Stuart Levy Nesli Loren, Alternate	P	2	0	0	0
Four Seasons Mali Carow Jenna Borreggine, Alternate	A	1	1	0	0

BEACH BUSINESS IMPROVEMENT DISTRICT
ADVISORY COMMITTEE (BBID)

November 10, 2025

Page 2

COMMUNICATION TO THE CITY COMMISSION

none

City of Fort Lauderdale

Judy Erickson, Program Manager Barrier Island and BBID

Talula Thibault, Coordinator, Sustainability, Parks and Recreation

Carl Williams, Director, Parks and Recreation

Guests/Visitors

I. Call to Order/ Roll Call/ Quorum- Chair Lisa Namour

The meeting was called to order at 1:30 p.m. by Chair Namour. It was noted a quorum was present.

II. Approval of Agenda and Minutes

- Approval of October 13, 2025, Meeting Minutes

Motion by Ina Lee, seconded by Robert Lacle to approve the October 13, 2025, Meeting Minutes. The motion was put to a voice vote and passed unanimously.

III. Presentation: Proposed Amendments to Section 8.55.4 – Sale, Service, and Consumption of Food and Alcoholic Beverages on the Beachfront

- City of Fort Lauderdale Parks and Recreation
- Overview of proposed ordinance amending Chapter 8, Section 8.55.4 of the City Code to update the fee structure and renewal process for Upland Hotels participating in the beachfront food and beverage program

City of Fort Lauderdale Parks and Recreation staff presented proposed amendments to Chapter 8, Section 8.55.4 of the City Code, which governs the beachfront food and beverage program for Upland Hotels. The purpose of the presentation was to share the proposed changes and obtain feedback from the Beach Business Improvement District (BBID).

Staff explained that the amendments focus on updating the fee structure and modifying the renewal process for participating hotels. The initiative stems from the Budget Advisory Board's directive for departments to identify opportunities to increase revenue. As part of a broader, citywide effort to enhance funding, the proposed ordinance revisions aim to modernize program fees and ensure a more consistent and transparent renewal process. The BBID generally expressed support for the proposed amendments, noting the ongoing success of the program and indicating that the revisions appeared reasonable.

**BEACH BUSINESS IMPROVEMENT DISTRICT
ADVISORY COMMITTEE (BBID)**

November 10, 2025

Page 3

IV. Discussion: BBID Participation and Budget Allocation for IPW 2026

- Chair Namour (Introduction)

The Board held a discussion regarding BBID involvement in IPW 2026 and potential budget allocations to support visibility efforts during the event. Most hotels reported that they intend to participate independently under their own brands rather than through a unified BBID sponsorship.

The BBID Committee directed Ms. Erickson to contact Visit Lauderdale to obtain the cost of sponsoring the official IPW lanyard, which could provide consistent visibility for the beachfront district throughout the conference. Ms. Erickson will also coordinate a call with the BBID Chair Namour and Visit Lauderdale to further explore broader sponsorship or partnership opportunities that may align with the BBID's marketing goals.

Board members briefly discussed additional options to enhance BBID presence during IPW, including wrapping circuit cars, placing branded banners, and using pop-up signage along the beachfront hotels. These ideas will be revisited once cost information is received and potential budget impacts are evaluated.

V. Marketing Items (Tasha Cunningham, Brand Advocates – Not Present)

- Chair Namour (Introduction)

A. FY25 Q4 Quarterly Performance Update (Informational Item)

- Full walk-through will occur at a future meeting when the agency is present

B. FY26 Media Plan (Action Item)

- Committee discussion and vote on approval

Chair Namour introduced the marketing agenda items. Ms. Cunningham was not in attendance but had emailed the FY 2025 Q4 Quarterly Performance Update (July–September) to BBID members earlier in the day. She noted that the proposed FY26 Media Plan would not be included in the email and would instead be presented at the December 8 BBID meeting.

Because members had limited time to review the quarterly update and no media plan was provided, Ms. Erickson stated that she could not request Committee approval of the FY26 media budget or any continuation of existing campaigns. A full walk-through of the quarterly update will be conducted at a future meeting when the agency is present.

VI. Informational Presentation: Hotel Sales and Marketing Services

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BBID)

November 10, 2025

Page 4

- Chair Namour (Introduction)
- Presenters: SavvyTrvl.com and Evoques.com
- Overview of marketing services and capabilities to help drive domestic and international sales for BBID hotels

Chair Namour introduced the presentation on potential sales and marketing initiatives for BBID hotels. Representatives from Evoques and its partner agency SavvyTrvl outlined a proposed program to drive domestic and international group bookings. Key strategies included co-branded digital campaigns, curated group packages, influencer collaborations, SEO optimization, AI-driven analytics, and a real-time performance dashboard. SavvyTrvl would manage global distribution and event planning, while Evoques would focus on lead generation and digital marketing. The program also proposed reinvesting 3% of booking proceeds back into the BBID or a designated charity.

Market data, projected occupancy growth, and a tiered budget structure were reviewed, with expected outcomes including a 15–25% revenue increase for participating hotels in the first year. Board members discussed participation options, tracking and attribution concerns, and the summer low season as a target for the program.

The discussion also addressed potential impacts from FIFA 2026, with the Board agreeing to revisit the topic after the December 5th team draw. Ms. Erickson will share the presentation with members for further review, and the proposal may be reconsidered at a future meeting.

VII. Action: BBID Event Grant Requests

- Chair Namour (Introduction)
- NYE Fireworks – December 31, 2025
- Fort Lauderdale Open – April 29 – May 2, 2026

Chair Namour started the discussion on the grant requests for two major events. The first, the New Year's Eve Fireworks on December 31, 2025, has an estimated cost of approximately \$134,000, covering production, barge, permits, fire watch, insurance, and staffing. Board members discussed budget contingencies, the possibility of incorporating drones, and noted the event's success in attracting visitors and boosting local economic activity.

The second event, the Fort Lauderdale Open from April 29 to May 2, 2026, is a competitive swim meet drawing national and international athletes, coaches, and spectators. Expenses include hospitality, hotel accommodations, officials, security, and shade tents. The event is viewed as a major draw for the city and local hotels, with potential to become an annual highlight. The Board recommended a \$10,000 grant for the swim meet, emphasizing that both events provide significant economic and promotional benefits for Fort Lauderdale.

BEACH BUSINESS IMPROVEMENT DISTRICT
ADVISORY COMMITTEE (BBID)

November 10, 2025

Page 5

Motion made by Ms. Lee, seconded by Ms. Johnson to approve \$75,000 FY 2026 BBID funding for the New Years Eve Fireworks grant request. Unanimous approval.

Motion made by Ms. Lee, seconded by Ms. Loren to approve \$10,000 FY 2026 BBID funding for the Fort Lauderdale Open grant request. Unanimous approval.

VIII. Program Manager Updates

- Judy Erickson, Program Manager

Ms. Erickson provided updates on BBID activities, beginning with a request for approval of the draft Marketing RFP, which the Committee supported and advised her to finalize. She then highlighted October program activities, including email campaigns that drive traffic to the website and strong collaborations with event partners such as Winterfest, Marina Village, and Visit Lauderdale Food and Wine, which have helped extend BBID's brand presence across multiple channels. Upcoming initiatives include the "Ready, Set, Splash" campaign launching November 13, with multi-channel promotion across partner platforms, paid, earned, and owned media, as well as retargeting through Visit Florida and TripAdvisor.

Ms. Erickson also reviewed proposed 2026 meeting dates, confirming the Committee's preference to maintain the September break. Lastly, she mentioned reviewing and updating the BBID reimbursable event grant application for FY26 and inquired whether to keep the FY 2026 application window open, with the Committee indicating it should be closed for the fiscal year.

IX. Other Business

- Chair Namour

None.

X. Adjournment of Meeting

- Chair Namour

Upon motion duly made and seconded, the meeting adjourned at 3:07 p.m.

[Minutes prepared by J. Burnham, Prototype, Inc.]



CITY OF
FORT LAUDERDALE

Beach F&B Proposed Ordinance Changes

Informational Update – BBID Input
November 10, 2025

Section 8.55.4 Sale, Service and Consumption of F&B on the Public Beach

- Program launched 2022 → Permanent 2023
- 9 participating hotels
- Update focuses on fees, renewals, and admin sustainability
- Aligns with FY 2026 Budget Advisory Committee direction to update/enhance General Fund revenues
- Today: Share proposed updates & gather BBID feedback

Coastal City Fee Survey Findings

Formal City-Managed Programs

- Fort Lauderdale
 - \$25 per room
 - No flat fee
- Miami Beach
 - \$32 per room (FY 2025)
 - \$1,126 flat fee (FY 2025)
 - Annual 2.5% CPI escalator

Other Cities (No Programs)

- Service allowed only on private hotel property
- No public-beach fee structure
- A few cities allow hotel restaurant license extension for beach service under special circumstances.

Proposed Updates

Fee Structure

- \$25 → \$30 per room
- New \$1,200 annual flat fee

Streamlined Annual Renewals

- Approved by City Manager/designee → improving turnaround time
- First-time applicants → Commission

Benefits to Hotels

- Faster, more predictable approvals
- Eliminates Commission-agenda timing delays
- Better alignment with operating timelines

Next Steps

BBID Feedback

- Nov 10 BBID Advisory Committee meeting

Timeline

- 1st Ordinance Reading: December 16
- 2nd Ordinance Reading: January 6

Transition Plan

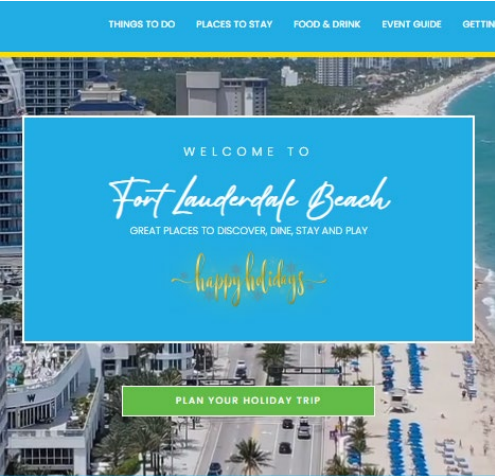
- Brief 12/31 → 1/6 gap
- Temporary pause on enforcement
- Early renewal reviews underway (licenses, insurance, eligibility, etc.)

Q1 Highlights – FY 2026

**FORT LAUDERDALE
BEACH BUSINESS
IMPROVEMENT
DISTRICT**

RECENT HIGHLIGHTS – Q1 2026 (OCTOBER)

FORT LAUDERDALE
BEACH BUSINESS
IMPROVEMENT
DISTRICT

 WELCOME TO <i>Fort Lauderdale Beach</i> GREAT PLACES TO DISCOVER, DINE, STAY AND PLAY <i>Happy Holidays</i> PLAN YOUR HOLIDAY TRIP	 MIKT FOOD, ART, WALKERS October Festival of ICONIC TRIBUTES UNFOR NIGHT FREE! presented by discoverFTLBeach.com FORT LAUDERDALE BEACH	 SEMINOLE Hard Rock HOTEL & CASINO WINTERFEST BOAT PARADE BRITTO LOVE	 PRESENTED BY discoverFTLBeach.com FORT LAUDERDALE BEACH Light Up The Village Marina Village's first annual lighting of Fort Lauderdale's <i>Tallest Christmas Tree!</i>	 VISIT LAUDERDALE FOOD & WINE FESTIVAL discoverFTLBeach.com
DiscoverFTLBeach	LOOP Program Engagement	Winterfest Integrations	Marina Village Integrations	Visit Lauderdale Food & Wine

The BBID’s owned email, social, and web channels drove over 3 million impressions across BBID-branded platforms.

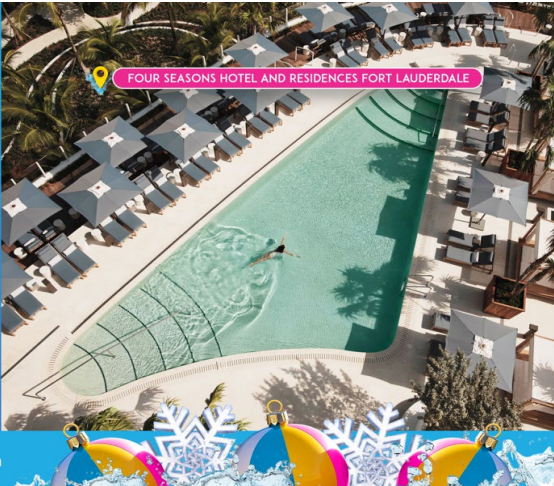
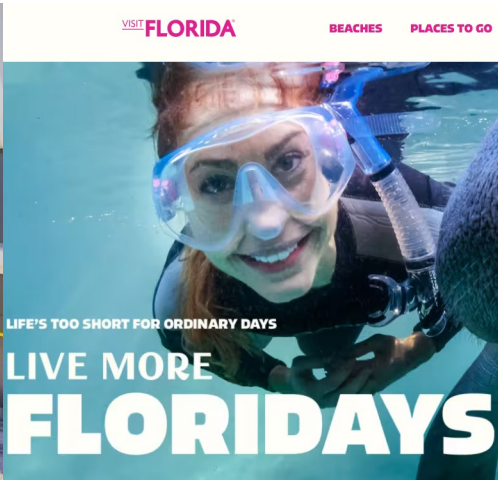
Across LOOP’s platforms, DiscoverFTLBeach.com received 2+ million impressions, boosting traffic to the website and generating strong social engagement.

Winterfest’s October pre-parade promotion showcased DiscoverFTLBeach.com, driving visibility and travel consideration across its digital and social channels.

Marina Village promoted DiscoverFTLBeach.com across web, social, and email—reaching an engaged audience and generating 4.4K impressions in October.

Visit Lauderdale Food & Wine promotions delivered strong impressions & engagement for DiscoverFTLBeach.com, supported by the Delta partnership & collaborative social content.

UPCOMING – Q1 2026 NOVEMBER / DECEMBER

				
Ready. Set. Splash. Holiday Campaign		Brightline Orlando & West Palm	VISIT FLORIDA.com Remarketing Campaign	VISIT FLORIDA CO-OP: TripAdvisor + Weather Sites

Multi-channel campaign to elevate awareness, inspire trip planning, and drive hotel stays for Fort Lauderdale Beach’s seasonal experiences.

- **Paid:** Social, display, streaming, print
- **Earned:** PR, media features, influencers
- **Owned:** Landing page, articles, organic social
- **Partners:** LOOP, Marina Village, Winterfest. Visit Lauderdale Food & Wine

Bold horizontal digital walls in Orlando and West Palm Beach to spotlight ‘Ready, Set, Splash,’ capturing high-intent travelers in the perfect moment to inspire a Fort Lauderdale Beach getaway.

Ready, Set, Splash ads launch Nov 13, retargeting high-intent VISITFLORIDA.com visitors with 512K impressions reaching an audience already primed to book Florida.

Launching Nov 13, our *Ready, Set, Splash* TripAdvisor and Weather Station ads will deliver 700,000+ impressions across premium display, native, and pre-roll.

FORT LAUDERDALE BEACH PARTNERSHIP PROGRAM

2026

NAME OF PROJECT:
October 20, 2025
Presented by SavvyTrvl.com
(International Group Booking Agency)
and Evoques.com (Marketing Support)

PRESENTED BY: Aragon Austin
For the Beach Business
Improvement District (BBID)

EVOQUES

Agenda

03	Executive Summary
04	Key Strategies
05	Key Strategies
06	Key Strategies
07	Market Insights & Forecast
09	Budget Breakdown
09	Projected Outcomes & Next Steps
10	Contacts

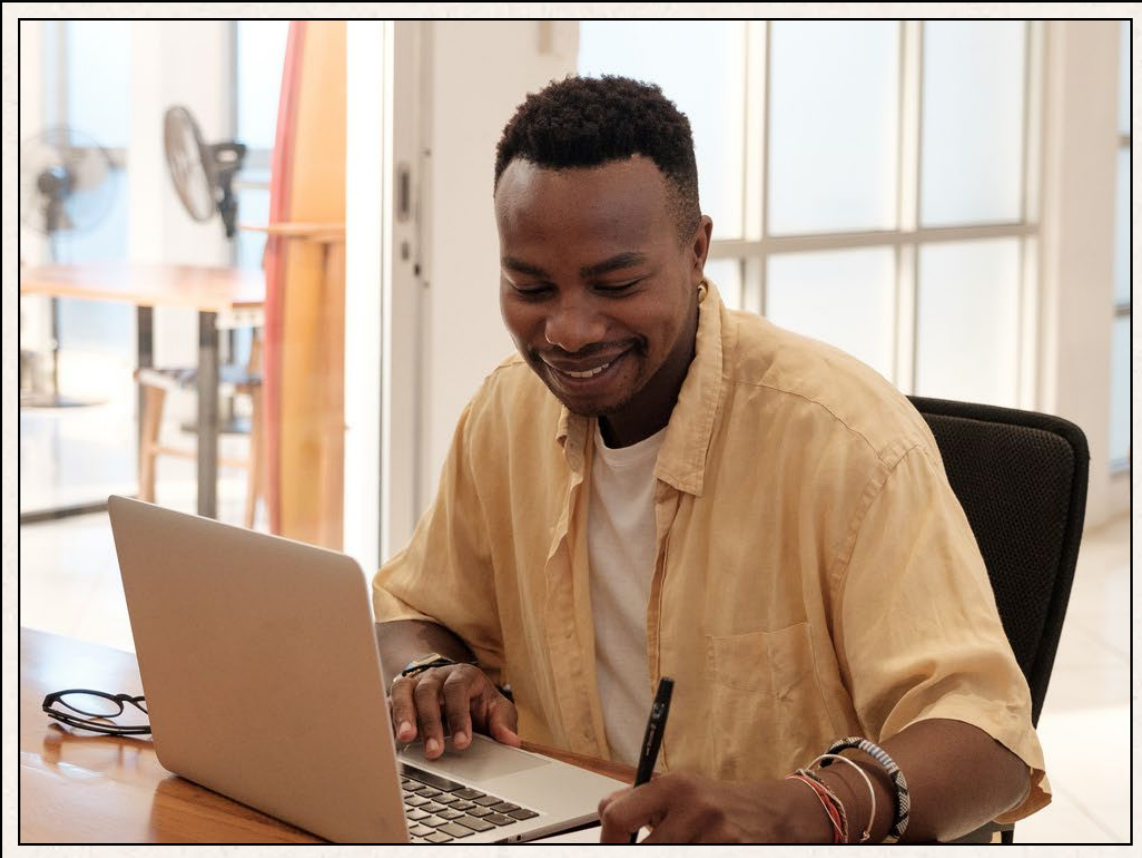
Executive Summary

This proposal outlines a collaborative marketing and sales strategy to drive international and national group bookings, increase hotel occupancy, and enhance global visibility for Fort Lauderdale Beach's BBID district.

Key elements include co -branded marketing initiatives, curated group packages, and performance -based analytics.

Alignment with City's vision for sustainable tourism and economic growth. Commitment: 3% of proceeds from bookings reinvested annually to BBID or chosen charity.





Key Strategies – Co-Branded Digital Campaigns

Evoques.com will launch multi-channel paid media campaigns (Meta, LinkedIn, Google Ads) featuring BBID hotels and restaurants as premier MICE and leisure destinations. Expected impact: 25 –30% increase in qualified group inquiries within 6 months.



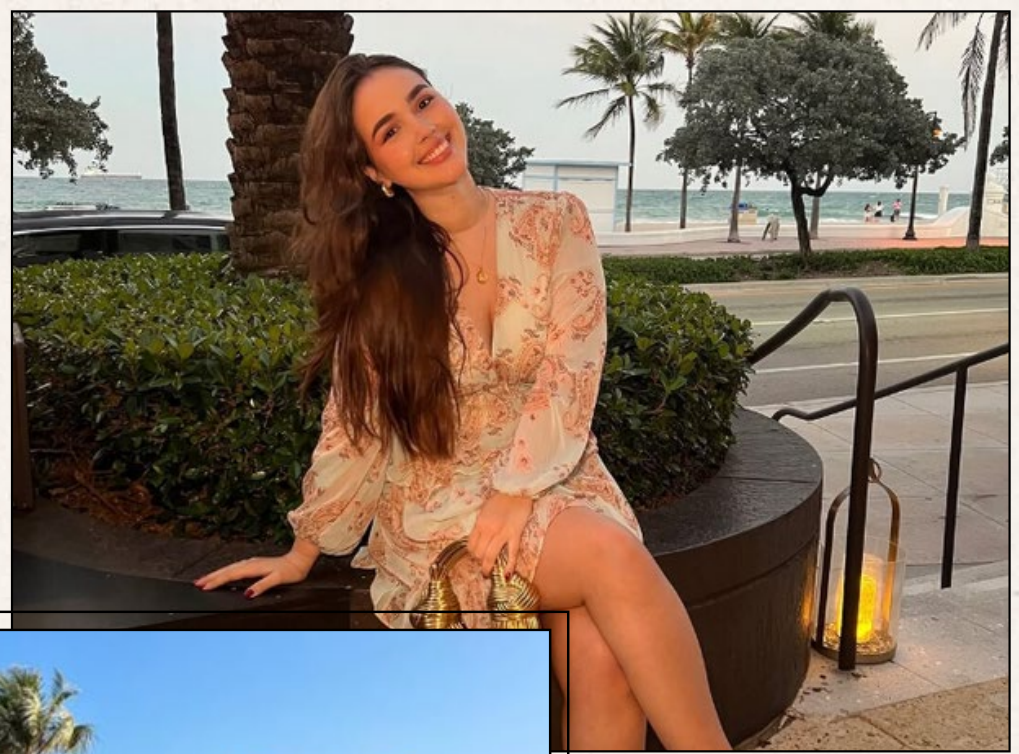
Key Strategies – Analytics & Partnership Perks

Implementation of a shared performance dashboard tracking bookings, impressions, and ROI. BBID members receive priority listings, sustainability recognition badges, and co-marketing fund access.

Key Strategies – Exclusive Group Packages

SavvyTrvl.com will curate luxury group packages, such as stays at X Hotel with dining at X Restaurant - Have Events at X Location (Whether on or off Property). Distributed globally through its network with negotiated pre -contracted rates and digital exposure across B2B and B2C channels.

- Buy out and Partial Buyout Options (Worked through with each Hotels' DOSM)
- Event Planner Help/ Free of Charge to the Hotels – From Permitting to Securing Off Property Events and Options for the Clients/ Acting as an extension of the hotel services
- Distribute various hotel group packages to in and out of network planners
- Deliver high Quality Leads to the individual hotels on a monthly, weekly basis.
- ROI of roughly \$70 - 150k in quality leads to each hotel specific to each DNA of the hotel with pre agreed qualification details. (Per Quarter).
- Collaboration with the CVB and Visit Fort Lauderdale Teams in secluding high end group needs to BIDD properties.
- Direct Lead Generation via each hotels own Vanity Site to capture leads and share them directly with the teams (Automation, Transparency and Delivery that is trackable)
- Extension of the Hotels Sales Force, delivering engaged and quality Leads.
 - Providing Event Management/ Agency Services to Hotels/ Clients (No Additional Cost to the Hotels)



Key Strategies – Influencer & FAM Trip Collaborations

Quarterly familiarization trips for travel advisors and influencers, highlighting BBID's offerings. Evoques.com manages coverage via #DiscoverFTLBeach to reach over 100,000 followers organically.

Key Strategies – Content & Email Marketing

Creation of SEO -optimized blogs, newsletters, and videos spotlighting unique BBID experiences (e.g., sustainable cuisine at Wild Thyme, spa retreats at Ritz -Carlton). Distributed to a global database of 50,000+ travel professionals.

Market Insights & Forecast

According to Visit Lauderdale and STR Global reports:

- Fort Lauderdale's hotel occupancy in 2025 averaged 74.5%, projected to grow to 77% in 2026.
- 9% increase in international visitors in 2024.
- Group travel accounts for 32% of total hotel room nights.
- Key markets: Canada, Brazil, the UK, and Western Europe.
- BBID hotels contribute over 2,300 rooms to growth.



Featured BBID Restaurants

Highlighting dining options in the BBID:

- Steak 954
- Wild Thyme Oceanside Eatery
- Burlock Coast and much more.



Budget Breakdown

Monthly Participation Fees

Additional Costs:

- Revenue Share: Commission-based on actual group bookings (variable, performance-aligned).
- Minimal upfront costs; shared accountability.
- 3% of proceeds from bookings reinvested to BBID or charity annually. Opt-Out: 30-day written notice; annual contracts with 30-day setup. Non-participation available.

Category	Tier	Monthly Cost
Hotels	Basic Visibility	\$1,500 - \$2,500
Hotels	Premium Exposure	\$2,500 - \$3,500
Restaurants	Basic Scope	\$1,000 - \$2,500
Restaurants	Premium Scope	\$2,500 - \$3,000

Participation Costs & Investment

- Hotels: \$1,500–\$3,500/month depending on marketing tier (basic visibility vs. premium exposure).
- Restaurants: \$1,000–\$2,500/month based on campaign scope.
- Revenue Share: Commission-based model aligned with actual group bookings. Minimal upfront cost with shared performance accountability. Opt-Out: 30-day written notice to cancel; annual contracts with 30-day setup. Non-participation option available.

Projected Outcomes & Next Steps

Expected outcomes:

- 15–25% overall increase in revenue for BBID members within the first year.
- Greater visibility among international tour operators MICE Operators/Direct Corporate Events and Meetings
- Increased seasonal demand during off -peak periods. Next steps: Schedule formal presentation to BBID board and establish joint marketing calendar.



Message from project founder Emi Staten

Our Focus is Hospitality and its Verticals. We provide Hotels and their outlets with New Leads, New Accounts, Marketing and when needed supportive social media and Marketing/PR solutions that are strictly focused on Hotels and Restaurant. Our Team stems and evolves from the Hospitality Industry specifically, ex seasoned Hoteliers, SITE members, and Tech guru's that understand lead generation and funneling to drive ROI that is measurable.



Our team



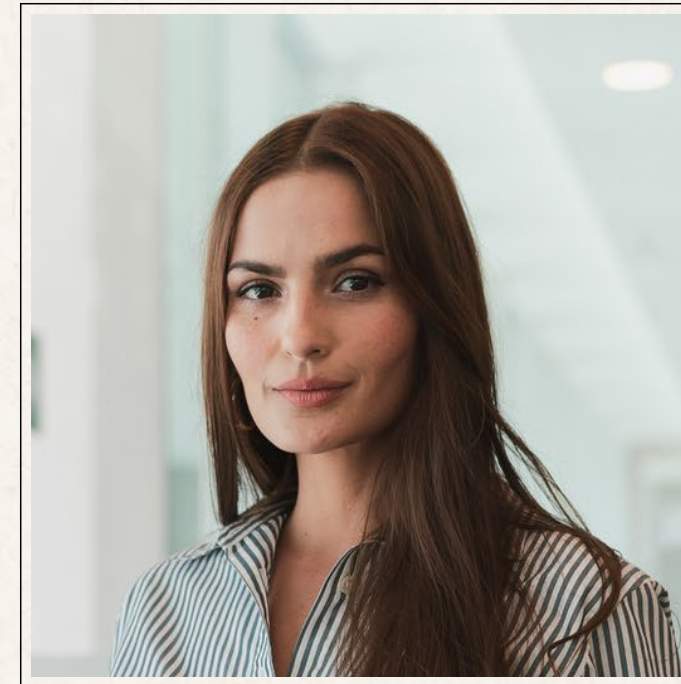
Abby Chu

Online Lead Generator



Emi Staten

Co - Founder



Claudia Morales

Global Agency Director



Aragon Austin

Regional Dir. Of Sales



Thank you

WE LOOK FORWARD TO BECOMING YOUR PRODUCING TEAM. THANK YOUR FOR CONSIDERING THIS PARTNERSHIP TO ELEVATE FORT LAUDERDALE BEACH and BIDD Members

CONTACT US

Contact	Aragon Austin
E-mail	Aragon@Evoques .com
Phone	+1561.400 .3455
Sites	SavvyTrvl .com Evoques .com

FORT LAUDERDALE BEACH PARTNERSHIP PROGRAM

2026

NAME OF PROJECT:
October 20, 2025
Presented by SavvyTrvl.com
(International Group Booking Agency)
and Evoques.com (Marketing Support)

PRESENTED BY: Aragon Austin
For the Beach Business
Improvement District (BBID)

EVOQUES

Agenda

03	Executive Summary
04	Key Strategies
05	Key Strategies
06	Key Strategies
07	Market Insights & Forecast
09	Budget Breakdown
09	Projected Outcomes & Next Steps
10	Contacts

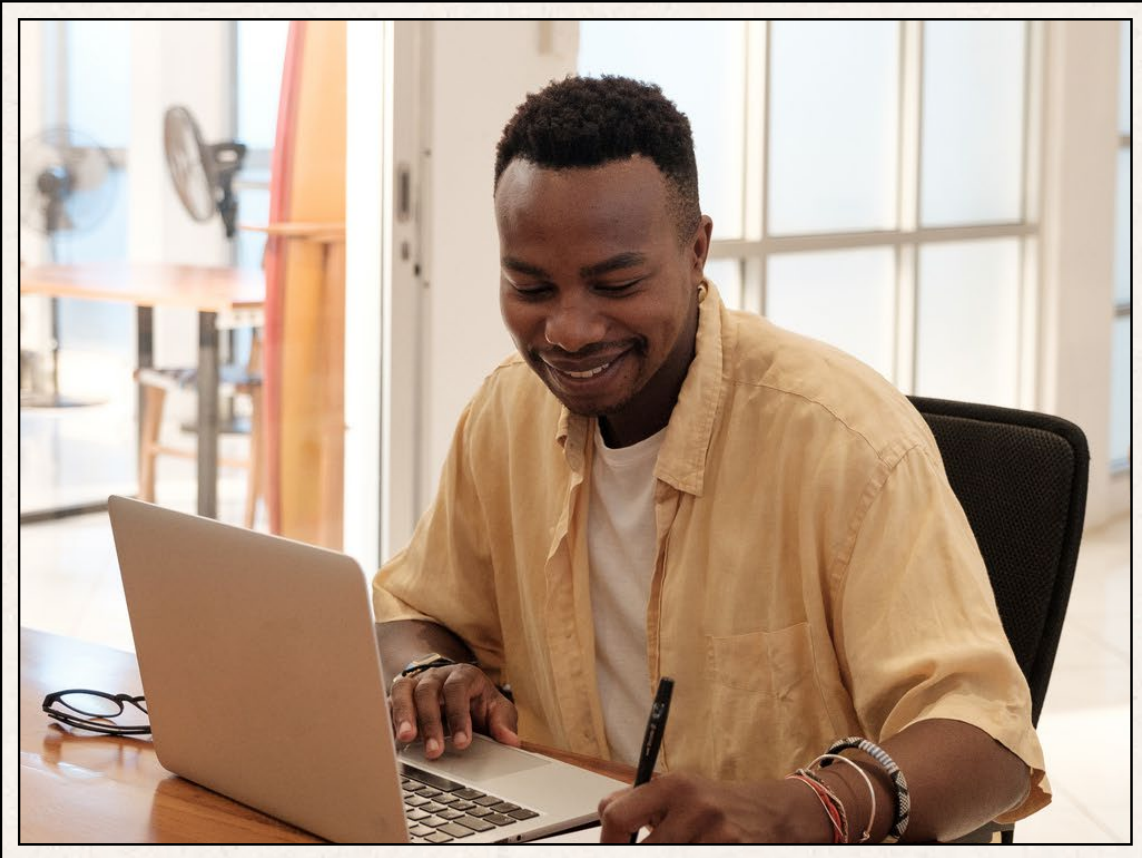
Executive Summary

This proposal outlines a collaborative marketing and sales strategy to drive international and national group bookings, increase hotel occupancy, and enhance global visibility for Fort Lauderdale Beach's BBID district.

Key elements include co -branded marketing initiatives, curated group packages, and performance -based analytics.

Alignment with City's vision for sustainable tourism and economic growth. Commitment: 3% of proceeds from bookings reinvested annually to BBID or chosen charity.





Key Strategies – Co-Branded Digital Campaigns

Evoques.com will launch multi-channel paid media campaigns (Meta, LinkedIn, Google Ads) featuring BBID hotels and restaurants as premier MICE and leisure destinations. Expected impact: 25 –30% increase in qualified group inquiries within 6 months.



Key Strategies – Analytics & Partnership Perks

Implementation of a shared performance dashboard tracking bookings, impressions, and ROI. BBID members receive priority listings, sustainability recognition badges, and co-marketing fund access.

Key Strategies – Exclusive Group Packages

SavvyTrvl.com will curate luxury group packages, such as stays at X Hotel with dining at X Restaurant - Have Events at X Location (Whether on or off Property). Distributed globally through its network with negotiated pre -contracted rates and digital exposure across B2B and B2C channels.

- Buy out and Partial Buyout Options (Worked through with each Hotels' DOSM)
- Event Planner Help/ Free of Charge to the Hotels – From Permitting to Securing Off Property Events and Options for the Clients/ Acting as an extension of the hotel services
- Distribute various hotel group packages to in and out of network planners
- Deliver high Quality Leads to the individual hotels on a monthly, weekly basis.
- ROI of roughly \$70 - 150k in quality leads to each hotel specific to each DNA of the hotel with pre agreed qualification details. (Per Quarter).
- Collaboration with the CVB and Visit Fort Lauderdale Teams in secluding high end group needs to BIDD properties.
- Direct Lead Generation via each hotels own Vanity Site to capture leads and share them directly with the teams (Automation, Transparency and Delivery that is trackable)
- Extension of the Hotels Sales Force, delivering engaged and quality Leads.
 - Providing Event Management/ Agency Services to Hotels/ Clients (No Additional Cost to the Hotels)



Key Strategies – Influencer & FAM Trip Collaborations

Quarterly familiarization trips for travel advisors and influencers, highlighting BBID's offerings. Evoques.com manages coverage via #DiscoverFTLBeach to reach over 100,000 followers organically.

Key Strategies – Content & Email Marketing

Creation of SEO -optimized blogs, newsletters, and videos spotlighting unique BBID experiences (e.g., sustainable cuisine at Wild Thyme, spa retreats at Ritz -Carlton). Distributed to a global database of 50,000+ travel professionals.

Market Insights & Forecast

According to Visit Lauderdale and STR Global reports:

- Fort Lauderdale's hotel occupancy in 2025 averaged 74.5%, projected to grow to 77% in 2026.
- 9% increase in international visitors in 2024.
- Group travel accounts for 32% of total hotel room nights.
- Key markets: Canada, Brazil, the UK, and Western Europe.
- BBID hotels contribute over 2,300 rooms to growth.



Featured BBID Restaurants

Highlighting dining options in the BBID:

- Steak 954
- Wild Thyme Oceanside Eatery
- Burlock Coast and much more.



Budget Breakdown

Monthly Participation Fees

Additional Costs:

- Revenue Share: Commission-based on actual group bookings (variable, performance-aligned).
- Minimal upfront costs; shared accountability.
- 3% of proceeds from bookings reinvested to BBID or charity annually. Opt-Out: 30-day written notice; annual contracts with 30-day setup. Non-participation available.

Category	Tier	Monthly Cost
Hotels	Basic Visibility	\$1,500 - \$2,500
Hotels	Premium Exposure	\$2,500 - \$3,500
Restaurants	Basic Scope	\$1,000 - \$2,500
Restaurants	Premium Scope	\$2,500 - \$3,000

Participation Costs & Investment

- Hotels: \$1,500–\$3,500/month depending on marketing tier (basic visibility vs. premium exposure).
- Restaurants: \$1,000–\$2,500/month based on campaign scope.
- Revenue Share: Commission-based model aligned with actual group bookings. Minimal upfront cost with shared performance accountability. Opt-Out: 30-day written notice to cancel; annual contracts with 30-day setup. Non-participation option available.

Projected Outcomes & Next Steps

Expected outcomes:

- 15–25% overall increase in revenue for BBID members within the first year.
- Greater visibility among international tour operators MICE Operators/Direct Corporate Events and Meetings
- Increased seasonal demand during off -peak periods. Next steps: Schedule formal presentation to BBID board and establish joint marketing calendar.



Message from project founder Emi Staten

Our Focus is Hospitality and its Verticals. We provide Hotels and their outlets with New Leads, New Accounts, Marketing and when needed supportive social media and Marketing/PR solutions that are strictly focused on Hotels and Restaurant. Our Team stems and evolves from the Hospitality Industry specifically, ex seasoned Hoteliers, SITE members, and Tech guru's that understand lead generation and funneling to drive ROI that is measurable.



Our team



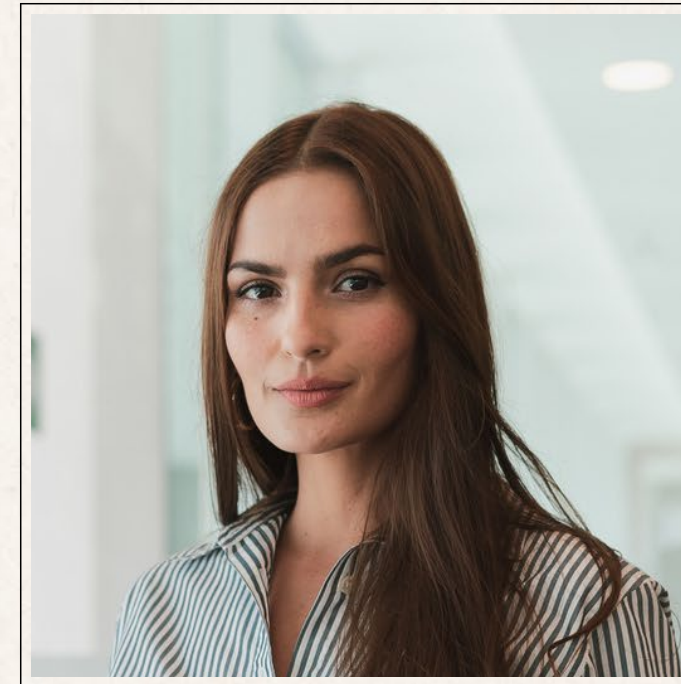
Abby Chu

Online Lead Generator



Emi Staten

Co - Founder



Claudia Morales

Global Agency Director



Aragon Austin

Regional Dir. Of Sales



Thank you

WE LOOK FORWARD TO BECOMING YOUR PRODUCING TEAM. THANK YOUR FOR CONSIDERING THIS PARTNERSHIP TO ELEVATE FORT LAUDERDALE BEACH and BIDD Members

CONTACT US

Contact	Aragon Austin
E-mail	Aragon@Evoques .com
Phone	+1561.400 .3455
Sites	SavvyTrvl .com Evoques .com

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME <i>Lee J. A.</i>		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE <i>BBB BBB</i>	
MAILING ADDRESS <i>2000 S. Ocean Dr</i>		THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:	
CITY <i>FTL</i>	COUNTY <i>Broward</i>	☒ CITY ☐ COUNTY ☐ OTHER LOCAL AGENCY	
DATE ON WHICH VOTE OCCURRED <i>11/10/05</i>		NAME OF POLITICAL SUBDIVISION:	
		MY POSITION IS: ☐ ELECTIVE ☒ APPOINTIVE	

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Ingle, hereby disclose that on 11/10, 2025:

(a) A measure came or will come before my agency which (check one or more)

- ☒ inured to my special private gain or loss;
- ☐ inured to the special gain or loss of my business associate, _____;
- ☐ inured to the special gain or loss of my relative, _____;
- ☐ inured to the special gain or loss of _____, by whom I am retained; or
- ☐ inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

Media Plan 2026

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

Date Filed 11/10/25

Signature Ingle

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME Loren - Nesli		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE BIDD	
MAILING ADDRESS 6536 Windsor Dr		THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF: ☐ CITY ☐ COUNTY ☐ OTHER LOCAL AGENCY	
CITY Parkland	COUNTY Broward	NAME OF POLITICAL SUBDIVISION:	
DATE ON WHICH VOTE OCCURRED		MY POSITION IS: ☐ ELECTIVE ☐ APPOINTEE	

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Nesli Loren, hereby disclose that on November 5th, 20 25 :

(a) A measure came or will come before my agency which (check one or more)

- ☐ inured to my special private gain or loss;
- ☐ inured to the special gain or loss of my business associate, _____ ;
- ☐ inured to the special gain or loss of my relative, _____ ;
- ☐ inured to the special gain or loss of _____, by whom I am retained; or
- ☐ inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

Evoques Agency and Savvy Travel are a spin off company from The Venue Group company from Europe as well as through subsequent partnerships from Saffire Hospitality, a third party sales, marketing and revenue management firm. I was one of the founding owners where we created destination selling methods that involved technology and expertise. They are spinning of to US markets as well as other parts of Europe and are interested in bringing me back either in Board Advisor or through a partnership. They have the know how and I have the know how and the local knowledge. This formation is not completed with Nesli Loren, and is pending final discussion. I have reached out to the team and invited them to create a proposal and scope of work for the BIDD members as I do believe this opportunity will create great gains for the BIDD members/assets they represent.

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

11/5/2025

Date Filed


Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.